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| For Registrar’s Use only |

Code # BU15

**New Emphasis/Concentration or Option Proposal-Bulletin Change Transmittal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

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| **New Certificate or Degree Program** (The following critical elements are taken directly from the Arkansas Department of Higher Education’s “Criteria and Procedures for Preparing Proposals for New Programs”.) Please complete the following and attach a copy of the catalogue page(s) showing what changes are necessary.*.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

**1. Proposed Program Title**

BS in Management, Hospitality Management Emphasis

**2. CIP Code Requested**

52.0901

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

Dr,. Melodie Philhours, [mphilhours@astate.edu](mailto:mphilhours@astate.edu), 870-680-8148

**4. Proposed Starting Date**

Fall 2014

**From the most current electronic version of the bulletin, copy all bulletin pages that this proposal affects and paste it to the end of this proposal.**

**To copy from the bulletin:**

1. Minimize this form.
2. Go to <http://registrar.astate.edu/bulletin.htm> and choose either undergraduate or graduate.
3. This will take you to a list of the bulletins by year, please open the most current bulletin.
4. Find the page(s) you wish to copy, click on the “select” button and highlight the pages you want to copy.
5. Right-click on the highlighted area.
6. Click on “copy”.
7. Minimize the bulletin and maximize this page.
8. Right-click immediately below this area and choose “paste”.
9. For additions to the bulletin, please change font color and make the font size larger than the surrounding text. Make it noticeable.
10. For deletions, strike through the text, change the font color, and enlarge the font size. Make it noticeable.

**Department of Management and Marketing**

*Associate Professor Melodie Philhours, Interim Chair*

**Professors:** *Bevill, Frey, Hester, G. Hudson, T. Hudson, Nonis, Roe*

**Associate Professors:** *Chang, Cocchiara, Hunt, Mello, Philhours, Relyea, Cocchiara*

**Assistant Professors:** *McDaniel*

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 five 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**.

**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 Marketing Management or Logistics.

**INTERNATIONAL BUSINESS PROGRAM:**

In today’s global marketplace, all business is international! The major in International Business prepares students for managerial careers in this global market. It is interdisciplinary in nature and emphasizes the development of language skills and an understanding of the sociocultural, political, managerial, marketing and economic processes in an international environment.

*The bulletin can be accessed at* <http://www.astate.edu/a/registrar/students/>

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Additional page attached “Bachelor in Management/Bachelor of Science/Emphasis in Hospitality Management” to be added after page 155.

**Major in Management**

**Bachelor of Science**

**Emphasis in Hospitality Management**

A complete 8-semester degree plan in available at <http://registrar.astate.edu>

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| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 40)  (*for College of Business requirements, see p. 131)* |  |
| **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. 82)  **Students with this major must take the following:**  *MATH 2143 Business Calculus with a “C” or better*  *ANTH 2233 Introduction to Cultural Anthropology OR*  *SOC 2213 Introduction to Sociology*  *ECON 2313 Principles of Macroeconomics*  *COMS 1203 Oral Communications (Required Departmental Gen. Ed. Option)* | **35** |
| **College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem. Hrs.** |
| MKTG 3023 Applied Research | 3 |
| MGMT 3143 Human Resource Management | 3 |
| MGMT 4123 International Management | 3 |
| **Sub-total** | **9** |
| Emphasis Area (Hospitality Management): | **Sem. Hrs.** |
| ACCT 3063 Hospitality Accounting | 3 |
| LAW 4063 Hospitality Law | 3 |
| MKTG 3033 Advertising & Promotion | 3 |
| MKTG 4023 Services Marketing | 3 |
| MGMT 4193 Management Internship OR MKTG 4283 Marketing Internship | 3 |
| **Sub-total** | **15** |
| **Electives** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | **19** |
| **Total Required Hours:** | **120** |

**LETTER OF NOTIFICATION – 3  
NEW OPTION, CONCENTRATION, EMPHASIS**(Maximum 18 semester credit hours of new theory courses and 6 credit hours of new practicum courses)

1. Institution submitting request:

Arkansas State University, College of Business, Department of Management & Marketing

2. Contact person/title:

Dr. Melodie Philhours, Interim Chair, Department of Management & Marketing

3. Phone number/e-mail address:

870-680-8148, mphilhours@astate.edu

4. Proposed effective date:

Fall 2014

5. Title of degree program:

BS in Management

6. CIP Code:

52.0901

7. Degree Code:

2820

8. Proposed option/concentration/emphasis name:

Hospitality Management Emphasis

9. Reason for proposed action:

This program is designed to prepare students for management positions within the hospitality industry. Graduates of the program will be prepared for positions in marketing and general management at specific properties, and entry level corporate positions within hospitality firms. In addition to career opportunity worldwide, this program supports the university, community and regional initiative exploring the development of a hotel/convention center.

10. New option/concentration/emphasis objective

The objective of the Hospitality Management Emphasis is to prepare graduates for a career in the growing hospitality industry both locally, regionally, nationally and internationally. The curriculum is designed as a thematic exploration, analysis and application of management, marketing, accounting, and law very specifically tailored to the unique service/hospitality environment. As an emphasis area of the management degree within the College of Business, students will graduate with a solid foundation in all areas of business both quantitative and qualitative through the COB core curriculum with additional study in general management. Specifically adding the theory and application of hospitality management, accounting, law and marketing to this foundation will uniquely equip students to meet the unique challenges of this environment.

**11. Provide the following:**

a. Curriculum outline - List of required courses

General Education Courses: 35 Hours

College of Business Core Courses: 39 Hours

General Management Major Core Courses: 9 Hours

MKTG 3023 Applied Research

MGMT 3143 Human Resource Management

MGMT 4123 International Management

Hospitality Management Courses: 15 Hours

ACCT 3063 Hospitality Accounting (New Course)

LAW 4063 Hospitality Law (New Course)

MKTG 3033 Advertising & Promotion

MKTG 4023 Services Marketing

MGMT 4193 Management Internship OR MKTG 4283 Marketing Internship

b. New course descriptions

LAW 4063 Hospitality Law: A comprehensive study of the legal aspects of the hospitality industry with an emphasis on compliance and prevention of liabilities.   
ACCT 3063 Hospitality Accounting: The accounting principles, concepts, conventions, and information systems utilized in management decision making for the hospitality industry. Focus on internal control, cost control, budgeting, and analysis of financial data.

c. Program goals and objectives

The program objective is to prepare graduates for careers in the hospitality industry through exploration, analysis and application of management, accounting, law and marketing specific to the hospitality industry.

d. Expected student learning outcomes

Students in this program should be able to demonstrate knowledge and skills in the following areas:

1. Business Knowledge – both general and specific to this emphasis area
2. Written and Oral Communication
3. Technology Used Effectively
4. Ethical Decision Making

5. Intercultural/Diversity Management

12. Will the new option be offered via distance delivery?

No

13. Mode of delivery to be used:

Mode of delivery will vary according to course and will include lecture, independent research, and internships.

14. Explain in detail the distance delivery procedures to be used:

None

15. Is the degree approved for distance delivery?

No

16. List courses in option/concentration/emphasis. Include course descriptions for new courses.

Hospitality Management Courses: 15 Hours

ACCT 3063 Hospitality Accounting (New Course)

LAW 4063 Hospitality Law (New Course)

MKTG 3033 Advertising & Promotion

MKTG 4023 Services Marketing

MGMT 4193 Management Internship OR MKTG 4283 Marketing Internship

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

MKTG 3033 Advertising & Promotion is currently offered only once a calendar year. MKTG 4023 Services Marketing hasn’t been offered in several years because of marketing faculty demand by the MBA program. MKTG 3023 Applied Research is offered during each term but is currently at maximum capacity and maximum number of sections due to demand for other courses. Because of this demand and current faculty capacity, an additional faculty position in marketing is required for this emphasis area. Additionally, because of a similar situation in management (faculty at maximum number of sections offered for these management courses), an additional faculty member in management is needed. At least one, if not both of these positions should have experience and connections with the hospitality industry, preferably on an international basis, to staff this program at an exceptional level of expertise to use as a recruiting tool for this program.

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| **President/Chancellor Approval Date:** Enter date... | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| **Board of Trustees Notification Date:**  Enter date... |