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

**Program Modification Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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| **Modification Type: [ ]Admissions, [ ]Curricular Sequence, or [ ]Other**  |

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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| Melodie Philhours | 10/23/2020 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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| Sharon D. James  | 10/23/2020 |

**Department Chair**  |

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**Head of Unit (if applicable)**   |
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| Melodie Philhours | 10/28/2020 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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**Director of Assessment** *(only for changes impacting assessment)* |

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**Graduate Curriculum Committee Chair** |
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| Melody Lo | 10/28/2020 |

**College Dean** |

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**Vice Chancellor for Academic Affairs** |
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**General Education Committee Chair (if applicable)**   |  |

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

Dr. Sharon James, sjames@astate.edu, 870-972-3430

1. **Proposed Change** (for undergraduate curricular changes please provide an 8-semester plan (appendix A), if applicable)

Changes to Emphasis Area:

* All of the previous required courses were removed except for the internship (which is renamed to be hospitality to restrict students to hospitality positions). ACCT 3063 and LAW 4063 are being removed by the College of Business from its list of courses, and MKTG 3033 and MKTG 4023 were replaced with courses that are more specific to hospitality. MKTG 3033 is being retained as a possible elective.
* Four new content courses and one internship course (see descriptions below) as well as MGMT 4393 are being added that are common in hospitality programs and prepare students for the actual career paths in hospitality.
* A sixth course is added to the emphasis requirements. Students choose one course from a list of possible electives that are related to hospitality. This will give the student more depth in the emphasis, while still leaving 13 credits for free electives.
1. **Effective Date**

8/15/2021

1. **Justification –** *Please provide details as to why this change is necessary.*

The following changes are being proposed to better reflect the needs of students and companies in the hospitality industry. The changes were also made necessary by the NGCOB’s decision to no longer offer two of the courses that are required in current degree plan (i.e., ACCT 3063 and LAW 4063). The overall goal is to make sure students have the basic knowledge and skills to obtain employment in hospitality organizations. The types of positions include, but are not limited to, hospitality management, hospitality sales, and meeting and event planning.

The curriculum focuses mostly on hotel and lodging industry operations such as front office, housekeeping, sales and conference services, and revenue management. In addition, students can pursue similar careers in related areas such as restaurant and food service operations, the cruise industry, the rental car industry, and meeting and event management. Any deficiencies in the regular courses can be compensated for in the student’s internship. For example, if a student wants to pursue restaurant management as a career, then s/he can do an internship with a restaurant or other food service operation. Work experience and internships are highly regarded by hospitality firms.

This emphasis could be popular among community college students who major in hospitality. They can transfer an introductory hospitality course for the “The Hospitality Industry” (HMGT 2013) and use the 16 credits of free electives for the other hospitality, culinary, and tourism courses that they have already taken. Finally, this emphasis can also be easily converted to a minor or certificate program to attract students in other majors and/or off campus.

Initially, the program can easily be delivered by one full-time faculty member in hospitality with minimal help from full-time faculty in other disciplines and/or part-time faculty (i.e., the changes won’t require the hiring of any additional faculty members at this time). The new courses can have a new prefix (HMGT) or be added as management courses (MGMT).

**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.**  |

 ***P. 143***

MANAGEMENT

Emphasis in Hospitality Management

A complete 8-semester degree plan is available at [https://www.astate.edu/info/academics/degrees/](http://www.astate.edu/info/academics/degrees/)

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 42)*(For Neil Griffin College of Business requirements, see p. 125)* |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 78)**Students with this major must take the following:***A “C” or better in MATH 2143, Business Calculus* ***OR****MATH 2194, Survey of Calculus* ***OR****MATH 2204, Calculus I**ECON 2313, Principles of Macroeconomics**COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option)* | **35** |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| *MGMT 3153, Organizational Behavior* | *3* |
| MGMT 4123, International Management | 3 |
| ~~MKTG 3023, Applied Research~~  | ~~3~~ |
| **Sub-total** | **9**  |
| **Emphasis Area (Hospitality Management):** | **Sem. Hrs.** |
| ~~ACCT 3063, Hospitality Accounting~~  *HMGT 2013, The Hospitality Industry* | 3 |
| ~~LAW 4063, Hospitality Law~~ *HMGT 3013, Lodging Operations Management* | 3 |
| ~~MKTG 3033, Advertising & Promotion~~ *HMGT 3123, Meeting & Event Management* | 3 |
| ~~MKTG 4023, Services Marketing~~ *HMGT 3143, Hospitality Sales & Marketing* | 3 |
| ~~MGMT 419V, Management Internship~~ **~~OR~~**~~MKTG 428V, Marketing Internship~~  *HMGT 419V, Hospitality Internship* | 3 |
|  **Select one of the following:**GSCM 3163, Supply Chain Management  MGMT 4163, Small Business Management  MKTG 4023, Services Marketing NS 3133, Food Service Management  | *3* |
| **Sub-total** | **~~15~~ 18** |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **~~19~~ 16** |
| **Total Required Hours:** | **120** |

Paste bulletin pages here...

**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

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| **Arkansas State University-Jonesboro****Degree:****Major:****Year:** |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper division credit (3000-4000 level) is required for this degree. |
| **Year 1** |  | **Year 1** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs** | **Gen Ed** |
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| **Total Hours** |  |  |  |  | **Total Hours** |  |  |  |
| **Total Jr/Sr Hours \_\_\_ Total Degree Hours \_\_\_** |
| **Graduation Requirements:** |