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| For Academic Affairs and Research Use Only |
| Proposal Number | BU16 |
| CIP Code:  |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[X] Undergraduate Curriculum Council**

**[ ] 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 the approver name and enter the date of approval.

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| H. Steve Leslie 11/8/2022**Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**COPE Chair (if applicable)** |
| Bill Hu 11/8/22 Enter date…**Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Head of Unit (if applicable)**   |
| Philip Tew 11/30/2022**College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Undergraduate Curriculum Council Chair** |
| Mary Elizabeth Spence 12/2/2022**Office of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**Graduate Curriculum Committee Chair** |
| John Robertson 12/2/2022**College Dean** | Len Frey 4/20/2023**Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…**General Education Committee Chair (if applicable)**   |  |

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

David Pearlman, dpearlman@state.edu, 870-972-3733

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

Fall 2023.

**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** | **n/a** | **HETM** |
| **Number\*** | **n/a** | **2000** |
| **Title** | **n/a** | **Hospitality Work Experience** |
| **Description\*\*** | **n/a** | Practical work experience toward fulfillment of degree requirement. May be repeated for credit. Restricted to HETM majors and minors. Fall, Spring, Summer. Prerequisites, Permission of Internship Director.  |

 ***\**** (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 as it should appear in the Bulletin.

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

* **Yes / No** Are there any prerequisites?
	1. If yes, which ones?

**Permission of Internship Director**

* 1. Why or why not?

The internship location must meet specific requirements

* **Yes / No** Is this course restricted to a specific major?
	1. If yes, which major? **Restricted to students with a declared major/minor in HETM**
1. **Proposed course frequency [Modification requested? Yes/No] NO**

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

Fall, Spring, Summer

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

internship/practicum

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

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

**Credit/no credit**

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

*(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. **Yes / No** Is this course in support of a new program? No

a. If yes, what program?

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

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 a judgment of the content of the course.)

**A topical outline by week does not apply to this work experience course. HETM majors will be required to complete 750 hours of work experience as a program graduation requirement.**

**This stipulation aims to ensure our graduates have documented industry experience, which is a prerequisite for most corporate management training programs and necessary for our students to be competitive in the marketplace upon graduation. Further, students will be encouraged to work in an assortment of industry subsectors in fulfilling this program objective. Then, during their senior year, a specially prescribed supervised internship (HETM 419V) is 3-credit hours and at least 125 hours long and administered through the NGCOB Internship Coordinator to meet the student’s career objectives.**

**This work experience requirement is typical of hospitality programs varying in length of hours. For example, 600=University of New Orleans, 750=University of Central Florida, 800=Michigan State University, 1,000=San Diego State University, and 1,000=University of Houston. Using the University of Houston as the model, the 750 work experience hours required may be/have been earned within hospitality-related employment (500 hrs.), non-hospitality industry-related employment (200 hrs.), and the remaining 50 hours may consist of volunteer hours.**

**The website, student handbook, and other supporting materials will include specific listings for each category. For example, hospitality includes hotels, restaurants, country clubs, spas, catering, event planning, etc. NON-hospitality experience may include bank teller, retail sales, and call center operator. The volunteer listing may have career fair volunteer or church mission experience.**

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

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

Students will secure off-campus employment.

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

Full-time faculty/instructors

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

 No

1. **Yes / No** Does this course require course fees? No

 *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)

n/a

**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 directly connected to the HETM program learning objectives, enabling students to demonstrate effective culturally sensitive communication skills and opportunities to demonstrate hospitality and event tourism management knowledge. The course prepares students for positions in hospitality and event tourism management. All students with a declared major in HETM will be required to complete a total of 750 work experience hours.**

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 course furthers the mission by providing students with the opportunity to connect what they are learning in their Hospitality and Event Tourism Management coursework. Furthermore, these work experiences permit student exposure to the range of career pursuits found within the industry and opportunities to expand professional networks. This course furthers the mission by requiring students to demonstrate the ability to function as a practitioner in the field.**

c. Student population served.

**Undergraduate students**

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

**This course is based on the completion of a specified number of paid work experience hours, and since it is anticipated that many, in particular, international students, will require multiple terms to satisfy. With this possibility, a 2000-level course number is most appropriate.**

**Assessment**

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

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan? No

 *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?

Program-level:

* HETM students will employ qualitative and quantitative research skills and critical thinking skills to analytically solve hospitality business problems by assessing the triple bottom line
* HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders
* HETM students will demonstrate hospitality and event tourism management knowledge using technology appropriately to communicate, calculate, and present concepts and data ethically
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)** | HETM students will employ creativity, research, and critical thinking to solve problems by looking analytically and ethically at the triple bottom line |
| Assessment Measure | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures creativity/analytical problem-solving regarding event implementationDirect measure: HETM 3403 term projects require such an approach to solving a tourism development issueDirect measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the intern's use of such tools OTJDirect measure: HETM 4103 term projects require such in assessing their hospitality and event tourism issueIndirect measure: HETM 2000 experiential learning opportunities permit exposure to industry problemsIndirect measure: MGMT 4393 service blueprint project requires such skillsIndirect: HETM graduation exit survey will self-assess the adoption of such tools |
| Assessment Timetable | Direct: Fall semesterIndirect: HETM graduation exit survey |
| Who is responsible for assessing and reporting on the results? | Direct: David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467Indirect: David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467  |

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| **Program-Level Outcome 2 (from question #19)** | HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders |
| Assessment Measure | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures communication skills and cultural sensitivity issues rated according to NGCOB communications and oral communications rubrics Direct measure: HETM 3403 term projects require such an approach to solving/presenting the tourism development issue rated according to NGCOB communications and oral communications rubricsDirect measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the intern's communication skillsDirect measure: HETM 4103 term projects require such an approach in assessing hospitality and event tourism issues rated according to NGCOB communications and oral communications rubrics Indirect measure: HETM 2000 experiential learning opportunities permit exposure to industry problemsIndirect measure: HETM graduation exit survey will self-assess culturally sensitive communication skills |
| Assessment Timetable | Direct: Fall semesterIndirect: Major Field Test of Business 2020 and every two/three years going forwardIndirect: HETM graduation exit survey |
| Who is responsible for assessing and reporting on the results? | Direct: David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467Indirect: NGCOB Assessment Committee and Director, NGCOB Undergraduate Oral Communication Goal Assessment Team  |

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| **Program-Level Outcome 3 (from question #19)** | HETM students will demonstrate hospitality and event tourism management knowledge using technology appropriately to communicate, calculate, and present concepts and data ethically |
| Assessment Measure | Direct measure: HETM 3403 term projects require such an approach to solving/presenting the tourism development issue rated according to NGCOB communications and oral communications rubric Direct measure: HETM 419V Internship Site Analysis paper requires industry knowledge and insight to solve problems and respond to a trendDirect measure: HETM 4103 term projects require such an approach to solving/presenting the hospitality and event tourism issue rated according to NGCOB communications and oral communications rubric Indirect measure: intern supervisors will be surveyed and asked to rank students’ industry knowledge as well as their communication skillsIndirect measure: HETM 2000 experiential learning opportunities permit exposure to industry problemsIndirect: HETM graduation exit survey will self-assess overall hospitality and event tourism management knowledge |
| Assessment Timetable | Direct: Fall semesterIndirect: Major Field Test of Business 2020 and every two/three years going forwardIndirect: HETM graduation exit survey |
| Who is responsible for assessing and reporting on the results? | Direct: David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467Indirect: NGCOB Assessment Committee and Director, NGCOB Undergraduate Oral Communication Goal Assessment Team  |

 *(Repeat if this new course will support additional program-level outcomes)*

 **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** | Explore career alternatives before graduation. |
| Which learning activities are responsible for this outcome? | Experiential learning within a hospitality organization |
| Assessment Measure  | Completion of work experience hours |
| **Outcome 2** | Integrate theory and practice and relate classroom to career. |
| Which learning activities are responsible for this outcome? | Experiential learning within a hospitality organization |
| Assessment Measure  | Completion of work experience hours |
| **Outcome 3** | Assess interests and abilities in the field of study. |
| Which learning activities are responsible for this outcome? | Experiential learning within a hospitality organization |
| Assessment Measure  | Completion of work experience hours |

 *(Repeat if needed for additional outcomes)*

**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.**  |

**For integration of course into curriculum, see separate Program Modification form.**

**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: Bachelor of Science****Major: Hospitality and Event Tourism Management****Year: 2021-2022** |
| 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** |
| BIOL 1003 | Biology | 3 | X |  | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | 3 | X |
| BIOL 1001 | Biology Lab | 1 | X |  | ENG 1013 | Composition II | 3 | X |
| BUSN 1003 | Freshman Year Experience | 3 | X |  | PHSC 1203 | Physical Science | 3 | X |
| ISBA 1503 | Microcomputer Applications | 3 |  |  | PHSC 1201 | Physical Science Lab | 1 | X |
| ENG 1003 | Composition I | 3 | X |  | Social Science Course | Pick one of the following: HIST2763, HIST 2773, POSC 2103 | 3 | X |
| HETM 2013 | The Hospitality Industry | 3 |  |  | MATH 1023 or Elective | College Algebra or Elective | 3 |  |
| **Total Hours** |  | **16** |  |  | **Total Hours** |  | **16** |  |
| **Year 2** |  | **Year 2** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| ACCT 2033 | Intro to Financial Accounting | 3 |  |  | ACCT 2133 | Intro to Managerial Accounting | 3 |  |
| COMS 1203 | Oral Communications | 3 | X |  | BCOM 2563 | Business Communications | 3 |  |
| ECON 2313 | Principles of Macroeconomics | 3 | X |  | MATH 2143 | Business Calculus | 3 |  |
| ENG 2003 or ENG 2013 or PHIL 1103 | World Literature I, World Literature II, or Intro to Philosophy | 3 | X |  | HIST 2763 or HIST 2773 or POSC 2103 | US History to 1876, US History from 1876, or Intro to US Gov. | 3 | X |
| NS 3133 | Foodservice Management (\*Prereq. HETM 2013, HETM Majors) | 3 | X |  | NS 3143 | Food Science & Lab (\*Prereq. HETM 2013, NS 3133, HETM Majors) | 3 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **15** |  |
| **Year 3** |  | **Year 3** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| LAW 2023 | Legal Environment Business | 3 |  |  | ECON 2323 | Principles of Microeconomicseconomics | 3 |  |
| ISBA 3013 | Management Information Systems | 3 |  |  | ISBA 3553 | Foundations of Business Analytics | 3 |  |
| STAT 3233 | Applied Statistics | 3 |  |  | MGMT 3123 | Principles of Management | 3 |  |
| MKTG 3013 | Marketing | 3 |  |  | MKTG 3033 | Advertising and Promotion - Elective | 3 |  |
| HETM 3013 | Lodging Operations Management (\*Prereq. HETM 2013) | 3 |  |  | HETM 3303 | Meeting & Event Management (\*Prereq. HETM 2013) | 3 |  |
|  |  |  |  |  | **HETM 2000**  | **Hospitality Work Experience**  | 0 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **15** |  |
| **Year 4** |  | **Year 4** |
| **Fall Semester** |  | **Spring Semester** |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| FIN 3713 | Business Finance | 3 |  |  | MGMT 3153 | Organizational Behavior - Elective | 3 |  |
| MGMT 3143 | Human Resources Management - Elective | 3 |  |  | MGMT 4813 | Strategic Management | 3 |  |
| HETM 3143  | Hospitality Sales & Marketing (\*Prereq. HETM 2013) | 3 |  |  | HETM 419V | Planned Hospitality Mgmt. Internship (\*Prereq. HETM 2013, Senior standing) | 3 |  |
| *HETM 3403* | *Sustainable Tourism Development (\*Prereq. HETM 2013)* | *3* |  |  | *HETM 4103* | *Hospitality Leadership and Analysis (Capstone) (\*Prereq. HETM, Senior standing, last semester, and completion of all other College of Business core requirements)* | 3 |  |
| MGMT 4393  | Management of Service Operations (\*Prereq. HETM 2013, HETM Senior standing) | 3 |  |  |  | elective | 1 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **13** |  |
| **Total Jr/Sr Hours \_58\_\_ Total Degree Hours \_120\_\_** |
| **Graduation Requirements:**Graduation Requirements: Completion of HIST 2763 or HIST 2773 or POSC 2103 English Proficiency (Grade of C or better in ENG 1003 and ENG 1013) 2.25 in major or at least a "C" in each course in major 2.25 overall and at least 2.00 GPA at ASU 2.25 in business core or at least a "C" in each core course 50 % of business requirements completed at ASU-Jonesboro Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military, or similar means; CLEP (30 hrs. max)  120 Total Credit Hours 30 of the last 36 hours at ASU-Jonesboro 32 ASU residence hours Must have a grade of C or better in MATH 2143, ACCT 2033, and CIT 1503.  |