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

**Reconfiguration of Existing Degree Program Proposal Form**

(Also requires Arkansas Department of Higher Education (ADHE) approval)

**[ X] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | H. Steve Leslie | 10/24/2021 |   **Department Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **COPE Chair (if applicable)** |
| |  |  | | --- | --- | | John Mello | 10/25/2021 |   **Department Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Head of Unit (if applicable)** |
| |  |  | | --- | --- | | Mary Elizabeth Spence | 10/5/2021 | | **Office of Assessment** |  | | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Undergraduate Curriculum Council Chair** |
| |  |  | | --- | --- | | John Robertons | 10/25/2021 |   **College Curriculum Committee Chair** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **Graduate Curriculum Committee Chair** |
| |  |  | | --- | --- | | Jim Washam | 10/29/2021 |   **College Dean** | |  |  | | --- | --- | | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | Enter date |   **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](mailto:dpearlman@state.edu), 870-972-3733

1. **Title(s) of degree programs to be consolidated/reconfigured:**

B.S., Management – Emphasis in Hospitality Management

1. **Proposed title of consolidated/reconfigured program:**

B.S., Hospitality and Event Tourism Management

1. **Proposed Effective Date:** Fall 2022
2. **Reason for proposed program consolidation/reconfiguration:**

*(Indicate student need/demand (projected enrollment) for the proposed program and document that the program meets employer needs using the ADFA Workforce Analysis Form)*

**Program Rationale**

To support the mission of the Neil Griffin College of Business by providing high-quality management education to support businesses and communities in the MidSouth and due to the growth and development occurring in NE Arkansas, A-State proposes a new bachelor’s degree program in Hospitality and Event Tourism Management. The multidisciplinary curriculum includes business analytics, foodservice management, lodging operations, meeting and event management, service operations management, and sustainable tourism development which was carefully designed to meet market-driven industry-centric needs, delivered by faculty committed to teaching excellence and innovation. A HETM degree yields transferable skills extending career pursuits and according to the Bureau of Labor Statistics, employment of lodging managers is projected to grow 9 percent from 2020 to 2030 which is as fast as the average for all occupations; however, employment of food service managers is projected to grow 15% and employment of meeting, convention, and event planners is projected to grow 18 percent during the same time representing a much faster than the average growth rate for all occupations (Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Meeting, Convention, and Event Planners,  
at <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm> (visited September 08, 2021)).

HETM students will receive personalized hands-on experiences to build the knowledge and skills necessary to lead others and act as general managers and directors of operations on a system-wide basis. A career in HETM offers some of the most diverse colleagues expanding perspective and life. First, HETM graduates complete 750-hours of approved work experience and professional development and then they complete a 125-hour carefully designed internship that prepares you to be a part of the second-largest industry in the state contributing $5.6 billion and employing 1 out every 9 Arkansans. A longtime director of the Arkansas Hospitality Association, Montine McNulty reported a 23% increase in jobs over the past decade. A-State offers unique opportunities for HETM majors who will participate in experiential opportunities fostering integrated learning with opportunities on campus from the Red Wolf Convention Center to the 203 room, Embassy Suites, or just over an hour away Southland Casino. Finally, this will be the only hospitality program in Arkansas that is part of an AACSB accredited school, “the world's largest business education alliance, connecting educators, learners, and business to create the next generation of great leaders.”

1. **Provide current and proposed curriculum outline by semester.**

*For undergraduate programs, please use Appendix A-8-semester plan form to Indicate total semester credit hours required for the proposed program. If new courses are needed for the reconfiguration, approval for the courses must be requested prior to approval for the new degree. Underline any new courses. Identify required general education core courses with an asterisk. If utilizing courses from other departments, please color-code them and provide a key.*

*The multidisciplinary curriculum will give the students the foundation necessary to effectively enter the hospitality and event tourism industries. Curriculum additions are minimal with only two new classes needed to create this needed bachelor’s degree requiring eleven classes. The degree was created by combining five hospitality management classes that were approved for the Management degree last year with two food-related courses from nutritional science with one management, one business, and then the two final classes also being proposed. The majority of this new program’s classes will be taught by existing faculty among a few departments. Part of the coursework includes a professional development workshop with 750-hours of approved documented work experience and a 125-hour customized supervised internship. The 8-semester plan for the proposed degree is presented in Appendix A with the program's color-coded to ease understanding of* ***Hospitality and Event Tourism, Management and Marketing, Nutritional Science, and Business.***

1. **Will the proposed degree be offered:**
   1. **Traditional/Face-to-face** Yes / No
   2. **Distance/Online** Yes / No
      1. **If yes, indicate the mode of distance delivery, and the percentage of courses offered via this modality (<50%, 50-99%, or 100%).**

<50%

* + 1. **If online, will it be offered through Global Initiatives/Academic Partnerships (AP)?**

Enter text...

1. **Will the proposed degree be offered off-campus?** Yes / No
   1. **If yes, identify the off-campus location**

Enter text...

1. **Provide documentation that the proposed program has received full approval by licensure/certification entity if required.**

*(n. a.).*

1. **List institutions offering similar programs and identify the institutions used as a model to develop the proposed program.**

# List institutions offering program: (program offerings vary considerably)

* University of New Orleans
* University of North Texas
* MSU Denver
* Michigan State University
* UMASS Amherst
* University of Texas Rio Grande Valley
* University of South Carolina
* University of Houston

## Arkansas Institutions

Two universities in Arkansas offer a curriculum in hospitality management which may be housed in several places on campus affecting the orientation and core course requirements. The program being proposed for A-State will be housed in the Neil Griffin College of Business. The hospitality management program at the University of Arkansas is located in the Dale Bumpers College of Agricultural, Food, and Life Sciences (<https://bumperscollege.uark.edu/future-students/hospitality-management.php>). This appears to have a culinary thrust based on the course offerings and website. Institutional research only had program enrollment data for 2018 with 29 students and 2019 with 141 students representing an increase of almost 400% while UA overall was flat for the same period. This finding indicates a strong demand for this type of curriculum. Arkansas Tech University offers a Bachelor of Science in Hospitality Administration and is housed within the College of Engineering and Applied Sciences with three concentration areas in Food and Beverage Management, Lodging and Club Management, and Tourism and Event Management, all of which require an internship <https://www.atu.edu/prha/stulrn_hospadmin.php>. More data was available from Arkansas Tech and from 2010 to 2019 program enrollment went from 231 to 159 representing a 31% decrease.

1. **Provide scheduled program review or specialized accreditation initial review date (within 10 years of program implementation).**

*(n. a.).*

1. **Is there differential tuition requested?** *If yes, please fill out the New Program/Tuition and Fees Change Form.*

*(n. a.).*

1. **Graduate programs only: Will this program require a comprehensive exam?**

Enter text...

**Student Learning Outcomes**

Provide outcomes that students will accomplish during or at the completion of this reconfigured degree. Fill out the following table to develop a 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.*

**University Outcomes**

Please indicate the university-level student learning outcomes for which this new program will contribute. Please complete the table by adding program-level outcomes (PLO) to the first column and indicating the alignment with the university learning outcomes (ULO). If you need more information about the ULOs, go to the [University Level Outcomes Website](http://www.astate.edu/a/assessment/student-learning-outcomes/files/ULOs%20for%20Website2.pdf).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **ULO 1: Creative and Critical Thinking** | **ULO 2: Effective Communication** | **ULO 3: Civic and Social Responsibility** | **ULO 4: Globalization and Diversity** |
| **PLO 1** | HETM students will employ creativity, research, and critical thinking to solve problems looking analytically and ethically at the triple bottom line |  |  |  |
| **PLO 2** |  | HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders |  |  |
| **PLO 3** |  |  | HETM students participate in a service-learning project, as members of a team, assisting a community-based organization |  |

***Note: Best practices suggest 4-7 outcomes per program; minors would have 1 to 4 outcomes.***

|  |  |
| --- | --- |
| **Outcome 1** | SLO-1 HETM students will employ creativity, research, and critical thinking to solve problems looking analytically and ethically at the triple bottom line |
| Assessment Procedure Criterion | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures creativity/analytical problem-solving regarding event implementation  Direct measure: HETM 3403 term projects require such an approach to solving a tourism development issue  Direct measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the interns on use of such tools OTJ  Direct measure: HETM 4103 term projects require such in assessing their hospitality and event tourism issue  Indirect measure: MGMT 4393 service blueprint project requires such skills  Indirect: HETM graduation exit survey will self-assess adoption of such tools |
| Which courses are responsible for this outcome? | HETM 3123 Conventions, Meetings, and Events  HETM 3403 Sustainable Tourism  HETM 419V Hospitality Management Internship  HETM 4103 Leadership and Analysis  MGMT 4393 Management of Service Operations |
| Assessment  Timetable | Fall, Spring Semesters, and graduation exit survey |
| Who is responsible for assessing and reporting on the results? | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |

|  |  |
| --- | --- |
| **Outcome 2** | SLO-2 HETM students will demonstrate effective culturally sensitive communication skills using facts to support claims, and consideration of multiple stakeholders |
| Assessment Procedure Criterion | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures communication skills and cultural sensitivity issue 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 rubrics  Direct measure: HETM 419V intern supervisors will complete an evaluation survey that will measure the interns on communication skills  Direct measure: HETM 4103 term projects require such an approach in assessing hospitality and event tourism issue rated according to NGCOB communications and oral communications rubrics  Indirect measure: HETM graduation exit survey will self-assess culturally sensitive communication skills |
| Which courses are responsible for this outcome? | HETM 3123 Conventions, Meetings, and Events  HETM 3403 Sustainable Tourism  HETM 419V Hospitality Management Internship  HETM 4103 Leadership and Analysis |
| Assessment  Timetable | Fall, Spring Semesters, and graduation exit survey |
| Who is responsible for assessing and reporting on the results? | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |

|  |  |
| --- | --- |
| **Outcome 3** | SLO-3 HETM students will demonstrate social and civic responsibility through participation in a service-learning project, as members of a team, assisting a community-based organization |
| Assessment Procedure Criterion | Direct measure: HETM 3123 service-learning project has a sponsor evaluation that measures student engagement levels as a surrogate for demonstrated social and civic responsibility  Indirect measure: HETM 3123 service-learning project has an exit survey that measures participants on social and civic responsibility  Indirect: HETM graduation exit survey will self-assess feelings regarding social and civic responsibility  Indirect: HETM graduation exit survey will see if new activities involving social/civic responsibility have been added to lifestyle |
| Which courses are responsible for this outcome? | HETM 3123 Meeting and Event Management |
| Assessment  Timetable | Spring Semesters and graduation exit survey |
| Who is responsible for assessing and reporting on the results? | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |

|  |  |
| --- | --- |
| **Outcome 4** | SLO-4 HETM students will demonstrate hospitality and event tourism management knowledge using technology appropriately to communicate, calculate, and present concepts and data ethically |
| Assessment Procedure Criterion | 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 trend  Direct 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 skills  Indirect measure: BUSN 200V students’ ability to complete 750-hours field experience enables self-assessment of industry knowledge and areas of need  Indirect: HETM graduation exit survey will self-assess overall hospitality and event tourism management knowledge |
| Which courses are responsible for this outcome? | HETM 3403 Sustainable Tourism  HETM 419V Hospitality Management Internship  HETM 4103 Leadership and Analysis  BUSN 200V Business Internship |
| Assessment  Timetable | Fall, Spring Semesters, and graduation exit survey |
| Who is responsible for assessing and reporting on the results? | David Pearlman, Arkansas State University, Neil Griffin College of Business, P.O. Box 59, State University, AR 72467 |

*Please repeat as necessary.*

**Appendix A, 8-Semester Plan**

(**Referenced in #9** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University-Jonesboro**  **Degree: Bachelor of Science**  **Major: Hospitality and Event Tourism Management**  **Year: 2022-2023** | | | | | | | | | | | |
| 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 | Biological Science | | 3 | X |  | | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | | 3 | X |
| BIOL 1001 | Biological Science Lab | | 1 | X |  | | ENG 1013 | Composition II | | 3 | X |
| BUSN 1003 | First Year Experience Business | | 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: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213 | | 3 | X |
| HETM 2013 | The Hospitality Industry | | 3 |  |  | | MATH 1023 or Elective | College Algebra or Elective | | 3 | X |
| **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 to 1660, World Literature Since 1660, Introduction 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 |  |  | | NS 3143 | Food Science and 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 |  |  | | MGMT 2003 | Entrepreneurial Discovery and Innovation | | 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 |  |  | |  | Elective - Address in advising | | 3 |  |
| HETM 3013 | Lodging Operations Management (\*Prereq. HETM 2013) | | 3 |  |  | | HETM 3303 | Meeting and Event Management (\*Prereq. HETM 2013) | | 3 |  |
|  |  | |  |  |  | | BUSN 200V | Business Internship I (\*Prereq. HETM 2013, HETM Majors) | | 1 | ` |
| **Total Hours** |  | | **15** |  |  | | **Total Hours** |  | | **16** |  |
| **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 |  |  | |  | Elective - Address in advising | | 3 |  |
|  | Elective - Address in advising | | 3 |  |  | | MGMT 4813 | Strategic Management | | 3 |  |
| HETM 3143 | Hospitality Sales and Marketing (\*Prereq. HETM 2013) | | 3 |  |  | | HETM 419V | Planned Hospitality Mgmt. Internship (\*Prereq., HETM 2013, senior-level standing, and instructor permission.) | | 3 |  |
| *HETM 3403* | *Sustainable Tourism (\*Prereq. HETM 2013)* | | *3* |  |  | | *HETM 4103* | *Leadership and Analysis (\*Prereq., HETM 2013, senior-level standing, and instructor permission.)* | | *3* |  |
| MGMT 4393 | Management of Service Operations (\*Prereq. HETM 2013, HETM Senior standing) | | 3 |  |  | |  |  | |  |  |
| **Total Hours** |  | | **15** |  |  | | **Total Hours** |  | | **12** |  |
| **Total Jr/Sr Hours \_58\_\_ Total Degree Hours \_120\_\_** | | | | | | | | | | | |
| **Hospitality and Event Tourism** | | **Management and Marketing** | | | | **Nutritional Science** | | | **Business** | | |
| **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)  45 JR/SR Hours after completing 30 hours  120 Total Credit Hours  30 of last 36 hours at ASU-Jonesboro  32 ASU residence hours  Must have a grade of C or better in MATH 2143, ACCT 2033, and ISBA 1503. | | | | | | | | | | | |

**Bulletin Changes**

|  |
| --- |
| **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.** |

Bulletin changes begin on page 146

Before p. 146

**Department of Management and Marketing**

*Associate Professor Sharon James, Chair*

**Professors:** Frey, Hester, Hudson, Hunt, Mello, Nonis, Roe

**Associate Professors:** Chang, Hill, James, McDaniel, Philhours

**Assistant Professors:** Leslie, Schloemer, Zare

**Instructors:** Vogus

The Department of Management and Marketing offers a curriculum designed to provide professional

training as well as to develop the competence of students seeking careers within business enterprises.

Business executives have taken on increasing responsibilities during recent years due to a growing

realization that the employees of their firms and the markets they serve have become more complex

and demanding. The seven majors within the department offer positive programs of learning designed

to contribute to the students’ advancement in the business world.

**MANAGEMENT PROGRAM:**

Management is getting work done through other people. Managers perform a wide range of workplace

activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve

challenging workplace problems, often with limited human and financial resources. The Management

major prepares students to design rewards for improved performance, set goals that motivate workers,

and build an environment to create and sustain a competitive advantage. Elective concentration may be

chosen in Human Resource Management, or Hospitality Management. A Certificate in Entrepreneurship

is available for students in any major program as well as non-degree seeking students.

**MARKETING PROGRAM:**

The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled

by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose

requires the creation, communication and delivery of a product, service or idea so that exchange can

take place. The major in marketing prepares students to plan and implement successful marketing

strategies across a variety of industries. Elective concentration may be chosen in Sales Leadership. A

Certificate in Marketing Analytics or Sales Leadership is available for students in any major program as

well as non-degree seeking students.

After p. 146

**Department of Management and Marketing**

*Associate Professor Sharon James, Chair*

**Professors:** Frey, Hester, Hudson, Hunt, Mello, Nonis, Roe

**Associate Professors:** Chang, Hill, James, McDaniel, Philhours, Pearlman

**Assistant Professors:** Leslie, Schloemer, Zare

**Instructors:** Vogus

The Department of Management and Marketing offers a curriculum designed to provide professional training as well as to develop the competence of students seeking careers within business enterprises. Business executives have taken on increasing responsibilities during recent years due to a growing realization that the employees of their firms and the markets they serve have become more complex and demanding. The seven majors within the department offer positive programs of learning designed to contribute to the students’ advancement in the business world.

**MANAGEMENT PROGRAM:**

Management is getting work done through other people. Managers perform a wide range of workplace activities, from establishing organization goals and ensuring progress towards those goals to organizing when and how activities and resources should be grouped together. Managers are asked to solve challenging workplace problems, often with limited human and financial resources. The Management major prepares students to design rewards for improved performance, set goals that motivate workers, and build an environment to create and sustain a competitive advantage. Elective concentration may be chosen in Human Resource Management, or Hospitality Management. A Certificate in Entrepreneurship is available for students in any major program as well as non-degree seeking students.

**MARKETING PROGRAM:**

The fundamental purpose of marketing is to create value for your customers. This purpose is fulfilled by both organizations and individuals in both profit and not for profit settings. Fulfilling this purpose requires the creation, communication and delivery of a product, service or idea so that exchange can take place. The major in marketing prepares students to plan and implement successful marketing strategies across a variety of industries. Elective concentration may be chosen in Sales Leadership. A Certificate in Marketing Analytics or Sales Leadership is available for students in any major program as

well as non-degree seeking students.

**HOSPITALITY and EVENT TOURISM MANAGEMENT PROGRAM:**

Education in hospitality and event tourism offers exciting career paths in every corner of the world. This program enhances students’ options and is life-enriching through experiential learning and cultivated professional networks. Career-ready graduates are empowered with knowledge, skills, and values to develop as competitive leaders able to join one of the fastest-growing areas of employment in the world with increasing needs for skilled staff. With opportunities to travel, one can work anywhere in the world. One can choose to work in hotels, events, attractions, food and beverage, or any other sector employment opportunities are abundant with skills that are transferable. With a solid business core and with a focus on service leadership, HETM embraces a diverse subject matter making it more interesting to study that will broaden one’s knowledge and foster new skills development.

**NEW**

|  |  |  |
| --- | --- | --- |
| **Major in Hospitality and Event Tourism Management** | | |
| **Bachelor of Science** | | |
| **A complete 8-semester degree plan is available at** [**https://www.astate.edu/info/academics/degrees**](https://www.astate.edu/info/academics/degrees) | | |
|  |  |
| **University Requirements:** | | |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| (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. 84) | **35-36** |
| 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) |  |
| **Neil Griffin College of Business Core Courses:** | **Sem Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem Hrs.** |
| Grade of "C" or better required for all Major Requirements |  |
| BUSN 200V Business Internship | 1 |
| HETM 2013 The Hospitality Industry | 3 |
| HETM 3013 Lodging Operations Management | 3 |
| HETM 3123 Meeting and Event Management | 3 |
| HETM 3143 Hospitality Sales and Marketing | 3 |
| HETM 3403 Sustainable Tourism | 3 |
| HETM 4103 Leadership and Analysis | 3 |
| HETM 419V Hospitality Internship | 3 |
| MGMT 4393 Management of Service Operations | 3 |
| NS 3133 Foodservice Management | 3 |
| NS 3143 Food Science and Lab | 3 |
| **Sub-total** | **31** |
| **Electives:** | **Sem Hrs.** |
| Electives (must include at least 3 upper-level hours) | **11-12** |
| **Total Required Hours** | **120** |

Before p. 529

**Hospitality Management (HMGT)**

**HMGT 2013. The Hospitality Industry** An overview of the various segments in the hospitality industry and their relationship to travel and tourism. Fall.

**HMGT 3013. Lodging Operations Management** This course examines the interrelationships between the various lodging departments and the management practices utilized to successfully operate lodging properties. Prerequisite, HMGT 2013. Spring.

**HMGT 3123. Meeting and Event Management** This course examines the elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. Fall.

**HMGT 3143. Hospitality Sales and Marketing** This course examines the general stages of the personal selling process as they apply to the hospitality industry. In addition, the supporting roles of sales technologies and other components of the marketing mix are discussed. Prerequisite, HMGT 2013. Spring

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**HMGT 419V. Hospitality Internship** Practical experience in a variety of hospitality settings. Students will be assigned to work with regional firms under the supervision of an experienced professional. Special course fees may apply. May be repeated for credit. Prerequisites, HMGT 2013, senior level standing, and instructor permission. Fall, Spring, Summer.

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**Hospitality and Event Tourism Management (HETM)**

**HETM 2013. The Hospitality Industry** An overview of the various segments in the hospitality industry and their relationship to travel and tourism. Fall.

**HETM 3013. Lodging Operations Management** This course examines the interrelationships between the various lodging departments and the management practices utilized to successfully operate lodging properties. Prerequisite, HETM 2013. Fall.

**HETM 3123. Meeting and Event Management** This course examines the elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. Prerequisite, HETM 2013. Spring.

**HETM 3143. Hospitality Sales and Marketing** This course examines the general stages of the personal selling process as they apply to the hospitality industry. In addition, the supporting roles of sales technologies and other components of the marketing mix are discussed. Prerequisite, HETM 2013. Fall.

**HETM 3403. Sustainable Tourism** Studies the characteristics of environmentally, economically, and socio-culturally sustainable tourism and assesses the possibilities and limitations for its implementation. Emphasizes conventional "mass" tourism and small-scale "alternative" tourism as they apply to hospitality, event, and tourism management. Prerequisite, HETM 2013. Fall.

**HETM 4103. Leadership and Analysis** Integration of previous courses and introduction to strategic management concepts. Focus on the total enterprise and the external competitive environment to develop students' creativity, research, and critical thinking to analytically solve problems while looking at the triple bottom line. Prerequisite, HETM 2013, Senior-level standing, and instructor permission. Spring.

**HETM 419V. Hospitality Internship** Practical experience in a variety of hospitality settings. Students will be assigned to work with regional firms under the supervision of an experienced professional. Special course fees may apply. May be repeated for credit. Prerequisites, HETM 2013, senior-level standing, and instructor permission. Fall, Spring, Summer.

**NEW**

**Appendix A, 8-Semester Plan**

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

*Instructions: Please identify new courses in italics*.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University-Jonesboro**  **Degree: Bachelor of Science**  **Major: Hospitality and Event Tourism Management**  **Year: 2022-2023** | | | | | | | | |
| 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 | Biological Science | 3 | X |  | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | 3 | X |
| BIOL 1001 | Biological Science Lab | 1 | X |  | ENG 1013 | Composition II | 3 | X |
| BUSN 1003 | First Year Experience Business | 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: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213 | 3 | X |
| HETM 2013 | The Hospitality Industry | 3 |  |  | MATH 1023 or Elective | College Algebra or Elective | 3 | X |
| **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 to 1660, World Literature Since 1660, Introduction 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 |  |  | NS 3143 | Food Science and 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 |  |  | MGMT 2003 | Entrepreneurial Discovery and Innovation | 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 |  |  |  | Elective - Address in advising | 3 |  |
| HETM 3013 | Lodging Operations Management (\*Prereq. HETM 2013) | 3 |  |  | HETM 3303 | Meeting and Event Management (\*Prereq. HETM 2013) | 3 |  |
|  |  |  |  |  | BUSN 200V | Business Internship I (\*Prereq. HETM 2013, HETM Majors) | 1 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **16** |  |
| **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 |  |  |  | Elective - Address in advising | 3 |  |
|  | Elective - Address in advising | 3 |  |  | MGMT 4813 | Strategic Management | 3 |  |
| HETM 3143 | Hospitality Sales and Marketing (\*Prereq. HETM 2013) | 3 |  |  | HETM 419V | Planned Hospitality Mgmt. Internship (\*Prereq., HETM 2013, senior level standing, and instructor permission.) | 3 |  |
| *HETM 3403* | *Sustainable Tourism (\*Prereq. HETM 2013)* | *3* |  |  | *HETM 4103* | *Leadership and Analysis (\*Prereq. HETM 2013, senior level standing, and instructor permission.)* | 3 |  |
| MGMT 4393 | Management of Service Operations (\*Prereq. HETM 2013, HETM Senior standing) | 3 |  |  |  |  |  |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **12** |  |
| **Total Jr/Sr Hours \_58\_\_ Total Degree Hours \_120\_\_** | | | | | | | | |
| **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)  45 JR/SR Hours after completing 30 hours  120 Total Credit Hours  30 of last 36 hours at ASU-Jonesboro  32 ASU residence hours  Must have a grade of C or better in MATH 2143, ACCT 2033, and ISBA 1503. | | | | | | | | |