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THE HONG KONG POLYTECHNIC UNIVERSITY

Working Group on Outcome-Based Education

Ref. No. 2010-12/OBE/06
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**Projects on Promoting Outcome-Based Education
2010-12
Application for OBE Funding**

PART I: General Information

1. Title

A Proposal for Developing a Web-Based Survey System at the School of Hotel & Tourism Management for Evaluating Programme Learning Outcomes

2. Name(s) of Applicant(s)

Project Leader

Name	Dept	Post	Groupwise	Ext.
Dr Andrew Chan	SHTM	Assistant Professor	hmandrew	3400-2297

Team Member(s)

Name	Dept	Post	Groupwise	Ext.
Prof. Cathy H. C. Hsu	SHTM	Professor	hmcathy	3400-2323
Dr Mimi Li	SHTM	Assistant Professor	hmmli	3400-2320
Mr. Joey Wu	SHTM	Instructor	hmjoey	3400-2255

3.

Total funding requested

HK\$ _____

4. Expected duration of project: 18 months

Proposed commencement date: 1 March 2011

Expected completion date: 31 August 2012

PART II: DETAILS OF PROPOSAL

1. Project objectives and significance

(What are your objectives in initiating this project? How does it align with the goals and targets of the University, your faculty/ school or your department in implementing OBE?)

The School of Hotel & Tourism Management (SHTM) aims to provide students with high quality and relevant programmes that meet their personal and career development needs. As a multi-disciplinary unit, SHTM offers undergraduate programmes in three areas: hotel management, tourism management and convention and exhibition management. These programmes give students a thorough grounding in hospitality and tourism management and have a strong work-related and competencies emphasis. In addition to professional knowledge, the development of personal qualities such as leadership skills, entrepreneurial spirit, integrities, and global outlook are also embedded in the programmes.

In preparation for 4-Year programmes, it is proposed that a web-based survey system be established at SHTM. Graduates' professional knowledge and skills that are critical to hospitality and tourism industry will be measured annually. The results provide a comprehensive picture of how well the intended learning outcomes have been met. They also provide information about areas of strength or concern so that improvements can be made.

The overall purpose of this project is to support the implementation of outcome-based education, improve the quality of teaching and learning and provide greater assurances that students will be the "preferred graduates". Specifically, the aims of the project are: a) develop questionnaires for surveys of graduating students, alumni and employers and b) develop and implement an online survey system to assess and improve the learning outcomes of all undergraduate programmes at SHTM.

2. Target users

(Who are the intended users of the deliverables of the project?)

The project consists of three surveys to be administered to graduating students, alumni and employers. The graduating student survey focuses on students' self-assessment of their learning outcomes. *The alumni survey aims to ascertain how well SHTM's programmes contribute to alumni's personal and career development. Alumni who graduated in the last two years will be included in the survey. The main objective of the employer survey is to obtain feedback from employers about their perceptions of SHTM graduates.*

If the target users are students, complete the table below:

Programme/ subject code	Programme/subject title	Credit units	Mode of study	Student intake quota per year
24026	B. A. (Hons) in Hotel and Catering Management	45	Part-time	60
24027	BSc (Hons) in Hotel Management	91	Full-time/ Sandwich	52
24028	BSc (Hons) in Tourism Management	91	Full-time/ Sandwich	40
24029	BSc (Hons) in Hotel Management - Conversion	48-61	Full-time	45
24030	BSc (Hons) in Tourism Management - Conversion	48-61	Full-time	45
24031	Higher Diploma in Hotel Management	60	Full-time/ Sandwich	150
24032	Higher Diploma in Tourism Management	60	Full-time/ Sandwich	45

24037	BSc (Hons) in Convention and Event Management - Conversion	57-63	Full-time	45
	4-Year Programmes: - BSc (Hons) Major in Hotel Management - BSc (Hons) Major in Tourism Management - BSc (Hons) Major in Convention and Event Management	121	Full-time	86

3. Outcomes and deliverables

(a) Major outcomes and deliverables

(What will be the major outcomes and deliverables of the project?)

	Major outcomes and deliverables with descriptions
(a)	A web-based survey system available for use by all current and future 4-Year undergraduate programmes in SHTM
(b)	A graduating student survey specifically designed for SHTM graduates.
(c)	A survey to gather information on SHTM's alumni's personal and career development
(d)	An employer survey tailored to the hospitality and tourism industry
(e)	An analysis of the surveys will be completed by the Programme Leader; a report summarizing the findings will be made available to Programme Committee and School Board at the end of each academic year.

Please insert rows in the table if more space is required for additional information.

(b) Plan for developing and piloting / implementing the deliverables

(Detail the plan and procedures that you will adopt to develop and pilot/ implement the outcomes and deliverables. Also specify the dates of the pilot / implementation period)

Time Period		Task
2011	March – June	<ul style="list-style-type: none"> Identify professional knowledge and skills that are critical for hospitality and tourism professionals Select web-based survey software packages
	July - September	<ul style="list-style-type: none"> Develop surveys for each stakeholder (graduates, alumni and employer) based upon the knowledge, skills and attributes identified in the first stage Install and test the web-based software Identify graduating students, alumni and employers to be surveyed
	October - December	<ul style="list-style-type: none"> Pilot the surveys with graduating students, alumni and employers Identify areas where the surveys could be refined
2012	January - May	Carry out the survey with <ul style="list-style-type: none"> graduating students

		<ul style="list-style-type: none"> • alumni • employers
	June- August	<ul style="list-style-type: none"> • Analysis survey results • Write up report and survey results and submit to School Board • Evaluate project outcomes and recommend strategies for improvements
	Beyond funding period	<ul style="list-style-type: none"> • The web-based survey system and instruments will be revised and used among students in 4-Year programmes

Planned pilot / implementation period of the deliverables:

Start Date (dd/mm/yyyy): 1 October 2011.....

End Date (dd/mm/yyyy): 31 August 2012.....

4. Dissemination and sharing plan

(How are you going to disseminate and share the outcomes and deliverables of your project?)

The surveys will be administered to graduating students, alumni and employers annually. Findings will be discussed at Programme Committee meeting. Recommendations and strategies for improvements will be brought to the attention of the School and the School Board. Seminars or meetings will also be arranged for faculty members. This is to ensure they are aware of any changes to the programmes. In addition, the lessons learned from this project will necessarily be of interest to other departments that are considering setting up their own survey system. A workshop will be organized together with EDC to share the experience gained and lessons learned in developing the system.

5. Evaluation plan

(How do you plan to evaluate the effectiveness of the project, particularly its impact on the implementation of OBE in PolyU?)

****For the purpose of monitoring the quality of funded projects, an evaluation plan with clear evaluation objectives, appropriate methodologies and specific timeline must be included in the proposal.***

Time Period	Evaluation Objectives
June 2011	Professional knowledge and skills are identified
September 2011	A web-based survey system is installed and operated on a web server
September 2011	Three survey instruments being made available on SHTM's web server
December 2011	A web-based survey system available for use by all undergraduate programmes
May 2012	Surveys sent and completed
August 2012	Survey results analyzed and reports submitted to Programme Committee and School Board
December 2012	A final evaluation of the project will be completed within 4 months of the project completion.

6. Impact

(How will the project contribute to the success of the implementation of OBE in PolyU/ Faculty/ School/ Department/ programme/ subject?)

Graduate and employer surveys provide an objective view of programme learning outcomes. Indeed, some learning outcomes cannot be assessed in classroom or with a written examination. Consequently, surveys are extremely important to support our claim of effective teaching and learning. The results provide the evidence of successful imparting of professional knowledge and development of management skills. The impacts of this project are summarized as follows:

- Draw awareness to the importance of and need for an outcomes-based education.
- Identify the learning outcomes that are more relevant to today's hospitality and tourism industry
- Ensure the learning outcomes are valued by SHTM students, alumni and employers
- Improve teaching and learning for all undergraduate programmes at SHTM
- Obtain regular feedback from various stakeholders on the extent to which SHTM graduates are equipped with professional knowledge and skills required by the industry
- Adopt a regular and systematic approach to evaluate student learning outcomes
- Provide regular feedback for curriculum development and revision
- Surveys and platform will be tested and refined for application in 4-Year curriculum
- Be ready to assess the learning outcomes of 4 Year curriculum

PART III: BUDGET OF PROPOSAL

*Important Notes

1. Funding requests for equipment and/ or software will be considered only if:
 - a. the equipment / software is essential to the successful implementation of the project, AND
 - b. it is not available in the department concerned. The Project Leader has the responsibility to check this out.
2. The purchasing policies and procedures of FO must be followed for the procurement of approved items.
3. Funding request for conference attendance will not be considered.

Name: Dr. Andrew Chan.....

(in block letters)

Signature: .....

Dept: SHTM.....

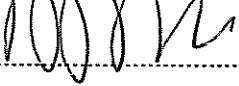
Date: 12 January 2011.....

PART IV: ENDORSEMENT

Endorsement by Head of Department (Host Department of the project leader):

Comments on the proposal:

The proposed project will have significant value to SHTM, especially in relation to integration of Hotel ICAEW in teaching & learning in the future.

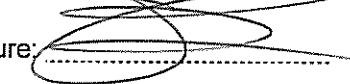
Name: PROF. KAYE CHOW Signature:  Date: 14/1/11
(in block letters)

Recommend as 1st Priority

Endorsement by Chair of ~~X~~/SLTC (Host Faculty/School of the project leader):

Comments on the proposal:

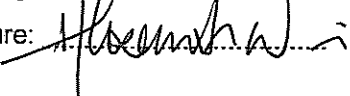
Support this proposal in view of the development of three instruments to measure graduating students, alumni and employers regarding their perception of learning outcomes. Results will be used for programme improvement.

Name: DR. SIMON WONG Signature:  Date: Jan 13, 2011
(in block letters)

Endorsement by Dean of Faculty/ Director of School (Host Faculty/School of the project leader):

1. Comments on the proposal:

2. Priority of the proposal (if there is more than 1 submission from the Faculty/School): 1

Name: PROF. ALEX WAI Signature:  Date: Jan 7, 2011
(in block letters)
SCHOOL BOARD CHAIRMAN (SHTM)

Please return this form to Miss Kevinia Cheung,
Secretary of the Working Group on Outcome-Based Education, c/o Educational Development Centre
by 14 January 2011