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| For Academic Affairs and Research Use Only |
| Proposal Number | BU14 |
| CIP Code:  |  |
| Degree Code: |  |

**New Emphasis, Concentration, Option, or Minor Proposal Form**

**[x] Undergraduate Curriculum Council**

**[ ] Graduate Council**

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

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| H. Steve Leslie | 8/19/2022 |

**Department Curriculum Committee Chair** |

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**COPE Chair (if applicable)** |
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|  Bill Hu | 8/19/2022 |

**Department Chair** |

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**Head of Unit (if applicable)**   |
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| Philip Tew | 9/16/2022 |

**College Curriculum Committee Chair** |

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**Undergraduate Curriculum Council Chair** |
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| John Robertson | 9/16/2022 |

**College Dean** |

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**Graduate Curriculum Committee Chair** |
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**General Education Committee Chair (if applicable)**   |

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| Alan Utter | 10/17/2022 |

**Vice Chancellor for Academic Affairs** |

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

**David Pearlman**

**dpearlman@astate.edu**

**870-972-3733**

1. **Proposed Starting Date**

**January 10, 2023**

1. **Title of the degree program:**

**Hospitality and Event Tourism Management**

1. **Proposed name of new option/concentration/emphasis/minor:**

**Minor in Hospitality and Event Tourism Management**

1. **Reason for proposed action that includes rationale, goals, and student population served:**

**Earlier this year a new bachelor’s degree program in Hospitality and Event Tourism Management was approved. We offered a BS in Management with a Hospitality Management Emphasis before that. After meeting with Enrollment Management learned of the need to offer a Minor in Hospitality and Event Tourism Management. The goal of offering the Minor is to attract nonbusiness majors since it complements education, sports management, communication studies, theater, and health studies to name a few offering students a point of differentiation within their major. For undecided students, the multidisciplinary curriculum yields transferable skills which will enhance most degree and career pursuits.**

1. **Provide the following:**
	1. Curriculum outline - List of courses in new option/concentration/emphasis/minor – Underline required courses

**HETM 2013 The Hospitality Industry**

**HETM 3013 Lodging Operations Management**

**NS 3133 Foodservice Management**

**HETM 3123 Meeting & Event Management**

**HETM 3403 Sustainable Tourism Development**

***Take any one of the following courses:***

**HETM 3143 Hospitality Sales & Marketing**

**NS 3143 Food Science & Lab**

**HETM 4103 Leadership and Analysis**

**MGMT 4393 Management of Service Operations**

* 1. Total semester credit hours required for option/emphasis/concentration/minor

**18**

* 1. Student demand (projected enrollment) for program option

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| **Year 1** | **10** |
| **Year 2** | **25** |
| **Year 3** | **50** |

1. **Will the new option/emphasis/concentration/minor 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)?**

Yes

1. **Specify the amount of the additional costs required, the source of funds, and how funds will be used.**

N.A.

**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 Bulletin year 2022-2023**

**no pages on web**

**BEFORE**

#### Department of Management, Marketing and Supply Chain

[Go to information for Department of Management, Marketing and Supply Chain.](https://catalog.astate.edu/preview_entity.php?catoid=3&ent_oid=104&returnto=77)

**Bachelor of Science**

* •  [Global Supply Chain Management, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=499&returnto=77)
* •  [Hospitality and Event Tourism Management, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=1212&returnto=77)
* •  [International Business, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=500&returnto=77)
* •  [Management, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=501&returnto=77)
* •  [Management, Emphasis in Hospitality Management, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=502&returnto=77)
* •  [Management, Emphasis in Human Resource Management, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=503&returnto=77)
* •  [Marketing, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=504&returnto=77)
* •  [Marketing, Emphasis in Sales Leadership, BS](https://catalog.astate.edu/preview_program.php?catoid=3&poid=505&returnto=77)

**Certificate**

* •  [Entrepreneurship, Certificate](https://catalog.astate.edu/preview_program.php?catoid=3&poid=514&returnto=77)
* •  [Marketing Analytics, Certificate](https://catalog.astate.edu/preview_program.php?catoid=3&poid=512&returnto=77)
* •  [Sales Leadership, Certificate](https://catalog.astate.edu/preview_program.php?catoid=3&poid=513&returnto=77)

**Minor**

* •  [Entrepreneurship, Minor](https://catalog.astate.edu/preview_program.php?catoid=3&poid=506&returnto=77)
* •  [International Business, Minor](https://catalog.astate.edu/preview_program.php?catoid=3&poid=507&returnto=77)
* •  [Logistics, Minor](https://catalog.astate.edu/preview_program.php?catoid=3&poid=508&returnto=77)
* •  [Management, Minor](https://catalog.astate.edu/preview_program.php?catoid=3&poid=509&returnto=77)
* •  [Marketing, Minor](https://catalog.astate.edu/preview_program.php?catoid=3&poid=510&returnto=77)
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Hospitality and Event Tourism Management, Minor

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**AFTER**

Hospitality and Event Tourism Management, Minor

REQUIRED COURSES:

Students must maintain a minimum GPA of 2.25 or a grade of at least a "C" for each course in the minor

HETM 2013 The Hospitality Industry Sem. Hrs: 3

HETM 3013 Lodging Operations Management Sem. Hrs: 3

HETM 3123 Meeting & Event Management Sem. Hrs: 3

NS 3133 Foodservice Management Sem. Hrs: 3

HETM 3403 Sustainable Tourism Development Sem. Hrs: 3

Select one class from the following:

HETM 3143 Hospitality Sales & Marketing Sem. Hrs: 3

NS 3143 Food Science & Lab Sem. Hrs: 3

HETM 4103 Leadership and Analysis Sem. Hrs: 3

MGMT 4393 Management of Service Operations Sem. Hrs: 3

TOTAL REQUIRED HOURS 18