

PROPOSAL FOR CURRICULUM CHANGE

To: Curriculum Committee

From: Department of Parks, Recreation & Hospitality Administration

Date Submitted: August 18, 2008

Type of Curriculum Change Requested:

Addition of new program, option, or major

Addition of 3 emphases in
Hospitality
Administration

Program or option deletion

Program or option modification

Miscellaneous change

Approved by:


Dr. Theresa Herrick, Department Head


Dr. Willie Hoefler, Dean of Systems Science

Reviewed by:


Ms. Tammy Rhodes, Registrar

Dr. John Watson, Vice President-Academic Affairs

I. Describe and give rationale for the requested change:

The Hospitality Program was granted discipline accreditation in 2007 by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). During the accreditation process the ACPHA team indicated to the Hospitality faculty that there were too many required core courses in the curriculum and not enough flexibility for Hospitality majors to choose areas of interest within the curriculum.

In order to respond to this concern by ACPHA the Hospitality faculty are proposing to reduce the number of required core courses from 17 (54 credit hours) to 14 (43 credit hours) and add three (3) emphases of 18 credit hours each: Food and Beverage Management; Tourism and Event Management; Lodging and Club Management.

app CC 9/19/08
app FS 10/8/08

The ACPHA team also felt there were some deficits in the Hospitality curriculum in cost management and controls. So the Hospitality faculty are proposing to add a new course to the core curriculum HA 2003 Cost Controls.

Another deficit area in the Hospitality curriculum that the ACPHA felt needed to be addressed was supervision and leadership of employees and team members so the Hospitality faculty are proposing to add a new course to the core curriculum HA 2013 Hospitality Supervision and Leadership to address this concern.

The Hospitality faculty are also proposing to delete BUAD 2033 Legal Environment of Business and BUAD 2053 Business Statistics from the list of required support courses for Hospitality baccalaureate degree program. The ACPHA team felt requiring two law courses (BUAD 2033 and HA 4033 Legal Aspects of Hospitality Administration) was redundant. What legal issues must be addressed in the HA curriculum could be covered in one law course HA 4033. The HA faculty felt BUAD 2053 Business Statistics did not provide the foundation for problem solving and critical thinking needed for degree program and elected to add HA 4203 Hospitality Operational Problem Solving to better address this area of the curriculum.

The HA faculty are also proposing to delete SPH 2003 Public Speaking as a required support course and add SPH 2173 Business and Professional Speaking to the list of required courses for the Hospitality baccalaureate degree program.

The HA faculty would also propose to add GEOG 2103 Regional Geography of the World as a required course for all Hospitality majors. Tourism and Event Management is a new emphasis and students need working knowledge of geography to understand issues in travel and tourism from an international perspective.

II. Program or curriculum change as it appears in the catalog:

See three (3) attached 9-semester curricula.

The *Lodging and Club Management Emphasis* prepares students for management careers in hotels, lodging, resorts, and public and private clubs. This emphasis will analyze competitive strategies, leadership styles, teamwork, and technology in this dynamic and ever-changing hospitality industry.

**Lodging and Club Management Emphasis
Suggested Sequence of Courses**

| Freshman | | | | Sophomore | | | |
|--------------------------------|-----------|---------------------------------|-----------|--------------------|-----------|--------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| ENGL 1013 ¹ | 3 | ENGL 1023 ¹ | 3 | HA 2003 | 3 | HA 2013 2023 | 3 |
| BIOL 1014 | 4 | CHEM 1114 | 4 | HA 2043 | 3 | HA 3143 | 3 |
| COMS 1003 | 3 | MATH 1113 | 3 | ACCT 2003 | 3 | ACCT 2013 | 3 |
| HA 1043 | 3 | HA 1063 | 3 | HA 2063 | 3 | SPH 2173 | 3 |
| Physical Activity ¹ | 2 | Approved Electives ² | 2 | ECON 2003 | 3 | PSY 2003 | 3 |
| Total Hours | 15 | Total Hours | 15 | Total Hours | 15 | Total Hours | 15 |

| Junior | | | | Senior | | | |
|---------------------------------|-----------|------------------------|-----------|---------------------------------|-----------|--------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| BUAD 3023 | 3 | HA 4093 | 3 | HA 4113 | 3 | HA 4243 | 3 |
| Humanities ¹ | 3 | Fine Arts ¹ | 3 | HA 4073 | 3 | HA 4023 | 3 |
| Social Sciences ¹ | 3 | GEOG 2013 | 3 | HA 4063 | 3 | HA 4203 | 3 |
| Approved Electives ² | 3 | HA 4033 | 3 | HA 4013 | 3 | HA 4001 | 1 |
| HA 2053 | 3 | MGMT 3003 | 3 | Approved Electives ² | 3 | HA 4253 | 3 |
| Total Hours | 15 | Total Hours | 15 | Total Hours | 15 | Total Hours | 13 |

| Senior 9th Semester | |
|---------------------------------------|---|
| HA 4116 ³ | 6 |

10-28-08
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¹ See appropriate alternatives or substitutions in "General Education Requirements" on page 83.

² See Department Advisor.

³ Internship must be completed in last semester after all course work has been completed.

The *Tourism and Event Management Emphasis* prepares students for careers in tourism, convention and visitors bureaus and sport and event management. This emphasis will provide a background in commercial recreation, recreational sport and event management in Arkansas' second leading industry and the world's largest industry. Tourism and Event Management is a collection of industries under the larger umbrella of hospitality management.

**Tourism and Event Management Emphasis
Suggested Sequence of Courses**

| Freshman | | | | Sophomore | | | |
|--------------------------------|-----------|---------------------------------|-----------|--------------------|-----------|--------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| ENGL 1013 ¹ | 3 | ENGL 1023 ¹ | 3 | HA 2003 | 3 | HA 2013 2023 | 3 |
| BIOL 1014 | 4 | CHEM 1114 | 4 | HA 2133 | 3 | HA 3133 | 3 |
| COMS 1003 | 3 | MATH 1113 | 3 | ACCT 2003 | 3 | ACCT 2013 | 3 |
| HA 1043 | 3 | HA 1063 | 3 | HA 2063 | 3 | SPH 2173 | 3 |
| Physical Activity ¹ | 2 | Approved Electives ² | 3 | ECON 2003 | 3 | PSY 2003 | 3 |
| Total Hours | 15 | Total Hours | 16 | Total Hours | 15 | Total Hours | 15 |

| Junior | | | | Senior | | | |
|------------------------------|-----------|------------------------|-----------|---------------------------------|-----------|---------------------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| BUAD 3023 | 3 | RP 3503 | 3 | HA 4023 | 3 | Approved Electives ² | 3 |
| Humanities ¹ | 3 | Fine Arts ¹ | 3 | HA 4073 | 3 | HA 4053 | 3 |
| Social Sciences ¹ | 3 | GEOG 2013 | 3 | HA 4113 | 3 | HA 4203 | 3 |
| RP 3033 | 3 | HA 4033 | 3 | HA 4013 | 3 | HA 4001 | 1 |
| HA 2053 | 3 | MGMT 3003 | 3 | Approved Electives ² | 2 | HA 4093 | 3 |
| Total Hours | 15 | Total Hours | 15 | Total Hours | 14 | Total Hours | 13 |

| Senior 9th Semester | |
|---------------------------------------|---|
| HA 4116 ¹ | 6 |

10-28-08
KR

¹ See appropriate alternatives or substitutions in "General Education Requirements" on page 83.

² See Department Advisor.

³ Internship must be completed in last semester after all coursework has been completed.

The Food and Beverage Management Emphasis prepares students for management careers in the food and beverage industries as well as managed foodservice. This emphasis will provide the knowledge and skills necessary for a comprehensive management background in this dynamic and ever-changing hospitality industry. Restaurants are the nation's largest private-sector employer.

**Food and Beverage Management Emphasis
Suggested Sequence of Courses**

| Freshman | | | | Sophomore | | | |
|--------------------------------|-----------|------------------------|-----------|-------------------------|-----------|--------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| ENGL 1013 ¹ | 3 | ENGL 1023 ¹ | 3 | HA 2003 | 3 | HA 2053 | 3 |
| BIOL 1014 | 4 | CHEM 1114 | 4 | HA 2013 2023 | 3 | HA 1923 | 3 |
| COMS 1003 | 3 | MATH 1113 | 3 | ACCT 2003 | 3 | ACCT 2013 | 3 |
| HA 1043 | 3 | HA 1063 | 3 | HA 2063 | 3 | SPH 2173 | 3 |
| Physical Activity ¹ | 2 | HA 1013 | 3 | ECON 2003 | 3 | PSY 2003 | 3 |
| Total Hours | 15 | Total Hours | 16 | Total Hours | 15 | Total Hours | 15 |

| Junior | | | | Senior | | | |
|------------------------------|-----------|---------------------------------|-----------|--------------------|-----------|---------------------------------|-----------|
| Fall | | Spring | | Fall | | Spring | |
| BUAD 3023 | 3 | Approved Electives ² | 3 | HA 4023 | 3 | HA 4033 | 3 |
| Humanities ¹ | 3 | Fine Arts ¹ | 3 | HA 4073 | 3 | HA 4113 | 3 |
| Social Sciences ¹ | 3 | GEOG 2013 | 3 | HA 4063 | 3 | HA 4203 | 3 |
| HA 2813 | 3 | Approved Electives ² | 2 | HA 4013 | 3 | HA 4001 | 1 |
| HA 2913 | 3 | MGMT 3003 | 3 | HA 4983 | 3 | Approved Electives ² | 3 |
| Total Hours | 15 | Total Hours | 14 | Total Hours | 15 | Total Hours | 13 |

| Senior 9th Semester | |
|---------------------------------------|---|
| HA 4116 ³ | 6 |

¹ See appropriate alternatives or substitutions in "General Education Requirements" on page 83.

² See Department Advisor.

³ Internship must be completed in last semester after all coursework has been completed.

III. Justification and feasibility of the requested change:

A. What is the purpose of the change?

Responding to recommendations by the ACPHA accreditation team and suggestions from hospitality majors who wanted more flexibility in the curriculum. Hospitality faculty also felt a course in supervision, cost controls and problem solving/critical thinking were needed based on surveys of graduates, internship supervisors, advisory committee members and industry representatives.

B. What impact will the change have on staffing, on other programs, budget, and space allocation?

1. Within the department requesting the change

PRHA will need another ½ FTE faculty to cover additional courses. No additional supplies and services, capital outlay or space allocation needed at this time.

2. Outside the department.

No change. Additional electives for non-majors and minors.

C. Effective date or term. Fall 2009

D. With which departments have you specifically coordinated this change?

| List Department Head/ Program Director Consulted | Indicate Support for Proposal Yes/No | Date |
|---|--|--------------|
| 1. Dr. Kevin Mason | Yes | Aug 18, 2008 |
| 2. Dr. Donna Vocate | Yes | Aug 22, 2008 |
| 3. Dr. Michael Tarver | Yes | Aug 18, 2008 |

Outline in specific detail how your proposal will alter the program (include course number and title):

Lodging and Club Management Emphasis

| Fall Start | |
|--|--|
| Freshman Fall Semester Add/Change: 1 credit Physical Activity Delete: Total Hours: 15 | Freshman Spring Semester Add/Change: HA 1063 Hospitality Technology Approved Electives 2 Delete: HA 1013 Sanitation Safety Elective 2; Physical Activity 1 Total Hours: 15 |
| Sophomore Fall Semester Add/Change: HA 2003 Cost Controls; HA 2043 Front Office Management Delete: HA 2813 Basic Human Nutrition in HA; HA 2913 Principles of Food Preparation; Total Hours: 15 | Sophomore Spring Semester Add/Change: HA 2013 Hospitality Supervision and Leadership; HA 3143 Executive Housekeeping; SPH 2173 Business and Professional Speaking Delete: HA 2043 Front Office Management; BUAD 2033 Legal Environment of Business; SPH 2003 Public Speaking Total Hours: 15 |
| Junior Fall Semester Add/Change: Approved Electives 3; HA 2053 Work Experience Delete: HA 4043 Menu Analysis/Purchasing; HA 4073 Hospitality Financial Analysis Total Hours: 15 | Junior Spring Semester Add/Change: GEOG 2013 Regional Geography; HA 4033 Legal Aspects of Hospitality Administration; HA 4093 Resort Management Delete: BUAD 2053 Business Statistics; Social Sciences 3; Elective 3 Total Hours: 15 |
| Senior Fall Semester Add/Change: HA 4073 Hospitality Financial Analysis; HA 4063 Beverage Management; Approved Electives 3 Delete: HA 4001 Internship Preparation; Elective 2; Elective 3 Total Hours: 15 | Senior Spring Semester Add/Change: HA 4243 Advanced Lodging Operations; HA 4203 Hospitality Operational Problem Solving; HA 4001 Internship Preparation; HA 4253 Club Management Delete: HA 4074 Quantity Food Production; HA 4033 Legal Aspects of Hospitality Administration; HA 4053 Meetings and Conventions Management; HA 4093 Resort Management Total Hours: 13 |
| Senior 9th Semester Fall HA 4116 | |

Outline in specific detail how your proposal will alter the program (include course number and title):

Tourism and Event Management Emphasis

| Fall Start | |
|---|--|
| Freshman Fall Semester Add/Change: Physical Activity 2 Delete: Physical Activity 1 Total Hours: 15 | Freshman Spring Semester Add/Change: HA 1063 Hospitality Technology Approved Electives 2 Delete: HA 1013 Sanitation Safety Elective 2; Physical Activity 1 Total Hours: 15 |
| Sophomore Fall Semester Add/Change: HA 2003 Cost Controls; HA 2133 Introduction to Travel and Tourism Delete: HA 2813 Basic Human Nutrition in HA; HA 2913 Principles of Food Preparation; Total Hours: 15 | Sophomore Spring Semester Add/Change: HA 2013 Hospitality Supervision and Leadership; HA 3133 Tourism Planning; SPH 2173 Business and Professional Speaking Delete: HA 2043 Front Office Management; BUAD 2033 Legal Environment of Business; SPH 2003 Public Speaking Total Hours: 15 |
| Junior Fall Semester Add/Change: RP 3033 Commercial Recreation; HA 2053 Work Experience Delete: HA 4043 Menu Analysis/Purchasing; HA 4073 Hospitality Financial Analysis Total Hours: 15 | Junior Spring Semester Add/Change: GEOG 2013 Regional Geography; HA 4033 Legal Aspects of Hospitality Administration; RP 3503 Recreational Sport Management Delete: BUAD 2053 Business Statistics; Social Sciences 3; Elective 3 Total Hours: 15 |
| Senior Fall Semester Add/Change: HA 4023 Hospitality Facilities Management and Design; HA 4073 Hospitality Financial Analysis; Approved Electives 3 Delete: HA 4001 Internship Preparation; Elective 2; Elective 3 Total Hours: 15 | Senior Spring Semester Add/Change: Approved Electives 3; HA 4203 Hospitality Operational Problem Solving; HA 4001 Internship Preparation; Delete: HA 4074 Quantity Food Production; HA 4033 Legal Aspects of Hospitality Administration Total Hours: 13 |
| Senior 9th Semester Fall HA 4116 | |

Outline in specific detail how your proposal will alter the program (include course number and title):

Food and Beverage Management Emphasis

| Fall Start | |
|---|---|
| Freshman Fall Semester Add/Change: Physical Activity 2 Delete: Physical Activity 1 Total Hours: 15 | Freshman Spring Semester Add/Change: HA 1063 Hospitality Technology Delete: Elective 2; Physical Activity 1 Total Hours: 16 |
| Sophomore Fall Semester Add/Change: HA 2003 Cost Controls; HA 2013 Hospitality Supervision and Leadership; Delete: HA 2813 Basic Human Nutrition in HA; HA 2913 Principles of Food Preparation; Total Hours: 15 | Sophomore Spring Semester Add/Change: HA 2053 Work Experience; HA 1923 Introduction to Food and Beverage Management; SPH 2173 Business and Professional Speaking Delete: HA 2043 Front Office Management; BUAD 2033 Legal Environment of Business; SPH 2003 Public Speaking Total Hours: 15 |
| Junior Fall Semester Add/Change: HA 2813 Basic Human Nutrition in HA; HA 2913 Principles of Food Preparations; Delete: HA 4043 Menu Analysis/Purchasing; HA 4073 Hospitality Financial Analysis Total Hours: 15 | Junior Spring Semester Add/Change: GEOG 2013 Regional Geography; Approved Electives 2 Delete: BUAD 2053 Business Statistics; Social Sciences 3; Elective 3 Total Hours: 14 |
| Senior Fall Semester Add/Change: HA 4023 Hospitality Facilities Management and Design; HA 4073 Hospitality Financial Analysis; HA 4063 Beverage Management; HA 4983 Advanced Food Production Delete: HA 4001 Internship Preparation; Elective 2; Elective 3; HA 4113 Personnel Management Total Hours: 15 | Senior Spring Semester Add/Change: Approved Electives 3; HA 4203 Hospitality Operational Problem Solving; HA 4001 Internship Preparation; HA 4113 Personnel Management Delete: HA 4074 Quantity Food Production; HA 4023 Hospitality Facilities Management and Design; HA 4053 Meetings and Conventions Management; HA 4093 Resort Management Total Hours: 13 |
| Senior 9th Semester Fall HA 4116 | |

Theresa Herrick

From: kmason [kmason@atu.edu]
Sent: Monday, August 18, 2008 3:35 PM
To: 'Theresa Herrick'
Cc: 'tom tyler'
Subject: RE: Curriculum Changes for Hospitality Administration

Theresa;

In terms of our course offerings, that would not be a problem. BUAD 2053 and BUAD 2033 are part of the business core and we will need to offer multiple sections each semester regardless of whether HA students take the courses or not. However, if HA students are planning to take UD business classes (e.g., Mgmt 3003, Mkt 3043, etc.) we may have an issue with whether HA students have the necessary background to take those UD courses.

Kevin

From: Theresa Herrick [mailto:therrick@atu.edu]
Sent: Monday, August 18, 2008 2:56 PM
To: kmason@atu.edu
Subject: Curriculum Changes for Hospitality Administration

Kevin,

We have totally reorganized the hospitality curriculum. In the process, we are proposing dropping BUAD 2053 Business Statistics and BUAD 2033 Legal Environment of Business. Let me know if this poses a problem.

Theresa Herrick Ph.D.

Professor & Department Head
Department of Parks, Recreation & Hospitality Administration
Arkansas Tech University
1205 N. El Paso
Russellville, AR 72801
479-968-0386 office
479-968-0600 fax

Theresa Herrick

From: Donna Vocate [dvocate@atu.edu]
Sent: Friday, August 22, 2008 3:01 PM
To: 'Theresa Herrick'
Subject: RE: Curriculum Changes for Hospitality Administration

Theresa—

I think you will find that SPH 2173-Business & Professional Speaking will be a better fit for your majors. The emphasis is upon presentations, interviewing, and effective communication with superiors and subordinates in an organizational/business setting. Consequently, it seems like it would be more helpful for your students than the traditional Public Speaking course.

Let me know if you need any further information.

Donna

From: Theresa Herrick [mailto:therrick@atu.edu]
Sent: Monday, August 18, 2008 3:36 PM
To: dvocate@atu.edu
Subject: Curriculum Changes for Hospitality Administration

Donna,

I am sending you the proposed curriculum changes for your comment. Hospitality will now require SPH 2173 Business and Professional Speaking rather than SPH 2003.

Let know your thoughts.

Theresa Herrick Ph.D.

Professor & Department Head
Department of Parks, Recreation & Hospitality Administration
Arkansas Tech University
1205 N. El Paso
Russellville, AR 72801
479-968-0386 office
479-968-0600 fax

Theresa Herrick

From: Dr. H. Micheal Tarver [mtarver@atu.edu]
Sent: Monday, August 18, 2008 3:44 PM
To: Theresa Herrick
Subject: Re: Curriculum Changes for Hospitality Administration

Theresa,

The proposed plan looks fine to me. Please list my name as supporting your proposal.

Micheal

--

Dr. H. Micheal Tarver
Professor of History & Department Head - Social Sciences and Philosophy Arkansas Tech
University Witherspoon 255
407 West Q Street
Russellville, AR 72801-2222

Tel: 479.968.0265
Fax: 479.356.2189

mtarver@atu.edu

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LETTER OF NOTIFICATION – 3

NEW EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Arkansas Tech University
2. Contact person/title: Dr. Theresa Herrick, Head, Department of Parks, Recreation and Hospitality Administration
3. Phone number/e-mail address: 479-968-0386, therrick@atu.edu
4. Proposed effective date: Fall 2009
5. Title of degree program: Hospitality Administration
6. CIP Code: 52.0901
7. Degree Code: 2760
8. Proposed emphasis name: Tourism and Event Management Emphasis
9. Reason for proposed action: Give students more flexibility in hospitality curriculum. Hospitality is a broad industry with various areas of expertise. Rather than all hospitality majors taking the same curriculum, students can select an emphasis of study within hospitality administration. Recommended by Accreditation Commission for Programs in Hospitality Administration (ACPHA) during the accreditation review in 2007.
10. New emphasis objective: Provide a curriculum in Tourism and Event Management for those hospitality majors desiring an emphasis in this area of the hospitality industry.
11. Provide the following:

- a. List of required courses

HA/RP 2133 Introduction to Travel and Tourism
HA/RP 3133 Tourism Planning
HA 4053 Meeting and Event Management

RP 3033 Commercial Recreation
 RP 3503 Recreational Sports Management
 HA/RP 4093 Resort Management

b. New course descriptions

c. **HA/RP 2133. Introduction to Travel and Tourism.** A thorough overview of the travel and tourism industry, the social, cultural, political, environmental, and economic impacts and implications of travel and tourism.
 (New name and course number for an existing course HA/RP 4003)

HA/RP 3133. Tourism Planning. An examination of the tourism planning process and techniques. Topics include tourism as a system, levels of planning, environmental, cultural and economic components, attractions, transportation, infrastructure and marketing.
 (New number for existing course in Recreation and Park Administration RP 4033 and cross list with HA)

HA 4053. Meeting and Event Management. Prerequisites: Junior standing plus nine hours of HA courses or by permission. Planning, managing, and executing meetings and events in the hospitality industry.
 (Change the title of course to "Meeting and Event Management" rather than "Meetings and Conventions Management.")

d. Program goals and objectives

| Hospitality Administration Program Goals | Expected Student Learning Outcomes for <i>Tourism and Event Management</i> |
|---|--|
| Students will have an historical overview of the hospitality industry and the profession. | Students will <i>identify</i> and <i>compare</i> the role history plays in the development of meetings, conventions and event planning (HA 4053 Meeting and Event Management). |
| | Students will <i>relate</i> the historical development of resorts from past to present (HA/RP 4093 Resort Management). |
| Students will learn the marketing of hospitality goods and services. | Students will <i>analyze</i> marketing principles as they relate to a commercial recreation or hospitality business concept (RP 3033 |

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| | Commercial Recreation). |
| Students will develop knowledge and understanding of the provision of sufficient areas of specialization to allow student to develop individual interests and talents. | Students will <i>analyze</i> the components of the travel and tourism systems (HA/RP 2133 Introduction to Travel and Tourism). |
| | Students will <i>analyze</i> the basic concepts of tourism planning for public and private sector community and regional tourism development, with an emphasis on ecotourism and nature-based tourism (HA/RP 3133 Tourism Planning). |
| | Students will <i>evaluate</i> the issues and concerns of travel and tourism development in Arkansas, the United States, and the world (HA/RP 2133 Introduction to Travel and Tourism). |
| | Students will <i>incorporate</i> planning, organizing and scheduling sporting events in collegiate, public and private settings (RP 3503 Recreational Sport Management). |
| | Students will <i>critique</i> resorts with respect to their organization, management, target markets, visitor characteristics, and niches (HA/RP 4093 Resort Management). |
| Students will develop knowledge and understanding of the operations relative to provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services. | Student will <i>understand</i> the organization of the travel and tourism industry and how services are administered statewide, nationally, and internationally (HA/RP 2133 Introduction to Travel and Tourism). |
| | Students will <i>analyze</i> the interrelationships between resource management and tourism planning and development (HA/RP 3133 Tourism Planning). |
| | Students will <i>analyze</i> the interrelationships between economic, social, and environmental considerations in the planning and development of resorts (HA/RP 4093 Resort Management) |
| | Students will <i>conceptualize</i> the ability to think critically and problem solve by executing events (HA 4053 Meeting and |

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| | Event Management). |
| | Students will <i>apply</i> management concepts in developing a commercial recreation or hospitality business concept (RP 3033 Commercial Recreation). |
| | Students will assess the nature, scope and importance of recreational sports in the total recreation program and hospitality services (RP 3503 Recreational Sport Management). |
| Students will acquire knowledge of accounting procedures/practices. | |
| Students will develop knowledge of quantitative methods and management information systems, including computer applications. | |
| Student will develop an understanding of organization theory, behavior, and interpersonal communication. | Students will <i>demonstrate</i> professional communication skills (RP 3033 Commercial Recreation). |
| | Students will <i>relate</i> basic sports terminology, the theories of competitive and cooperative play and <i>recognize</i> the philosophical basis and values of recreational sports to the individual and industries (RP 3503 Recreational Sport Management). |
| Students will learn how to plan for, utilize and manage personnel, including the improvement of student understanding of human behavior. | |
| Students will develop an understanding of financial management of hospitality goods and services. | |
| Students will acquire knowledge of the economic environment of profit and non-profit organizations. | |

| | |
|--|--|
| Students will understand the ethical considerations and socio-political influences affecting organizations. | Students will <i>evaluate</i> the behavioral foundations, motivations, and constraints affecting tourism behavior (HA/RP 2133 Introduction to Travel and Tourism). |
| Student will understand administrative processes, including the integration of analysis and policy determination at the overall management level. | |
| Students will develop knowledge and understanding of the legal environment of profit and non-profit organizations. | |
| Students will have relevant operational and/or management experience in some facet of the hospitality industry, with guidance and supervision guaranteed by the industry and the academic program. | |

12. Will the new emphasis be offered via distance delivery? No

13. Mode of delivery to be used: Classroom lecture and laboratories

14. Explain in detail the distance delivery procedures to be used: None

15. Is the degree approved for distance delivery? No

16. List the courses in the emphasis. Include course descriptions for new courses.
See #11 above

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used. All of the courses in the proposed Tourism and Event Management Emphasis are currently being taught by full time or adjunct faculty.

Board of Trustees Approval Date:

Chief Academic Officer:

LETTER OF NOTIFICATION – 3

NEW EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Arkansas Tech University
2. Contact person/title: Dr. Theresa Herrick, Head, Department of Parks, Recreation and Hospitality Administration
3. Phone number/e-mail address: 479-968-0386, therrick@atu.edu
4. Proposed effective date: Fall 2009
5. Title of degree program: Hospitality Administration
6. CIP Code: 52.0901
7. Degree Code: 2760
8. Proposed emphasis name: Lodging and Club Management Emphasis
9. Reason for proposed action: Give students more flexibility in hospitality curriculum. Hospitality is a broad industry with various areas of expertise. Rather than all hospitality majors taking the same curriculum, students can select an emphasis of study within hospitality administration. Recommended by Accreditation Commission for Programs in Hospitality Administration (ACPHA) during the accreditation review in 2007.
10. New emphasis objective: Provide a curriculum in Lodging and Club Management for those hospitality majors desiring an emphasis in this area of the hospitality industry.
11. Provide the following:
 - a. List of required courses

HA 2043 Front Office Management
HA 3143 Executive Housekeeping
HA 4063 Beverage Management

HA/RP 4093 Resort Management
 HA 4243 Advanced Lodging Operations
 HA 4253 Club Management

b. New course descriptions

HA 3143 Executive Housekeeping. Prerequisite HA 2043. This course evaluates the role of housekeeping, the planning and organization of various organizing tasks, and the importance of maintaining and training quality housekeeping staff. This course will evaluate managing inventories, controlling expenses and monitoring safety and security functions. This class is 2 hour lecture and 1 hour lab and will require student to have a minimum of 15 contact hours throughout the semester under supervision in a hotel housekeeping environment.

HA 4253. Club Management. Prerequisites: Junior standing and nine hours of HA courses, or permission of instructor. This course analyzes the organizational diversity of clubs exploring governance, management and operations of profit and non-profit clubs.

c. Program goals and objectives

| Hospitality Administration Program Goals | Expected Student Learning Outcomes for Lodging and Club Management |
|--|--|
| Students will have an historical overview of the hospitality industry and the profession. | Students will <i>relate</i> the historical development of resorts from past to present (HA/RP 4093 Resort Management). |
| Students will learn the marketing of hospitality goods and services. | The student will <i>discover</i> the contributions of the club market on the hospitality industry (HA 4253 Club Management). |
| Students will develop knowledge and understanding of the provision of sufficient areas of specialization to allow student to develop individual interests and talents. | Students will <i>critique</i> resorts with respect to their organization, management, target markets, visitor characteristics and niches (HA/RP 4093 Resort Management). |
| Students will develop knowledge and understanding of the operations relative to provision of hospitality goods and/or services, including foodservice | Students will <i>analyze</i> lodging operations and related services (HA 2043 Front Office Management). |

| | |
|--|---|
| management and/or lodging management and related services. | Students will <i>analyze</i> the interrelationships between economic, social, and environmental considerations in the planning and development of resorts (HA/RP 4093 Resort Management). |
| Students will acquire knowledge of accounting procedures/practices. | |
| Students will develop knowledge of quantitative methods and management information systems, including computer applications. | Students will <i>demonstrate</i> computer applications relevant to lodging operations (HA 2043 Front Office Management). |
| Student will develop an understanding of organization theory, behavior, and interpersonal communication. | Students will <i>differentiate</i> organization theory, behavior, and interpersonal communication needed for lodging operations (HA 2043 Front Office Management). |
| | Students will <i>identify</i> behaviors for establishing a multi-cultural and nonnative speaking staff (HA 3143 Executive Housekeeping). |
| | Students will <i>incorporate</i> "people skills" and communication skills to help prepare them to be an effective beverage manager (HA 4063 Beverage Management). |
| Students will learn how to plan for, utilize and manage personnel, including the improvement of student understanding of human behavior. | |
| Students will develop an understanding of financial management of hospitality goods and services. | Students will <i>demonstrate</i> computer applications relevant to lodging operations (HA 4243 Advanced Lodging Operations). |
| | Students will <i>identify</i> the basics of mixing cocktails and the importance of standard recipes and measurements to an establishment's profitability (HA 4063 Beverage Management). |
| | Students will <i>assess</i> why and how beverages are a major profit center for most food and beverage operations (HA 4063 Beverage Management). |

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| Students will acquire knowledge of the economic environment of profit and non-profit organizations. | The student will <i>analyze</i> and contrast the establishment, hierarchy, governance and management of clubs (HA 4253 Club Management). |
| Students will understand the ethical considerations and socio-political influences affecting organizations. | Students will <i>evaluate</i> lodging industry theory relative to factors in "real world" business (HA 4243 Advanced Lodging Operations). |
| Student will understand administrative processes, including the integration of analysis and policy determination at the overall management level. | Students will assess the tools needed in the lodging industry to become an effective leader (HA 4243 Advanced Lodging Operations). |
| | Students will <i>develop</i> a method of policy implementation for an efficient housekeeping staff (HA 3143 Executive Housekeeping). |
| Students will develop knowledge and understanding of the legal environment of profit and non-profit organizations. | Students will <i>differentiate</i> local, state, and federal laws regarding alcohol service and how they affect an establishment (HA 4063 Beverage Management). |
| | Students will <i>analyze</i> how alcohol works; and the effects on the human body (HA 4063 Beverage Management). |
| Students will have relevant operational and/or management experience in some facet of the hospitality industry, with guidance and supervision guaranteed by the industry and the academic program. | Students will <i>apply</i> understanding of organization of housekeeping procedure (HA 3143 Executive Housekeeping). |

12. Will the new emphasis be offered via distance delivery? No

13. Mode of delivery to be used: Classroom lecture and laboratories

14. Explain in detail the distance delivery procedures to be used: None

15. Is the degree approved for distance delivery? No

16. List the courses in the emphasis. Include course descriptions for new courses.
See #11 above

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used. Another ½ time faculty member (\$25,000) or 2 adjunct faculty (\$3,600) will be needed. Source of funds: base budget.

Board of Trustees Approval Date:

Chief Academic Officer:

LETTER OF NOTIFICATION – 3

NEW EMPHASIS

(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request: Arkansas Tech University
2. Contact person/title: Dr. Theresa Herrick, Head, Department of Parks, Recreation and Hospitality Administration
3. Phone number/e-mail address: 479-968-0386, therrick@atu.edu
4. Proposed effective date: Fall 2009
5. Title of degree program: Hospitality Administration
6. CIP Code: 52.0901
7. Degree Code: 2760
8. Proposed emphasis name: Food and Beverage Management Emphasis
9. Reason for proposed action: Give students more flexibility in hospitality curriculum. Hospitality is a broad industry with various areas of expertise. Rather than all hospitality majors taking the same curriculum, students can select an emphasis of study within hospitality administration. Recommended by Accreditation Commission for Programs in Hospitality Administration (ACPHA) during the accreditation review in 2007.
10. New emphasis objective: Provide a curriculum in Food and Beverage Management for those hospitality majors desiring a emphasis in this area of the hospitality industry.

11. Provide the following:

- a. List of required courses

HA 1013 Sanitation Safety

HA 1923 Introduction to Food and Beverage Management

HA 2813 Basic Human Nutrition in Hospitality Administration

HA 2913 Principles of Food Preparations
 HA 4063 Beverage Management
 HA 4983 Advanced Food Production

b. New course descriptions

HA 4983. Advanced Food Production. Prerequisites: HA 2913.
 Standards, techniques and practices that include organizing, purchasing, costing, preparing and serving of food in a quantity food production setting. Menu development and marketing applications are utilized in lab. Three hours lecture and four hour lab. \$100 lab fee required.

This is a reorganization of an existing course HA 4074 Quantity Food Production. Changes include new course name, change in number of credit hours from 4 to 3 and some changes in the course description.

c. Program goals and objectives:

| Hospitality Administration Program Goals | Expected Student Learning Outcomes For Food and Beverage Courses. |
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| Students will develop knowledge and understanding of the historical overview of the hospitality industry and the profession. | Students will <i>identify</i> the role history has played in food and beverage development (HA 1923 Introduction to Food and Beverage Management). |
| | Students will <i>identify</i> the basic components associated with Front-of-the-House operations (HA 1923 Introduction to Food and Beverage Management). |
| Students will develop knowledge about the marketing of hospitality goods and services. | Students will <i>distinguish</i> how nutritional food values impact market choices (HA 2813 Basic Human Nutrition in Hospitality Administration). |
| Students will acquire knowledge of accounting procedures/practices. | |
| Students will develop knowledge and understanding of the provision of sufficient areas of specialization to allow students to | Students will <i>discover</i> particular areas of the food and beverage industry which hold an interest to the student (HA 1923 Introduction to Food and Beverage |

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| develop individual interests and talents. | Management). |
| | Students will <i>adapt</i> to varied food production settings and <i>build</i> on areas of personal interests (HA 2913 Principles of Food Preparations). |
| | Students will <i>identify</i> the impact of nutrition on a healthy lifestyle (HA 2813 Basic Human Nutrition in Hospitality Administration). |
| Students will acquire knowledge of financial management of hospitality goods and services. | Student will <i>identify</i> the basics of mixing cocktails and the importance of standard recipes and measurements to an establishment's profitability (HA 4063 Beverage Management). |
| | Student will <i>assess</i> why and how beverages are a major profit center for most food and beverage operations (HA 4063 Beverage Management). |
| Students will develop knowledge and understanding of the operations relative to the provision of hospitality goods and/or services, including foodservice management. | Students will <i>demonstrate</i> fundamental cooking techniques and methods and proficient knife skills (HA 2913 Principles of Food Preparations). |
| | Students will <i>adapt</i> an understanding of diversity and teamwork within the hospitality work environment (HA 2913 Principles of Food Preparations). |
| | Students will <i>create</i> and <i>execute</i> a meal(s) from menu conception, recipe conversion and costing, through marketing, production, personnel management and evaluation (HA 4983 Advanced Food Production). |
| Students will develop knowledge of relevant operational and/or management experience in some facet of the hospitality industry. | Students will <i>plan</i> and <i>produce</i> meals and/or special events using effective planning, implementation and management skills (HA 4983 Advanced Food Production). |

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| | The student will <i>utilize</i> and manage personnel in a foodservice operation (HA 4983 Advanced Food Production). |
| Students will develop knowledge and understanding of the legal environment of profit and non-profit organizations. | The student will <i>identify</i> and <i>demonstrate</i> critical food safety knowledge and risk management associated with safe food handling and storage (HA 1013 Sanitation Safety). |
| | The student will <i>differentiate</i> local, state, and federal laws regarding alcohol service and how they affect an establishment (HA 4063 Beverage Management). |
| | The student will <i>analyze</i> how alcohol works; the effects on the human body (HA 4063 Beverage Management) |
| Students will develop knowledge and understanding of the ethical considerations and socio-political influences affecting organizations. | The student will <i>illustrate</i> and <i>contrast</i> ethical issues related to food safety and risk management (HA 1013 Sanitation Safety). |
| | Students will <i>analyze</i> the impact of food choices on lifestyles, which affect societal issues and health costs (HA 2813 Basic Human Nutrition in Hospitality Administration). |
| Students will acquire knowledge of the economic environment of profit and non-profit organizations. | |
| Students will acquire knowledge of quantitative methods and management information systems, including computer applications. | |
| Students will learn how to plan for, utilize and manage personnel, including the improvement of student understanding of human behavior. | |

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| Students will learn organizational theory, behavior, and interpersonal communication. | Student will <i>incorporate</i> "people skills" and communication skills to help prepare he/she be an effective beverage manager (HA 4063 Beverage Management). |
| Students will become acquainted with the administrative processes, including the integration of analysis and policy determination at the overall management level. | |

12. Will the new emphasis be offered via distance delivery? No

13. Mode of delivery to be used: Classroom lecture and laboratories

14. Explain in detail the distance delivery procedures to be used: None

15. Is the degree approved for distance delivery? No

16. List courses in emphasis. Include course descriptions for new courses. See #11 above

17. Specify the amount of the additional costs required, the source of funds, and how funds will be used. All of the courses in the proposed Food and Beverage Management Emphasis are currently being taught by full time or adjunct faculty.

Board of Trustees Approval Date:

Chief Academic Officer: