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| **Vancouver Island University** | **Faculty of Management** |
| **Summative Program Assessment Template 2012** |  |
| **Program:** Hospitality Management Diploma | |

***Context***

* The Hospitality programs deliver a professional business education preparing students for a meaningful career in a Hospitality Industry (Hotels, Resorts, Restaurants and Foodservices).
* The Canadian Hospitality Industry generates annually sales over 75 Billion dollars, and directly employs over 1.3 million people. The foodservice industry represents 6.4% of the total employment in Canada, more than agriculture, forestry, pulp and paper, banking and gas extraction combined.
* The Hospitality Management Diploma was approved in 1985 and delivered continuously.
* The Hospitality Management diploma is a cohort model with a single intake of 34 students each year taking a prescribed industry vetted curriculum.
* The interactive and participatory learning occurs through lectures, kitchens, on campus dining room, off campus special events such as Festival of Trees, and many off campus industry activities.
* The program offers robust and evidence-based career related learning for students. Co-operative Education within the program provides strong career and retention advantages, connecting program and students to communities and the local, regional, national and international labour market. Students are required to complete two four-month experiential learning work terms.
* There is an increasing demand for qualified hospitality professionals. According to the Conference Board of Canada, by 2025, there will be an estimated 11.1% Hospitality labour shortage in BC.

***Relevance***

* Our strong cohort model encourages retention and enrolment growth. During the surveyed years, the FTE grew 12 %; while the headcount grew 9.4% from year one to year three (64 to 70 students).
* The transition rate from 1st year to 2nd year demonstrates a growing trend from 69% - 69% - 72% over the three year period.
* Each year, one-third of our students are new to VIU, while one-half are new to the program.
* Strong International student enrolment. In the surveyed period over 40% students are international. In Fall 2011, international students make up 50% of program enrolment.
* The completion rate does not equal graduation rates. This is due to the fact that students finish program requirements off-campus in a co-operative work experience. Faculty are encouraging students to apply for their diploma and will continue to do so.

***Access***

* Program enrolment represents a diverse population.
* In the three surveyed years, the aboriginal student count was 7, 4 and 5.
* The diploma program ladders into the Bachelor of Hospitality Degree allowing students to either continue their education or to work for a period and return later into year 3.
* Limited program reserves are lifted in August and December to allow students from other programs admission.
* The program offers limited intake in January**.**
* The program actively uses Prior Learning Assessment (PLA) and accepts appropriate transfer credits from other programs and institutions.

***Financial Performance***

* Program delivery rate in 2010 was 78.2%.
* The average cost per FTE in 2009 was $5060; while in 2010 it was $4792.
* Differentiating costs are not available.
* Strong International student numbers in 2011/12 with 300 seats generating $135,000 in revenue.

***Quality***

* The diploma program is offered in a variety of learning settings in order to model the industry. Students operate and manage the on-campus fine dining room (*The Discovery Room)* and cook in kitchen labs. The second year class develops markets and delivers a restaurant concept (*Vistro*) in the lower cafeteria as a problem-based capstone course.
* The program has a strong awareness of the Employability Skills from the Conference Board of Canada. Many of the activities in classrooms or practical labs require students to take leadership roles, do public speaking or problem solving. The Discovery Room and the Vistro restaurant are two real-life venues available for students to demonstrate these skills.
* The program is attractive to international students as it gives them practical industry knowledge and experience. Many international graduates continue in the Industry and achieve permanent residency status.
* Student surveys rate group collaboration at 87%; learn on your own at 72 %; and over 70% are satisfied with the education received; oral and written communications at an average of 75% each.
* The above results indicate the program is giving graduates the skills to succeed in their careers.
* The surveys highlight areas to considered – low critical analysis at 100% to 45%; also quality of instruction from 100% to 54%. These results are areas the Department will explore to determine the potential causes and consequent corrections.
* All faculty members have Masters Credentials and significant industry experience.
* Strong experiential learning through a variety of course and program activities.

***Institutional Priorities***

* The program promotes student leadership opportunities and enhanced experiential learning.
* The program is committed to ongoing development and assessment through a scheduled program review in 2012/2013.
* An internationalized program through its student diversity, classroom activities and learning that prepares students to enter into a Global Industry – Hospitality.
* Strong full-time enrolment of International students meets the VIU priority of a strong international model.

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|  | ***Dean’s Recommendation*** | Enhance | | |  |  |
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|  | Continue to enhance the program delivery and quality through the formal program review process, in-house program evaluations, focus groups and appropriate marketing.  The proposed budget increased is included in the Bachelor of Hospitality Management Summative Assessment. | | | | |  |
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|  |  | | ***2013-14*** | ***2014-15*** | ***2015-16*** |  |
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|  | ***FTE Targets*** | | 42 | 49 | 52 |  |
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|  | ***Estimated Budget Increases or (Decreases)*** | |  |  |  |  |