School of Hotel Administration Statement of Learning Outcomes and Assessment Plan
Master of Science

Learning Goals

The Master of Science (MS) degree is a highly individualized program directed toward students who plan to eventually teach and perform research in a university setting. By the end of the first year of study students will select a Special Committee of graduate faculty members (two for MS candidates), who will guide the candidate in developing a course of study suited to his or her background and interests.

Candidates will develop a broad-based knowledge of hospitality management, learn research methodology including statistical methods and become proficient at in-depth research.

Proficiencies

There are two primary goals of the education, the first is obtaining expertise in a disciplinary area such marketing channels or revenue management, the second is competence in research methods and statistics. The manner in which students obtain their proficiencies is through successfully completing a minimum of 16 courses, with a minimum of 5 research methods. Proficiencies that are required include:

- Master a body of disciplinary literature (1)
- Develop an independent research topic (2)
- Design a research project (3)
- Collect and organize data (4)
- Analyze data using appropriate methodology (5)
- Create a comprehensive and concise manuscript (6)
- Communicate effectively verbally (7)

Assessment of Learning Outcomes

- Students must successfully complete a minimum of 16 courses that the Special Committee has decided are appropriate including methods, theory, and application (proficiency 1).

1. Special Committee Chair will provide a progress report to DGS for each student at the end of April in their first year of study. If it is determined that a student is not making adequate progress s/he will meet with the DGS and advisor to discuss a plan for the second year. DGS will monitor grades each semester to assure adequate progress is being made. Students should achieve a grade of at least B in all coursework.

- Prepare a master's thesis, according to the guidelines set forth by the Cornell Graduate School (proficiencies 2-6).
1. Students will develop a research topic for the thesis with their Special Committee which integrates coursework and is based on a strong theoretical foundation.

2. Students will design and implement data collection methodology, either qualitative or quantitative.

3. Students will analyze their data using appropriate statistical techniques.

4. Students will write up their research results in a comprehensive and clear manner.

- Complete the final examination for the master's degree, an **oral exam** given by the student's Special Committee, covering the student's master's thesis (proficiencies 1 & 7).

  1. Students will plan and deliver a professional-quality oral presentation

  2. Students will respond competently to questions and feedback