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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 10/4/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Jim Washam 10/11/2022 **College Dean** | Alan Utter 10/26/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Dr. Matthew Hill, mdhill@astate.edu

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022 (2022-23 Bulletin Year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **HETM** |
| **Number\*** |  | **6013** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Issues and Trends in** **Hospitality and Event Tourism Management**  **Short title: Hospitality Issues and Trends** |
| **Description\*\*** |  | Issue and trends of critical importance to Hospitality and Event Tourism Management are presented with a global perspective through the use of case studies. The management of hospitality organizations will be discussed in the context of various management-related problems. |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. NO Are there any prerequisites?
   1. If yes, which ones?

Enter text...

* 1. Why or why not?

Enter text...

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall, Spring

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture Only

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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| 7-week Format | Module & Content |
| Week 1 | Module 1: Hospitality Industry - Overview, History, Trends, and Careers   * Industry History * Industry Sectors * Numerous Occupations * Job Characteristics |
| Week 2 | Module 2: Why People Travel, Tourism, and Sustainable Development   * Travel Motivations * Economic Impacts of the T&T Industry and the Economy, World, State, City * Environmental Impacts of the T&T Industry and the Economy, World, State, City * Cultural/Social Impacts of the T&T Industry and the Economy, World, State, City |
| Weeks 3 | Module 3: Who Promotes and Provides Hospitality and Tourism   * Government/Non-Profit/for-Profit Businesses * DMOs and CVBs, State Tourism Offices, and Ministries of Tourism |
| Weeks 4 | Module 4: Organizational Formats of Hospitality Companies   * Independent and Entrepreneurial Operations * Corporate, Chain Operations & Franchises * Managed Services |
| Weeks 5 | Module 5: Lodging and F&B Sectors   * Lodging Segments * Hotel Operations * Food Service Segments * Performance Metrics |
| Weeks 6 | Module 6: Meetings and Events   * 5 W’s of Events * Event Management * Performance Metrics |
| Weeks 7 | Module 7: Industry Subsectors   * Attractions * Casinos * Cruise Ships |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

One faculty member

1. Will this require additional faculty, supplies, etc.?

No

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

**New Course Justification (New Courses Only)**

1. Justification for the course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is needed to provide a foundational body of knowledge and an awareness of the range and outlook of occupations key for students seeking the MBA with a concentration in Hospitality and Event Tourism Management. Considering that the average annual wage for Meeting, Convention, and Event Planners is $57,850 <https://www.bls.gov/oes/current/oes131121.htm> and the projected percent change in employment from 2020 to 2030 has a growth rate of 18% compared to the average growth rate for all occupations is 8 percent <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>.

b. How does the course fit with the mission of the department? If the course is mandated by an accrediting or certifying agency, include the directive.

The mission of the NGCOB graduate programs is to produce career-ready graduates and to enhance the career mobility of those further along in their professional lives. The course provides current content that will not only bring value to the organizations for which students may work but value in terms of students’ personal brand development.

c. Student population served.

Graduate students in the MBA program are interested in the Hospitality Management Concentration

d. Rationale for the level of the course (lower, upper, or graduate).

The course is a required component of the MBA Concentration in Hospitality Management

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. Not Applicable (new course) Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course fits into the existing outcomes for the MBA program as shown below.

MBA Program‐Level Student Learning Outcomes

• Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.

• Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.

• Ethics: Students will understand the role of business ethics when solving problems and making decisions.

• Oral Communication: Students will demonstrate an ability to use oral communication effectively.

• Written Communication: Students will demonstrate the ability to communicate effectively in writing

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Oral Communication: Students will demonstrate an ability to use oral communication effectively. |
| Assessment Measure | Students must complete a live interview with an industry professional as part of their term project, which is an oral report of the interview as well as an industry overview including trends, career paths, growth rate, and personality traits of successful prospects |
| Assessment  Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor of course, reporting to Oral Communication Goal Assessment Team and the NGCOB Assessment Committee |

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| **Program-Level Outcome 1 (from question #19)** | Written Communication: Students will demonstrate the ability to communicate effectively in writing |
| Assessment Measure | Written comprehensive Industry Sector Overview and Interview |
| Assessment  Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor of course reporting to Written Communication Goal Assessment Team and the NGCOB Assessment Committee |

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Describe the characteristics of the hospitality and tourism industry illustrating the interrelationships of industry subsectors using key terminology. |
| Which learning activities are responsible for this outcome? | Students must complete an industry overview oral presentation where students start broad explaining how industry subsectors are interrelated then drilling down to a specific subsector of choice from which to interview an industry professional. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Analyze the key factors responsible for the growth and development of the hospitality and tourism industry |
| Which learning activities are responsible for this outcome? | Students must complete a live interview with an industry professional as part of their term project which is an oral report of the interview as well as an industry overview including trends, career paths, growth rate, and personality traits of successful prospects. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 3** | Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, and social impacts |
| Which learning activities are responsible for this outcome? | Students will complete a trend learning activity that specifically investigates trends with a triple bottom line perspective concerning impacts. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 4** | Recognize personality traits and skills relevant to operational areas of the hospitality and event tourism industry including career paths |
| Which learning activities are responsible for this outcome? | Students must complete a live interview with an industry professional as part of their term project, which is an oral report of the interview as well as an industry overview including trends, career paths, growth rate, and personality traits of successful prospects. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 5** | Explain the importance of customer service within the hospitality and tourism industry |
| Which learning activities are responsible for this outcome? | Completion of a Moments of Truth within the hospitality and tourism industry Learning Activity. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 6** | Explain the unique service sector characteristics of the hospitality and tourism industry, and how they differ from manufacturing industries |
| Which learning activities are responsible for this outcome? | Completion of services vs. manufacturing learning activity comparing and contrasting these types of industries. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 7** | Apply effective communication skills |
| Which learning activities are responsible for this outcome? | Students must complete a live interview with an industry professional as part of their term project which is an oral report of the interview as well as an industry overview including trends, career tracks, growth rate, and personality traits of successful prospects. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 8** | Apply critical thinking and problem-solving skills |
| Which learning activities are responsible for this outcome? | Students must complete a term project which requires critical thinking and problem-solving skills in matching career tracks with their personality traits. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

INSERT:

HETM 6013 - Issues and Trends in Hospitality and Event Tourism Management

Sem. Hrs: 3

Issue and trends of critical importance to Hospitality and Event Tourism Management are presented with a global perspective through the use of case studies. The management of hospitality organizations will be discussed in the context of various management-related problems.