

Ensure Students Are Learning: Faculty Descriptions of Innovative Teaching Practices

Assessing Quality With Mystery Shopper Exercise

Innovative Teaching Practice Description:

Students visit a restaurant as mystery shoppers to identify its strengths and weaknesses. Through completing this exercise, students develop an understanding of what is involved in managing a restaurant and how patrons see these things. The entire class works together to select a restaurant and schedule a visit during class time if possible. Using an instructor-developed survey, students assess features such as parking, lighting, atmosphere, host performance, waiter expertise, food presentation, overall service, wait times, and more. Students can take the five-page survey with them or they can take notes and complete the survey later. They must consider their answers from both a management and cost perspective. Although students discuss their impressions as a group, each student submits their own survey along with a one-page summary of their overall impressions.