### **Proposal Summary**

Title: Course and Curricular Changes for Hospitality Management - Banner Code HSPM

**Subject Specification:** Make revisions to the Bachelor of Science Degree, Food and Nutrition: Hospitality Management (Major Code: HM)

Background Information: Actions include addition, revisions, and abandonment of HM courses and updates to HM curriculum. These actions are consistent with the recommendations of internal and external accreditation review teams and the accreditation commission. The Hospitality Management program received full accreditation from the Accreditation Commission for Programs in Hospitality Administration in 2002. Ongoing input from students, alumni, and hospitality management advisory board members also has factored into the decision process leading to these proposed changes. Additionally, these changes will enhance the recruitment of students into the Hospitality Management program and are anticipated to benefit students and graduates seeking positions in hospitality positions. Thus, in terms of fiscal impact, we believe that these curriculum changes are likely to increase program enrollment and retention. We do not believe that these curriculum changes will have a negative impact on either program enrollment or retention.

Alternatives and Consequences: The alternative is to leave the program as is; however, this would not be desirable in that the proposed curriculum changes will strengthen the program in relationship to the accreditation guidelines of the Accreditation Commission for Programs in Hospitality Administration. These curricular changes as a whole will further enhance student recruitment, retention, and workplace marketability.

Specific Recommendations and Justification: During the site visit for accreditation of the Hospitality Management program, the site visitation team recommended that the faculty re-examine the number of credits hours within the program devoted to courses with food labs since it is much higher than most other Hospitality Management programs. Furthermore, the emphasis on this aspect of the industry within the curriculum reduces students' ability to take courses focusing on other areas of the hospitality industry. At this time, as high as fifty percent of our graduating class are employed in hotel properties as managers or meeting planners.

Current students and program alumni also have expressed a need for additional professional elective hours. This enables them to take more courses geared towards their professional interests in foodservice, lodging, events, clubs, etc.

The curriculum changes discussed in this proposal are designed to strengthen program in relation to accreditation guidelines, align the program more closely with other top-rated hospitality management programs and better prepare students for management positions within the field of hospitality. Specific examples include revisions of course descriptions, changes in credit hours for courses, and specification of courses HM majors have to take to fulfill MATH LER requirements.

**Timetable and Action Required:** The proposal has been approved by the HM faculty. It will be voted on by the FCS Curriculum Committee and the School of Family and Consumer Studies FAC in August/September 2007. The proposal will be presented to the EHHS Undergraduate Committee and to the Educational Policies Committee in fall 2007. Upon approval, the proposed curriculum changes would take effect fall 2008.

# Proposal Summary Title: Course and Curricular Changes for Hospitality Management Banner Code: HSPM

### **Subject Specification**

Make revisions to the Bachelor of Science Degree, Food and Nutrition: Hospitality Management (Major Code: HM)

### **Background Information**

The School of Family and Consumer Studies has a Bachelor of Science degree in Food and Nutrition: Hospitality Management (HM). The proposed curriculum changes include:

- Addition of one Hospitality Management Course
- Revision of Hospitality Management Courses
- Abandon one Hospitality Management Course
- Update to Hospitality Management Curriculum

#### Rationale for Modification of Curriculum

The Hospitality Management program received full accreditation from the Accreditation Commission for Programs in Hospitality Administration in 2002. During the accreditation self-study process and the site reviewer visitation, several recommendations to further enhance the program were made from internal constituencies and the external accreditation site team and accreditation commission. Ongoing input from students, alumni, and hospitality management advisory board members also has factored into the decision process leading to these proposed changes.

The curriculum changes discussed in this proposal are designed to strengthen program in relation to accreditation guidelines, align the program more closely with other top-rated hospitality management programs and better prepare students for management positions within the field of hospitality.

#### 1) New Course

- a) Add new undergraduate course HM 33091 Professional Practices in Hospitality Management
  - i) This course is proposed to enhance preparation of students for the professional work setting as practicum students and as professionals following graduation.

The proposed course description is "Preparation of students for professional work experiences in hospitality management. Career development and professional workplace issues will be addressed. Prerequisite: Junior Standing."

### 2) Course Revisions

- a) Revise <u>HM 13023 Techniques of Food Production I</u> and change course title to <u>HM 13023 Techniques of Food Production</u>.
  - i) Revise HM 13023 to combine the content previously covered in HM 13023 (Techniques of Food Production I) and HM 23023 (Techniques of Food Production II).
  - ii) Change course title to HM 13023 Techniques of Food Production. The designation of "I" has been removed.

- iii) During the site visit for accreditation of the Hospitality Management program, the site visitation team recommended that the faculty re-examine the number of credits hours within the program devoted to courses with food labs since it is much higher than most other Hospitality Management programs. Furthermore, the emphasis on this aspect of the industry within the curriculum reduces students' ability to take courses focusing on other areas of the hospitality industry. At this time, as high as fifty percent of our graduating class are employed in hotel properties as managers or meeting planners.
- iv) Currently the Kent State Hospitality Management program requires 14 credit hours of courses with food labs (HM 13023 5 credits; HM 23023 4 credits; and HM 33029 5 credits). Combining the content of the HM 13023 and HM 23023 into ONE 5 credit course will still provide significant content on food production techniques, however, will more closely align the curriculum with other well respected Hospitality Management Programs nationwide such as those at Purdue University, Kansas State University, and University of Houston.
- v) The Basic Data Sheet provides the course content for this revised Techniques of Food Production Course. All of the food quality and preparation topics previously covered in HM 13023 and HM 23023 will be included in the new course. Some content related to food safety and food costing, previously included, will be minimized in the revised course to reduce redundancy with other required courses in the curriculum. Students will have less lab time however, the program does have industry work experience requirements and students should strengthen their knowledge and ability in the food area through these experiences. No change is being made to the existing lab fee for HM 13023.
- vi) The revised HM 13023 course description is "Commercial food production principles for milk, cheese, eggs, produce, grains, meats, poultry, and fish are covered. Sauces, soups, salads, entrees, side dishes, and desserts are prepared with an emphasis on food quality and safety, effective equipment use, work planning and simplification, recipe standardization, pricing, and presentation."
- b) Abandon HM 23023 Techniques of Food Production II.
  - Abandon HM 23023 Techniques of Food Production II. The majority of the content previously included in HM 23023 is added to the revised HM 13023 Techniques of Food Production course discussed above.
- c) Revise prerequisites for Hospitality Management courses to reflect the revised HM 13023 Techniques of Food Production course. HM 23023 (abandoned) was previously the prerequisite for these courses.
  - i) HM 33026 Hospitality Cost Control and Analysis
  - ii) HM 33028 Hospitality Purchasing. Includes minor updates in content.
  - iii) HM 43025 Hospitality Marketing
- d) Revise prerequisite for HM 43092 Practicum. Add HM 33091 Professional Practices in Hospitality Management as a prerequisite.
- e) Revise HM 43031 Layout and Design of Food Service Operations
  - i) Revise course description, course content, and prerequisites.
  - ii) The basic data sheet provides the course content of the current course. This course contains the content covered previously and adds content related to the development of a pro forma and break even calculations.
  - iii) The previous prerequisite was HM 13023, HM 23023 or equivalent. New prerequisite is HM 33026 Hospitality Cost Control and Analysis

- iv) This is a senior-level course that should be taken after students have completed the HM 13023 Techniques of Food Production course and the HM 33026 Hospitality Cost Control and Analysis. The content of the course expects students to plan the layout and design of an operation mindful of financial consideration. By listing HM 33026 as the prerequisite, students would have had the HM 13023 since it is a prerequisite for the HM 33026 and students will be better prepared to analyze and control costs incurred in hospitality operations.
- v) The revised course description is "Analysis and planning for the layout and design of commercial food service operations. Includes basic principles of design; space analysis; and equipment use, care, selection, and layout for food service facilities based on the financial performance of the operation; food codes; and related regulations. An appreciation for engineering and architecture concerns pertaining to foodservice operations is developed. Prerequisite: HM 33026."
- f) Revise HM 43043 Hospitality Meetings Management
  - i) This course currently includes a one credit lab and a two credit lecture component. The course was offered for the first time in spring 2007. At the conclusion of the semester, it was found that the number of contact hours in the lab component has exceeded the university guidelines by a factor of 2. Students spent an average of 55-60 hours to complete all the tasks required in the lab component. This reflects a 2-credit lab according to university guidelines.
  - ii) Hence, the number of credit hours for the course should be revised to four credits to reflect time spent by students (two credit lecture and a two credit lab component). It was difficult to gauge hours initially because a benchmark was unavailable when the class was created.
- g) Revise HM 43040 Strategic Lodging Management
  - i) Change this three credit *theory* course to a three credit *lecture and lab* course. The revised course will include 2 credits theory and 1 credit lab. This change will result in an adjustment of the class contact time.
  - ii) This course was developed to incorporate the use of simulation software titled Hotel Operations Tactics and Strategy (HOTS). HOTS is a computer-based simulation in which teams operate a hotel in a dynamic and competitive environment, making decisions in accelerated real-time and analyzing results from comprehensive management reports and market feedback. The initial design of the course (3 credit theory) was gauged based on an older version of HOTS simulation.
  - iii) The instructor of the course recently completed a training session with the manufacturer to review HOTS program enhancements and upgrades. Based on recommendations provided by the trainer and other university faculty who use the software in advanced lodging courses, it is essential to convert the course into a 2 credit theory and a one credit lab course to include the advanced simulation features to the best advantage and to achieve course objectives.
- 3) Hospitality Management Curriculum Revisions
  - a) Revise Liberal Education Requirements
    - i) Math LER
      - Designate MATH 11008 Explorations of Modern Math or MATH 11009 Modeling Algebra as a required MATH LER course.

- Requiring students to complete a math course will improve students' math skills and
  provide a better foundation for required business courses (Accounting and Economics)
  and upper-level HM courses such as HM 43031 Layout and Design of Food Service
  Operations and HM 33026 Hospitality Cost Control and Analysis. Giving students a
  choice of one of two courses will accommodate needs of different students.
- Letters of support from the Department of Mathematical Sciences and the Department of Economics are attached.
- b) Remove General Requirement
  - i) Historically, ENG 30063 was listed with the English LER's on the Hospitality Management curriculum. When the new LER changes took effect however, this course was moved to a new category called General Requirement since this course is not an LER and thus should not be listed with a LER category.
  - ii) To reduce student confusion, this course is being moved to the Hospitality Core Requirements and thus the "General Requirement" category is no longer needed
- c) Revise Hospitality Management Core Requirements
  - i) Add ENG 30063 Business and Professional Writing. Note this course was previously listed under General Requirement. This change should facilitate advising and reduce confusion.
  - ii) As previously explained change title of HM 13023 to Techniques of Food Production and remove HM 23023
  - iii) Add HM 33091 Professional Practices in Hospitality Management
- d) Revise Hospitality Management Professional Electives
  - i) Add HM 23012 Food Study. This course includes lecture and lab components and emphases the science behind food preparation and ingredients. This course is being added to the Hospitality Management Professional Electives to provide an additional course focused on food for those students interested in food management and recipe development.
  - ii) As previously explained, increase credit hours for HM 43043 Hospitality Meetings Management to 4 credits.
  - iii) As previously explained, make the current 3 credit theory HM 43040 Strategic Lodging Management to 3 credit course composed of 2 credits theory plus 1 credit lab.
  - iv) Add RPTM 26060 Introduction to Global Tourism
    - This course provides a useful foundation for students who may be managing hospitality properties in popular tourist destination around the world.
    - A letter of the support from RPTM is provided in the Appendix.
- e) Change credit hours for Hospitality Management, Hospitality Professional Elective Requirements, and General Electives due to the curriculum revisions presented in this proposal.
  - i) Credit hours for Hospitality Management Requirements will be changed to 57-63.
  - ii) Credit hours for Hospitality Professional Electives will be changed to 9-12. The Hospitality Management Professional electives enable students to select courses closely related to their professional interests such as lodging, foodservice, meeting planning, etc.

- iii) Credit hours for General Electives will be changed to 4-12.
- f) Catalog copy of the course additions and the curriculum revisions are provided in Appendix B.

Effect on the Program and Fiscal Impact: These actions are necessary to strengthen the program in relation to accreditation standards. Additionally, these changes will enhance the recruitment of students into the Hospitality Management program and are anticipated to benefit students and graduates seeking positions in the hospitality industry. Thus, in terms of fiscal impact, we believe that these curriculum changes are likely to increase program enrollment and retention. Current students and program alumni have expressed a need for additional professional elective hours. This enables them to take more courses geared towards their professional interests in foodservice, lodging, events, clubs, etc. We do not believe that these curriculum changes will have a negative impact on either program enrollment or retention.

Alternative and Consequences: The alternative is to leave the program as is; however, this would not be desirable in that the proposed curriculum changes will strengthen the program in relationship to the accreditation guidelines of the Accreditation Commission for Programs in Hospitality Administration. These curricular changes as a whole will further enhance student recruitment, retention, and workplace marketability.

**Timetable and Actions Required:** The proposal has been approved by the HM faculty. It will be voted on by the FCS Curriculum Committee and the School of Family and Consumer Studies FAC in August/September 2007. The proposal will be presented to the EHHS Undergraduate Committee and to the Educational Policies Committee in fall 2007. Upon approval, the proposed curriculum changes would take effect fall 2008.

### APPENDIX A

### Memos from:

School of Exercise, Leisure, and Sport

**Department of Mathematical Sciences** 

Department of Economics

Sent: Fri 7/20/2007 3:12 PM

Attachments can contain viruses that may harm your computer. Attachments may not display correctly.

### **Dellman-Jenkins, Mary**

From:

MUNSON, WAYNE

To: Cc: Dellman-Jenkins, Mary 'pwang@kent.edu'

FW: undergrad curriculum

Attachments: RPTM request.doc(27KB) RPTM Outline.pdf(85KB)

Mary,

Thank you for adding Intro. to Global Tourism to your list of professional electives in the HM curriculum. I hope you have a nice weekend too.

Wayne

From: Dellman-Jenkins, Mary

**Sent:** Friday, July 20, 2007 3:06 PM

To: MUNSON, WAYNE

Subject: undergrad curriculum

Hi, Wayne,

Please find sign off via 1st attachment.

Have a great weekend!

Mary

From: AUGUSTINE, SUSAN **Sent:** Wed 7/18/2007 3:58 PM

To: Munson, Diane

Cc: Dellman-Jenkins, Mary Subject: undergrad curriculum

Dr. Wayne Munson, Director

Exercise, Leisure, & Sport

Dear Wayne,

The Hospitality Management (HM) program is updating its undergraduate curriculum in order to better equip their graduates for positions in the industry.

Please consider the request that RPTM 26060 Introduction to Global Tourism be added to the "Professional Electives" section of our HM curriculum (see attached outline). Regarding increased enrollment, I would imagine that no more than five to ten HM majors would enroll in RPTM 26060 on a semester basis.

# INTER-DEPARTMENTAL CORRESPONDENCE KENT STATE UNIVERSITY DEPARTMENT OF MATHEMATICAL SCIENCES

To:

Barbara Scheule, Hospitality Management

From:

Donald L. White, Undergraduate Coordinator,

Department of Mathematical Sciences

Date:

August 23, 2007

Subject:

MATH LER Curriculum Proposal

The Department of Mathematical Sciences has reviewed your proposal to require MATH 11008 or MATH 11009 for the Mathematics and Critical Reasoning LER for Hospitality Management students. Either course would be an appropriate choice for students in this major, and we fully support the proposal.

We do not anticipate that additional students in these courses resulting from this requirement will have a significant impact on staffing or resources. It is likely that many of these students would take an LER mathematics course in any case.

CC: Andrew Tonge, Chair, Mathematical Sciences

### To Whom It May Concern:

This letter serves as the Economics Department's letter of support for having Hospitality Management students take a Math course as part of their required curriculum. The students are required to take Principles of Microeconomics and Principles of Macroeconomics, courses that require mathematic skills and are fairly quantitative in nature. The greatest deficiencies our students have in these classes are basic math skills and ability to use math to problem solve. I believe that improving the math background of students in the program will increase their success in the Economics courses as well as the program. If you have any questions, please don't hesitate to contact me.

Sincerely,

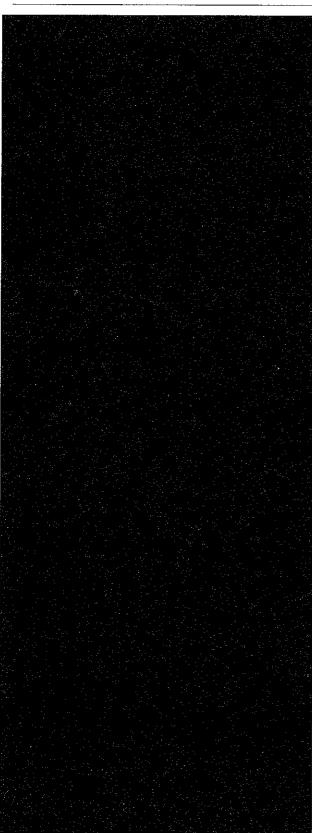
Kathryn Wilson Interim Chair of Economics 2-1093

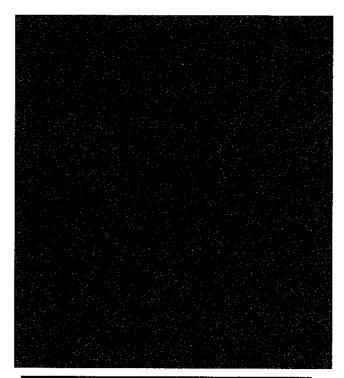
### APPENDIX B

Catalog Course Descriptions – Undergraduate

**Catalog Program Curriculum** 

**Program Curriculum Sheets (Department and College versions)** 





B.S. in Nutrition and Food

The Bachelor of Science in Nutrition and Food offers two concentrations: hospitality management and nutrition and dietetics.

### Hospitality Management Concentration

This program prepares graduates for management careers in restaurant and hospitality organizations. Liberal, technical and professional education, with an emphasis on business management, integrates theory with practical application to prepare students for future career demands. Students develop proficiency in managerial skills and food production. In addition to varied laboratory experiences throughout the program, seniors complete a supervised management practicum.

Three organizations are available for students: a branch of the International Food Service Executives Association, which promotes contacts between students and executives of the food service industry; the Club Managers Association for students interested in management of clubs and organizations; and for students interested in expressing their creativity, the Ice Carving Club.

Admission to the professional program (all upper-division hospitality management courses) is controlled. To be admitted to the professional program, students must show evidence of having met the following requirements:

- Overall GPA of 2.00
- · Valid standard first aid certificate

### MATH 11008 Explorations in Modern Mathematics...3 MATH 11009 Modeling Algebra ......4 · Valid CPR certificate · 400 approved work hours within the food service industry · Ohlo Certifled Manager status Completion of the following courses: HM 13022, 13023, 13024 and 23023 A complete list of Liberal Education Requirements (LER) courses Is on Pages 85-87. Composition Minimum one course from humanities category and minimum one course from fine arts category. v. Must be selected from two curricular areas. LER course Must include one laboratory course. VΊ Diversity Requirement Students must complete a two-course diversity requirement, consisting of one course with a domestic (U.S.) focus and one with a global focus. The demostic-focus course is fulfilled in this major with HDFS 24011. A complete list of diversity courses is on Pages 89-91. III. Writing-Intensive Regulrement Students must complete a one-course writing-intensive requirement and earn minimum C (2.0) grade. This requirement is fulfilled in this major with HM 43027. A complete list of writing-intensive courses is on Pages 93-95. General Requirement ...... 30063 Business and Professional Writing ............ 3

 13022
 Sanitation and Safety
 .3

 13023
 Techniques of Food Production | .5

 13024
 Introduction to Hospitality Management
 .2

 23023
 Techniques of Food-Production | ...
 .4

 23030
 Lodging Operations
 .3

 33020
 Legal Issues in the Hospitality Industry
 .3

 33026
 Hospitality Cost Control and Analysis
 .5

 33028
 Hospitality Purchasing
 .3

 33029
 Catering and Banquet Preparation and Service
 .5

I		91 Pro ment	ofessional Practices in Hospitality
IVIC	illage		Hospitality Marketing
	*		Hospitality Human Resource Management 3
			Layout and Design of Food Service Operations
			Practicum/Hospitality Management3-6
	NUTR		Nutrition Related to Health
			lectives, choose from the following: 6-8 9-12
	FIN		Business Finance (3)
	HDFS*	*24011	Interpersonal Relationships and Families (3)
	НМ	33035	Hospitality Service Quality Management (3)
		33036	Club Management (3) HM 23012 Food Study
		33040	Hotel Convention Group Sales and Services (3)
		41093	Workshop (2-5)
		41095	Special Topics (1-4)
		43029	Hospitality Financial Policy (3)
			Strategic Lodging Management (3)
[	RPTM	43043 26060 36060	Hospitality Meetings Management (3) [4] Intro to Global Tourism (3) Commercial Recreation and Tourism (3)
	111 1141		Tourism Development and Recreational Travel (3)
4-	Busine		
•••			Introduction to Financial Accounting3
			Introduction to Computer Applications 3
			Principles of Management
			Human Resource Management3
	MKTG		Marketing
ж.	Gener	al electi	ives
	Electiv	e credit	hours vary depending on practicum hours chosen. 4-12
			TOTAL 121
	*Course	e fulfills	writing-intensive requirement.

<sup>\*\*</sup>Course fulfills diversity requirement.

Minimum of 39 upper-division hours required.

American Assembly of Collegiate Schools of Business accreditation standards prohibit nonbusiness majors from taking more than 25 percent of their degree requirements in business courses. Therefore, no more than 30 semester credit hours may be counted toward stated degree requirements.



40297 Senior Colloquium (1-4) See HONR 40197. IP grade permissible. Prerequisite: honors.

Colloquium: International Study (1-4) See HONR 30497. IP grade permissible. Prerequisite: honors.

#### HORTICULTURE TECHNOLOGY (HORT)\*\*

16001 Opportunities in Horticulture (1) A survey of those opportunities available within the "green industry" both in education and as a career option. Guest speakers and field trips are part of the class. Prerequisite: none.

26001 Occupational Regulations and Safety (2) Presentation of the basic standards, rules, safety regulations and laws pertaining to horticultural and related industries which will affect the work atmosphere. Lecture two hours weekly; offered only at the Salem Campus, Prerequisites: BSCI 16001 and HORT 16001.

26010 Arboriculture (3) Basics of pruning and tree climbing techniques. This course covers the equipment and safe use of equipment commonly found in the arboricultural industry. Lecture two hours weekly; lab three hours weekly; offered only at the Salem Campus. Prerequisites: BSCI 16001 and HORT 16001 and CHEM 16001. Corequisite: HORT 26011.

#### Cooperative Work Experience in Tree 26011 Care (3)

Cooperative work program through which the skills necessary to perform professionally in this occupation will be acquired. This course offered only at the Salem Campus. Requires a minimum of 30 hours per week of work experience. Not more than 9 credit hours in this or a combination of other work experience classes will be allowed. S/U grading; IP grade permissible, Corequisite: HORT 26010.

26012 Urban Forestry (3)

Urban forestry and the planning and managing of urban green-scapes. Appraisal and computerized GIS/GPS inventory of urban vegetation, urban land use planning and legal ordinances, maintenance and management of street and park trees. Outdoor field trips and guest lecturers. Prerequisites: HORT 16001, BSCI 16001.

26014 Plant Propagation and Greenhouse Production (3)

Asexual/vegetative propagation including anatomical and physical concepts. Techniques covered include cuttings, budding, grafting, tayering, dividing and micropropagation. Plant propagation by seeding and plugs shall be promoted along with crop production. Prerequisites: HORT 16001, BSCI

26016 Irrigation Design and Maintenance (3) Principles of irrigation design, installation, maintenance and drainage. Specific information about the selection of sprinkler heads, plpe, pumps, basic hydraulics, water conservation methods and automatic control systems shall be explored. Drawing of irrigation plans shall be required. Prerequisites: HORT 16001, BSCI 16001.

26018 Landscape Construction (3) The basic skills and techniques involved in landscape contracting and construction including building material data, site grading, contour mapping, deck construction, water features, lighting, landscape paving and retaining walls. Field trips and outside hands-on experience. Prerequisite: HORT 16001 or advisor's approval.

26020 Professional Landscape Management (3) A detailed discussion and practice of managing trees, shrubs and flowers within the landscape. Additional concepts such as the types of equipment used in the "green industry," marketing, writing specifications, bloding projects and personnel management. Prerequisites: BSCI 16001 and HORT 16001.

26021 Gooperative Work Experience in Landscape Management (3) Cooperative work program through which the skills necessary to perform professionally in this occupation will be acquired. This course offered only at the Salem Campus. Requires a minimum of 30 hours per week of work experience. Not more than 9 credit hours in this or a combination of other work experience will be allowed. S/U grading; IP grade

permissible. Corequisite: HORT 26020.

26030 Turt Grass Management (3) Basic originals of turf management. This course covers turf equipment and the safe use of equipment commonly found in the turf industry. Lecture two hours; lab three hours weekly; course offered only at the Salem Campus. Prerequisites: BSCI 16001, and HORT 16001 and CHEM 16001. Corequisite: HORT 26031.

26031 Cooperative Work Experience in Turf Grass Management (3)

Cooperative work program through which the skills necessary to perform professionally in this occupation will be acquired. This course offered only at the Salem Campus, Requires a minimum of 30 hours per week of work experience. Not more than 9 credit hours in this or a combination of other work experience classes will be allowed. S/U grading; IP grade permissible. Pre/corequisite: HORT 26030.

26032 Golf Course Management (3) The golf course environment as it relates to turf grass maintenance and pest/disease management. The construction and management of greens, tees, water and bunker management practices, turf aerification issues, topdressing and administrative concerns. Prerequisite: HORT 16001, 26031, BSCI 16001.

26046 Landscape Design I (3) An Introduction to landscape appreciation and history, the landscape industry and elements of the land-

scape design process. Students will assess proper plant placement and uses, develop graphic communication skills and present a project. Field trips and project site work as required. Prerequisite: HORT 16001, BSCI 16001, 26003.

26047 Landscape Design II (3)

The landscape process with emphasis on commercial size design projects including client communications, landscape presentations, topography issues and landform ecology. Color rendering, combining Irrigation and construction details are covered. Prerequisite: HORT 26046.

#### **HOSPITALITY MANAGEMENT (HM)**

13022 Sanitation and Safety Principles and Practices (3)

Safety and sanitation practices pertinent to food service. Emphasis is on laws, food microbiology, storage practices and accident prevention. Prerequisite:

13023 Techniques of Food Production I (5) Introduction to quantity food production. Includes work simplification, equipment usage, safety, sanltation, recipe and yield atalysis. Salads, soups, sauces, vegetable milk, cheese and egg preparation. Prerequiate: majors only. Special fee: hour-subject to change.

Revised

13023 Techniques of Food Production (5) Commercial food production principles for milk, cheese, eggs, produce, grains, meats, poultry, and fish are covered. Sauces, soups salads, entrees, side dishes, and desserts are prepared with an emphasis on food quality and safety, effective equipment use, work planning and simplification, recipe standardization, pricing, and presentation. Prerequisite: HM 13022 or concurrent. Special fee: 2/credit hour-subject to change

<sup>\*</sup>Course inclinible to be repeated for GPA recalculation—effective spring 2008.

<sup>\*\*</sup>Courses offered only at Regional Campuses.

33091 Professional Practice in Hospitality Management 🕡 Preparation of students for professional work experiences in hospitality management. Career development and professional workplace issues will be addressed. Prerequisite: Junior Standing.

13024 Introduction to Hospitality Management (2)

Career opportunities and the scope, development and history of the hospitality industry. Introduction to management in the hospitality industry including food service, lodging and tourism. Prerequisite: none. Special fee: \$5/credit hour-subject to change.

23012 Food Study (3)

Principles of food preparation and quality evaluation with consideration of nutritive value and retention. One hour of tecture and four hours of lab. (Note: nutrition and dietetics majors should take CHEM 10060, 10061 and 20481; students in other majors should take CHEM 10050 and 10052 as prerequisites for this course.) Prerequisite: NUTR 23511. Special fee: \$11/credit hour-subject to change.

Cechniques of Food Production II (4) Quantity foot production includes equipment usage, safety, sanitation, baked goods, meat, fish, seafood and poulty. Prerequisites: HM 13022 and 13023. Special fee: \$15/credit hour---subject to change: Abandon Course

23030 Lodging Operations (3) This course provides students with an introduction to lodging, resort operations and management. Skills needed to succeed in the field and career opportunities are emphasized. Prerequisite: none.

33020 Legal Issues in the Hospitality Industry (3) Overview and analysis of legal issues of concern to the hospitality operation. Topics include: employment law; food and beverage liabilities; patron civil rights, local, state, and federal regulations; and franchising, Prerequisite: junior standing.

33026 Hospitality Cost Control and Analysis (5) Prepares students to analyze and control costs encountered in hospitality operations. Includes computer applications, math drifts and simulations. Prerequisites: M&IS 24053, AGGT 93020, HM 13023; pre/corequisite: HIM 23029;

33028 Hospitality Purchasing (3) Emphasis on the selection of food, goods and services for the management of hospitality organizations. Emphasis is placed on product identification, grading and quality standards. Prerequisite: HM <del>-20023.-</del> *|3023* 

33029 Catering and Banquet Preparation and Service (5)

Combines theoretical and practical applications of planning, merchandising, costing, producing and serving catered meals. Prerequisite: HM 33026. Special fee: \$5/credit hour-subject to change

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33035 Hospitality Service Quality Management (3)

The unique issues associated with managing guest satisfaction will be explored. The delivery of quality services and recovery from service failure in hospitality organizations will be studied from a human resource and organizational perspective. Prerequisite: M&IS 24163.

33036 Club Management (3) Introduction to private club management and operations. Strategic planning, marketing, human resources, service excellence, legal issues and financial management will be emphasized within the context of food and beverage, golf and recreation. Prerequisite: junior standing.

33040 Hotel Convention Group Sales and Services (3)

From a hotel sales and convention services perspective, the convention and meetings industry is examined. Students are introduced to all facets of the conventions and meetings industry. Prerequisites: HM 23030 and Junior standing.

see Above 33091

Promotions for Electronic Media (3) Fundamentals and latest trends in broadcast and cable promotion, including branding, advertising and marketing, Pferequisites: JMC 20008; JMC major or prinor.

major or pamor.

Not Alm Courses

Not Inclured Elsewhere

41003 Advertising Account Management (3) An introduction to advertising account management including the functions of an account manager, skills required to be an actount manager and how to effectively lead a team of professionals. Prerequisites: JMC 32002 and 31003.

Variable Topic Workshop in Hospitality 41093 Management (1-3)

Workshop setting dealing with a topic or topics in hospitality management. Learning experiences are provided in a wide range of areas. S/U grading. Prerequisite: none

Special Topics in Hospitality 41095 Management (1-4)

Discussion of a major topic within a specific field of hospitality management. Prerequisite: none.

41096 Individual Investigation (1-3) Independent study in hospitality management. Prerequisite: written special approval from instructor.

43025 Hospitality Marketing (3) Application of marketing principles, practices and theories relevant to hospitality organizations. Case studies drawn from the hospitality industry at incorporated, Prerequisites: HM 23023; M&IS 13023 24163 and MKTG 25010.

br GP \*Course insligible to be repeated \*\*Courses offered only at Regional Camp

43027 Hospitality Human Resource Management (3)

Application of human resource management principles, practices, theories and legal issues relevant to hospitality organizations. Hospitality managementfocused case studies are incorporated. Prerequisites: HM 33026; M&IS 34180. This course may be used to satisfy the writing-intensive requirement with approval of major department.

43029 Hospitality Financial Policy (3) Strategic financial decision making for short- and tong-term financial management problems in various hospitality organizations such as hotels, restaurants, clubs and resorts, through case analysis. Prerequisite: FIN 36053.

43030 Food Service Systems Management (3) The study of food service systems management, including menu planning and evaluation, recipe development, purchasing, equipment, financial management, marketing and human resources. Prerequisite: HM 23012.

Layout and Design of Food Service

Operations (3)
Emphasizes food servise equipment, selection and naintenance. Develops skills in kitchen layout and sign as it applies to productivity. Prerequisite: HM 23, 23023 or equivalent

43032 Food Production and Service Management (3)

The application of management principles in food production and service systems, including production management, quality control, distribution and service and physical facilities. A laboratory is included in the course. Prerequisites: HM 23012 and 43030

Strategic Lodging Management (3) The hotel manager's role as a strategic thinker is emphasized. Techniques such as co-alignment model, brand strategy, competitor analysis, market research, risk management and finance options are used to develop strategic plans in hotels. Prerequisites: HM 23030 and 33026.

43043 Hospitality Meetings Manageme Exploration of the unique Issues associated wi managing hospitality meeting and event planning. Emphasis on management of social, association and banquets, receptions and annual meetings held in hospitality venues requiring food and beverage and/or lodging. Prerequisites: HM 23030 and 33026.

13031 Layout and Design of Foodservice Operations (3) Analysis and planning for the layout and design of commercial food service operations. Includes basic principles of design; space analysis; and equipment use, care, selection, and layout for food service facilities based on the financial performance of the operation; food codes; and related regulations. An appreciation for engineering and architecture concerns pertaining to foodservice operations is developed. Prerequisite: HM 33026.

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43092 Practicum/Hospitality Management (3-6) Supervised professional experience in the hospitality industry including operations such as restaurants, hotels, clubs, health care, theme parks and food distribution, Bimonthly seminars course assignments are included. Repeatable for a total of 6 credits. Prerequisites; majors only with junior or senior standing and special approval of inst VHM 33091

### **HUMAN DEVELOPMENT AND FAMILY** STUDIES (HDFS)

14027 Introduction to Human Development and Family Studies (2)

Introduction to human services related to human development and family studies, the career opportunities available and the skills required to succeed in the field. Prerequisite: none.

#### Interpersonal Relationships and 24011 Families (3)

(Gross-listed with SOC 24011) Exploration of the sociological nature of families across the life span, focusing on structure, diversity and life-course processes, such as dating, mate selection, cohabitation, marriage, parenthood, divorce, remarriage, singlehood, widowhood, parent-child interactions, sexual orientation, inequality and difference. Prerequisite: none. This course may be used to satisfy the diversity requirement.

24012 Child Development (3) General development of the child from prenatal through middle childhood. Prerequisite: HDFS 24011.

24013 Early Adolescence (3) Examines the fundamental transitions, social contexts and psychosocial processes involved in human development from ages 10 through 15. Implications for working with this age group within schools, human services agencies and youth development programs. Prerequisite: none.

24095 Special Topics in Human Development and Family Studies (1-4)\* Discussion of a major topic within human development or family studies. Prerequisite: HDFS 24011.

25512 Management of Family Resources (3) Management as applied to individuals, families and human service professionals. Prerequisite: HDFS 24011.

34013 Development in Infancy (3) Study of genetic influences, prenatal development and birth, and the developmental characteristics of the infant and toddler. Prerequisites: HDFS 14027 and 24012.

Cultural Diversity: Implications for the 34031 Helping Professions (3)

This class is designed to enhance the competence and success of students planning to work in human services. Learning how different cultural backgrounds influence the perceptions and behaviors of clients in the human service setting is emphasized. Prerequisite: none.

Variable Topic Workshop: Human 41093 Development and Family Studies (1-3) Workshop setting dealing with a topic or topics in human development and family studies. Learning experiences are provided in a wide range of areas. S/U grading, Prerequisite; none.

Special Topics in Human Development and Family Studies (1-4) Discussion of a major topic within human development or family studies. Prerequisite: none.

41096 Individual Investigation (1-3) Independent study in human development and family studies. Prerequisite: written special approval from Instructor.

Professional Development in Human 44018 Development/Family Studies (3) Preparation of students for professional work experiences as well as providing an opportunity to discuss recent developments in the fields of human development and family studies and gerontology. Prerequisités: human development and family studles majors only and senior standing.

44020 Adolescent Development (3) Study of adolescent development with emphasis on forces related to adolescent behavior in the family and society. Evaluation of current research. Prerequisite: human development and family studies

44021 Family Intervention Across the Lifespan (3) Evaluation of research and theoretical models in the area of family intervention. Focus on strategies for assisting families in coping with a variety of critical issues over the family life cycle. Prerequisite: human development and family studies majors only.

44022 Changing Roles of Men and Women (3) A study of roles of men and women---past, present and future. Prerequisite: human development and family studies majors only or SOC 12050.

44023 Bullding Family Strengths (3) The Building Family Strengths Model builds upon family life potential; based on extensive research emphasizing Identified family strengths. Prerequisite: human development and family studies majors onty.

44028 Parent-Child Relationships (3) Study of parent-child relationships across the life span and within various contexts. Emphasis on the process of socialization and determinants of parentchild relationships based on current research. Prerequisite: human development and family studies majors only.

44029 Family Policy (3) Understanding federal, state and local policy issues affecting families. Role of family life educator in promoting a family-friendly perspective in policy making. Prerequisite: GERO 44030.

44030 Family Life Education Methodology (3) Developing teaching methods and techniques for family life education and the study of family life education content areas. Prerequisite: GERO 44030.

44032 Nonprofit Fundraising and Grantwriting (3) Provides comprehensive preparation in planning, seeking and acquiring funding from available resources in supporting the mission of nonprofit human service agencies. Prerequisite: none.

44033 Nonprofit Management I (3) An overview of nonprofit/human service organizations, including how to start and manage one, leadership, ethics, program development, service learning, board development, budgeting, legal aspects, advocacy and lobby, mission and vision and fundraising. Prerequisite: none.

44034 Nonprofit Management II (3) An overview of nonprofit/human service organizations, including conflict resolution, human resource management, risk management, marketing, ethics, leadership, intercultural sensitivity and social entrepreneurship. Prerequisite: none.

44092 Practicum in Human Development and Family Studies (3-10) (Repeatable for a total of 20 credit hours) Observation and participation in child, family and social service agencies. One class discussion per week. S/U grading. Prerequisites: human development and family studies majors only; HDFS 44018; senior standing with an overall GPA of 2.50.

#### **HUMAN SERVICES TECHNOLOGY** (HST)\*

11000 Introduction to Human Services (1) A survey of the role of human service technologists, their professional and ethical responsibilities, employment possibilities and avenues for professional advancement, Prerequisite: none.

2007-2008 Kent State University Undergraduate Catalog

<sup>\*</sup>Course ineligible to be repeated for GPA recalculation—effective spring 2008.

<sup>\* \*</sup>Courses offered only at Regional Campuses.

KENT STATE UNIVERSITY, COLLEGE OF EDUCATION, HEALTH, AND HUMAN SERVICES	Hospitality Management 121 hours N&F CAA (Admission to the major is controlled) CY2007 <b>ZOO</b>
Name:	Catalog Year:
	<del>*</del>
S.S.#:  Please note: This requirement sheet will become void unless 12 hours of credit at Kent State University have been a	Date:  eamed in a two-year period. Preserve this sheet. It is your only assured official statement of degree requirements.
General Course V	Work (4 <del>8-4</del> 1 hours) 37–39
US 10097 First Year Colloquium	Humanities and Fine Arts
Composition ENG 11011 College Writing I	Select THREE from LER Humanities & Fine Arts. One must be from Arts & Sciences and one must be a fine arts course.
ENG 21011 College Writing II	(A&S)
	3
Mathematics & Critical Reasoning	(Fine Arts) 3
Choose ONE from LER Mathematics & Cuitical Reasoning	Basic Sciences
th 1100 & Explorations in Modern Mathematics OR	
Social Sciences Math 11009 Modeling Algebra. ECON 22060 Principles of Microeconomics	
Choose ONE from Social Sciences (See Reverse)	3 lab (1)
3	Additional
General Requirement	COMM 15000 Intro to Human Communication 3
ENG 30063 Business & Prof. Writing 3	ECON 22061 Principles of Macroeconomics 3
Diversity requirements met? Global Domestic	
Divisity requirements meet Grown Domestic	
Major Course W	ork (69-7-7 Hours) 72-7-3
A minimum 2.25 GPA or better is	s required in all major coursework
Core Requirements (48-51 hours) (51 may be recommended=121)	
HM 13022 Sanitation & Safety (*ServSafe certificate)3	HM 33028 Hosp: Purchasing (Spring Only)3
HM 13023 Techniques of Food Production (Section), 5 HM 13024 Intro to Hospitality Management,	HM 33029 Catering & Banquet Oper, Services5 (HM 43025 Hospitality Marketing (Fall Only)3
HM 13024 Introduction Hospitality Wallagement	w HM 43027 Hospitality Human Resource Mgmt3
HM 23030 Lodging Operations, 3	HM 43031 Layout/Design of Food Service Ops3
HM 33020 Legal Issues in Hospitality Industry3	HM 43092 Practicum in Hospitality Mont
HM 33026 Hosp, Cost Control & Analysis5	NUTR 23511 Nutrition Relation to Health3
*ServSafe certification should be obtained after this course.	NUTR 23511: Nutrition Relation to Health
ServSafe, CPR, and First Aid Certifications are required by Junio	r Year- see faculty advisor.
Professional Electives (4.6 hours) (2 may be recommended 121)	or Year:- see faculty advisor: HM 41093 Workshop (2-5)
Choose 6-8 hours:	HM 41095 Special Topics (1-4)
FIN 36053 Business Finance (preress ECON 22061 & ACCT 23020(3)	HM 43029 Hospitality Financial Policy (3) HM 5
HDFS 24011 Interpersonal Relationships & Families (3)	HM 43040 Strategic Lodging Management (3)
HM 33035 Hospitality Service Quality Mgmt (3) HM 33036 Club Management (3)	HM 43043 Hospitality Meetings Management (3) APTM RPTM 36060 Commercial Recreation & Tourism (3)
HM 33036 Club Management HM 33040 Hotel Convention Group Sales & Services (3)	
Concentration Requirements/Business Courses (15 hours)	M&IS 24163 Principles of Management
ACCT 23020 Intro to Financial Accounting3	M&IS 34180* Human Resource Management3
M&IS 24053 Intro to Computer Applications	MKTG 25010 Marketing
	*Call Business (830-672-2872) for permit to get into this class.
¥-17.	
General Electives ( nours) (Optional Minor in Busines	ess or Management with two additional courses & 2.5 GPA)
	Total Hayna Completed
I have reviewed the requirement sheet and professional requirements with an advisor a	Total Hours Completedand
assume responsibility for remaining informed and completing my program.	Hours Needed:
	General Coursework
Student Signature	Core Professional Electives
	Professional Electives Concentration
Program Counselor's Signature	General Electives
	Total for Degree
www.chhs.kent.edu/oss Please refer to page 2 for program n	iotes.

14.



Name			
Student #			
Advisor	 		,

# SCHOOL OF FAMILY AND CONSUMER STUDIES HOSPITALITY MANAGEMENT

1.	Orientation US	10097-First Year Colloquium	1
2.	Composition (6 ENG	<b>5 hours)</b> 11011-College Writing I 21011-College Writing II	3
3.	MATH 11008 Ex OR	cal Reasoning (3-4 hours)  Explorations in Modern Math (3)  Odeling Algebra (4)	3-4
4.	Minimum of one and one course Humanities in A FINE ARTS LEF	d Fine Arts (9 hours) course from Humanities in Arts & Sciences from Fine Arts &S LER R ine Arts	3 3 3
5.	Social Science Courses must b ECON LER	s (6 hours) e taken in 2 discipline areas 22060-Principles of Microeconomics	3
6.	Basic Sciences Must include on LER LER LAB	e laboratory course.	3 3 1
7.	Additional LER COMM ECON	R courses (6 hours) 15000-Intro to Human Communication 22061-Principle Macroeconomics	3

### 8. Writing Intensive Requirement:

Students must complete a one course writing intensive requirement and earn a "C" or higher. Within the HM major, HM 43027 will fulfill this requirement. See the Undergraduate Catalog for a complete list of writing-intensive courses.

### 9. Diversity Requirement

<u>Two diversity courses are required</u>; one with a domestic focus and one with a global focus. See undergraduate catalog for LER and other course listings. Many diversity courses also are Social Science, Fine Arts, or Humanities classes that also fulfill LER requirements noted above.

School of Family and BS Hospitality Manag		
2006-2007 10. <b>Major Rec</b>	uiremen's (57-63 hours)	
A.	Core Requirements	
HM	13022-Sanitation & Safety	3
11111	13023-Techniques of Food Production	5
	13024-Introduction to Hospitality Management	2
	23030-Lodging Operations	3
NUTR	23511-Nutrition Related to Health	3
ENG	30063-Business and Professional Writing	3
HM	33020-Legal Issues in the Hospitality Industry (S)	3
	33026-Hospitality Cost Control & Analysis	5
	33028-Hospitality Purchasing (S)	3
	33029-Catering & Banquet Prep. and Services	5
	33091- Professional Practices in Hospitality Mgmt	1
	43025 -Hospitality Marketing (F)	3
	+43027-Hospitality Human Resource Management	3
	43031-Layout/Design of Food Service Ops.	3
	43092-Practicum in Hospitality Management	3-6
	10002 Frantian In Froophality Managorion	
B.	Professional Electives (Select 9- 12 hours):	
HM	23012- Food Study	3
,	33035- Hospitality Service Quality Management	3
	33036- Club Management	3
	33040- Hotel Convention Sales and Services	3
	41093- Workshop	2-5
	41095- Special Topics	1-4
	43029- Hospitality Financial Policy	3
	43040- Strategic Lodging Management	3
	43043- Hospitality Meetings Management	42
FIN	36053- Business Finance	3
HDFS	24 <u>011- D-Interpersonal Relat</u> ionships and Families	3
RPTM	26060- Intro to Global Tourism	3
171 1141	36060- Commercial Recreation and Tourism	3
	46000-Tourism Dev. and Recreational Travel	3
	40000-Tourisin Dev. and Neoreational Travel	<u> </u>
12. Business Cou	urses (15 hours)	
ACCT	23020-Intro to Financial Accounting	3
M&IS	24053-Introduction to Computer Applications	3
MOIO	24163-Principles of Management	3
	34180-Human Resource Management	3
MKTG	25010-Marketing	3
WIICIO	200 to Warkeling	
13. *General Elec	tives (4-12 hours)	

Total 121

School of Family and Consumer Studies **BS Hospitality Management** 2006-2007

### NOTES:

A minimum of 39 upper division hours (30,000 and 40,000 level courses) is required for graduation.

A minimum of 121 semester hours is required.

\*Only General Elective coursework may be taken on a pass/fail basis. Some general elective courses should be taken on the upper division level to ensure the 39 upper division requirement is met.

A minimum of 2.00 overall GPA is required for admission to the "professional phase" of the program.

A minimum of 2.25 in major GPA is required for graduation.

At least one course must be taken from the Writing Intensive course list in the catalog.

- + Indicates courses that fulfill the Writing Intensive Requirement.
- D Indicates courses that fulfill the Diversity Requirement.
- F Indicates course is normally offered fall semester
- S indicates course is normally offered spring semester

Admission to this major is controlled. For details, see the 2004-2005 catalog.

PRE-PROFESSIONAL REQUIREMEN	<u>ITS</u>	VERIFICATION/DATE
G.P.A. (2.0 Minimum)		
First Aid Certification		
C.P.R. Certification (NURS 10020)		
400 Work Hours		
Permanent Ohio Certified Manager St	atus (HM 13022)	
Complete the following courses:		
HM 13022		
HM 13023		
HM 13024		
HM 23023		
Admitted to Professional Program		
For further information, please contact Mr. Rob Heiman	120 Nixson Hall	330-672-2075
Dr. Barbara Scheule Dr. Swathi Ravichandran Dr. Ning Kuang Chuang	116 Nixson Hall 123 Nixson Hall 145 Nixson Hall	330-672-3796 330-672-7314 330-672-2303

### **APPENDIX C**

Certification of Curriculum Proposal and Basic Data Sheets

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

		Р	reparation Date	15-Aug-07	Curriculum Bulletin
		E	ffective Date	Fall 2008	Approved by EPC
Department	Family a	and Consu	ımer Studies		
College	_		ealth and Hui	nan Service	es
Proposal	Establis	h Course			
Course Subject	нм		Number <b>3309</b>	1	
Course Title		ional Prac	tices in Hosp	italitv Mana	agement
Minimum Credits	01		n Credits 01	,	
enrollment and sta None anticipated	☐ Credit☐ ☐ Credit☐ ☐ Prered☐ Descr☐ Scheden other peaffing con	er bbreviation Hours quisites iption lule Type olicies, pro siderations	Grade ⊠ Grade ⊠ Credi □ Cours □ Libera □ Writin □ Divers □ Other grams or proces; need, audier	by Exam le Fee al Education F g-Intensive sity edures (e.g.	Requirements (LER) , encroachment and duplication issues
None					
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Department Chair /	School Dir	ector / Cam	pus Dean		
College Dean					/
2011080 20011					1 1
Executive Dean of	Regional C	ampuses			
Senior Vice Preside	ent for Aca	demic Affair	s and Provost		/

## **BASIC DATA SHEET**

## All data entered below should reflect revised information.

Preparation Date	15-Aug-07	Requested Effect	ive Tern	n S	Spring 20	08				
Course Subject	нм	Course Number 33091								
Course Title	Professional Pr	actices in Hospita	ality Ma	nag	ement					
Title Abbreviation			_							
		spaces, with no punct ses before or after the		speci	ial characte	ers (exception: forward	l slash "/" is			
Slash Course	/ / 4/5, 4/5/7 or 6/7									
Minimum Credit	<b>01</b> ⊠ to □ or	or Maximum Credit 01 (e.g., 3 to 3 credits, 1 to 12 credits, 2 or 4 credits)								
Contact Hours Per Week	<ul><li>☑ Lecture</li><li>☐ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours 01.00 ⊠ to ☐ or Maximum Hours 01.00  Minimum Hours ☐ to ☐ or Maximum Hours  Minimum Hours ☐ to ☐ or Maximum Hours  Its should be per week.								
Repeat Status	epeat Status  NR - Course may not be repeated  If repeats, course limit  OR maximum hours									
Course Level	UG - Undergrad	luate								
Grade Rule	B - Letter									
Schedule Type(s)	LEC - Lecture									
Course Attribute(s)	none									
Credit By Exam	N - Credit by Ex	am Not Approved	ł							
SOMEONES SOURCE STANSON SOURCE STANSON			900 2000-0 NOOEE 00 20 NOEE 0000 NOEE 1-00	. M. 100 / 1	I DIO IX OIL MONTO PORTO CONTO PORTO INCOPE Y	ger e argure grops a reperguence sea artico second e casale e à amende e de decessible e desireit s'And duté é de 20 duit	one des lagares don e considera desdeminare de la circula de desdedición y de la ciente des de decimiente deste de consecuent			
COMPLETE ONLY WHA	I IS APPLICABLE IS	O THE COURSE			601	MPLETED BY CURRICU	II LIM CEDVICES			
<u>Prerequisite</u> Course(s)					1	BR Program Code				
_	de requirement for cou	urse prerequisites if other than "D."		<b>I</b>	R Subsidy Code					
Test Score(s)						R Course Level				
Corequisite(s)					CII	Code				
Registration is by spen NOTE: Checking "yes" me			epartment	t to re	L eaister.	•				
Restrict Registration (e.g., VCD majors, East L	Junior Standing	g				M program)				
Catalog Description		students for profe Career developme								
Complete the following or Previous Title	nly if applicable:	annenn i aucrist i rettili instrucci (Metrillungen) 440 kga 1,000,000 kga 1,000,000 kg 1,000,00	de entreta di sociale di sistema della considera di si	ecenies: ecenicientoriec	conseant, a acusta and architectured a last least for finish had	e toda e viena	KANAN BIR BARANCI (S. BANAN BIR), PARIL (M. D. L. BARCICA) (S. BANAN BIR) (S. BANAN BIR)			
Previous Subject		Previous Numbe	r							
Term Start	Term End	NOTE: To be comp	oleted by	Currio	culum Serv	ices.				

## , 'Content Outline (include contact hours for each section)

Hours	Outline
1.00	Career paths in hospitality management
1.00	Career planning
1.00	Personal inventory
1.00	The role of professional organizations in career development
1.00	Employment search methods
2.00	Resume and cover letter development
1.00	Do your homeworkknow the company
1.00	Interviewsappearance, etiquette, and pre-interview preparation
2.00	Mock interviews
1.00	Post interview etiquette
1.00	Negotiating compensation packages
2.00	Ethics, company culture and generational differences in the workplace

### 15.00 Total Contact Hours

Textbook(s) Used in this Course	Selected Readings					
Writing Expectations	Resume, Cover Letter, Corporate Profile Paper					
Instructor(s) Expected To Teach	H. M. Staff					
Instructor(s) Contributing to Content	H. M. Staff					
TRITION pands also fall to the book data sold the footback countries countries country or yet for any whole belocked as the book as a set, the boo	REQUIRED ENDORSEMENT					
Department Chair / School Director / Cam	/					

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

			Prepara	lion Date	14-Aug-07	Cumo	ulum Bullelin					
			Effective	Date	Fall 2008	Appro	ved by EPC	<del></del>				
Department	Family a	nd Con	sumer S	Studies								
College	EH - Edu	EH - Education, Health and Human Services										
Proposal	Revise C	Revise Course										
Course Subject	нм	Course	e Numbe	r <b>1302</b>	3							
Course Title	Techniq	ues of F	Food Pro	ductio	n							
Minimum Credits	05	Maxim	num Crec	lits <b>05</b>								
Checked items are new or revised	□ Subject       □ Cross-Listed / Slash         □ Number       □ Grade Rule         □ Title       □ Credit by Exam         □ Title Abbreviation       □ Course Fee         □ Credit Hours       □ Liberal Education Requirements (LER)         □ Prerequisites       □ Writing-Intensive         □ Description       □ Diversity         □ Schedule Type       □ Other Content Outline											
Describe impact of enrollment and sta							chment and du	plication issues				
None anticipated	l											
Units consulted (c	ther depar	tments,	program	is or car	mpuses affe	ected by	this proposal):					
le triche tenen som verske in versketingstaten in ein somherinnske vin in men somherinnske vin	aus al francisco cura cura e correla collección de corre e confedito de	. 1986) 1 7 1991 1 AF TO 1264 10 TO 1764 1	REQUII	RED ENI	OORSEMEN	TS	es; + Yuk wuk wes windahassam sah Pradamin Landsan Sahassan Sahassan Sahassan Sahassan Sahassan Sahassan Sahas	Met. And Anti-Control and Anti-Control Sector Sector And Anti-Control Anti-Control And Anti-Control An				
Department Chair /	School Dire	ector / Ca	ampus De	ean								
College Dean					<del></del>							
Executive Dean of F	Regional Ca	ampuses			<del> </del>							
Senior Vice Preside	ent for Acad	emic Aff	airs and F	Provost				<del></del>				

# **BASIC DATA SHEET**

All data entered Preparation Date	below shoul 14-Aug-07	d reflect revis Requested Effect								
Course Subject	нм	Course Number	13023							
Course Title	Techniques of F	ood Production								
Title Abbreviation	itle Abbreviation  Techniques Of Fd Prod  NOTE: Maximum 30 spaces, with no punctuation or special characters (exception: forward slash "f" is allowed with no spaces before or after the slash)									
Slash Course	/ / 4/5, 4/5/7 or 6/7	/ / Cross-listed with Cross-list Banner code /5, 4/5/7 or 6/7 NOTE: To be completed by Curriculum Services.								
Minimum Credit	<b>05</b> ⊠ to □ or	Maximum Credit	<b>05</b> (e.g.	, 3 to 3 cre	dits, 1 to 12 credits, 2 or 4	credits)				
Contact Hours	∠ Lecture	Minimum Hours	02.50	⊠ to □	or Maximum Hours	02.50				
Per Week	<ul><li>☑ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours Minimum Hours s should be per week.	05.00		or Maximum Hours or Maximum Hours	05.00				
Repeat Status		y not be repeated		urs						
Course Level	UG - Undergraduate									
Grade Rule	B - Letter									
Schedule Type(s)	LEC - Lecture	LAB - Laborator	У							
Course Attribute(s)	none									
Credit By Exam	D - Credit by Ex	am as Approved	by Depa	rtment						
COMPLETE ONLY WHA	T IS APPLICABLE TO	THE COURSE	no estable e este illerio establic incente disente establica e establica e establica e establica e establica e	aag general agenge gemengen (en blokken bill 1863, ku	ne sin de de 12 de 22 de 22 de 26 de 2	2004/2013 CALONIA, JURIE NA CESTI (BALOT SEE STONEE SCHAUES PROGESSIONES SEED TO ARMEDICAZIO				
Prerequisite Course(s) NOTE: List minimum-grad	le requirement for cou	rse prerequisites if oth	er than "D	,,	COMPLETED BY CURRICU OBR Program Code OBR Subsidy Code	<u> </u>				
Test Score(s)					OBR Course Level					
Corequisite(s)	HM 13022	022			CIP Code	<del></del>				
Registration is by spe NOTE: Checking "yes" me	ecial approval only eans <u>all</u> students mus	r □ Yes ৷⊠ No t seek approval from de	epartment	to register	•					
Restrict Registration (e.g., VCD majors, East L	HM Majors or D iverpool Campus, juni	epartment Permis or level and above, gra	ssion aduate star	nding, BA-	CHEM program)					
Catalog Description Commercial food production principles for milk, cheese, eggs, produce, grains, meats, poultry, and fish are covered. Sauces, soups, salads, entrees, side dishes, and desserts are prepared with an emphasis on food quality and safety, effective equipment use, work planning and simplification, recipe standardization, pricing, and presentation.  Course fee: \$12 per credit hour										
Complete the following or Previous Title		Food Production	es para para en un partiro para amente en en entidos tobeles.	MET 2004-1914-00 1,304 (16 K + 1004-191-000 500) (16 K +	aurente dicentraturarion en esta en esta en la dicienta del dicienta del la companya de la companya de la comp	antalasia salama ir izlandriša vinicinaka ir sulvania aktivi viniva vini. Pro				
Previous Subject		Previous Numbe	r							
Term Start Term End NOTE: To be completed by Curriculum Services.										

" Content Outline (include contact hours for each section)

Contact Hours	Outline
4.00	Professionalism, food safety, recipes
2.00	Measurements, tools, equipment
1.00	Cooking methods and Mise en place
3.00	Flavorings, dairy foods
4.00	Stocks, sauces, soups
4.00	Vegetables, potatoes, grains, pasta, vegetarian dishes
3.00	Salads, salad dressings, fruit
8.50	Meat cookery; beef, veal, lamb, pork, game, poultry, fish and shellfish
2.00	Eggs
6.00	Baking princliples, quick breads, yeast breads, pies, pastries, cookies, cakes, icing, custards, creams and frozen desserts

### 37.50 Total Contact Hours

Textbook(s) Used in this Course	Labensky, S.R. & Hause, A.M. (2007). On Cooking: A Textbook of Culinary Fundamentals (4th ed.). Upper Saddle River, NJ: Prentice Hall.
	Computer Software: CD that comes with On Cooking for MasterCook Deluxe
Writing Expectations	Abstracts of professional articles on assigned topics. Lab plans are prepared.
Instructor(s) Expected To Teach	Barbara Scheule, PhD/ Staff
Instructor(s) Contributing to Content	Barbara Scheule, PhD
### AND TOOL OF THE PROPERTY O	REQUIRED ENDORSEMENT

Department Chair / School Director / Campus Dean

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

			Prepara	ition Date	9 4-Aug-07	Curric	ulum Bulletin <sub>-</sub>	<del></del>
			Effective	e Date	Fall 2008	Appro	ved by EPC	<del></del>
Department	Family a	and Con	sumer \$	Studies				
College	EH - Edi	ucation,	, Health	and Hu	man Servi	ces		
Proposal	Revise (	Revise Course						
Course Subject	нм	Cours	e Numb	er <b>330</b> 2	26			
Course Title	Hospita	lity Cos	t Contro	ol and A	nalysis			
Minimum Credits	05	Maxim	num Cre	dits <b>05</b>	•			
	Subject □ Cross-Listed / Slash   □ Number □ Grade Rule   □ Title □ Credit by Exam   □ Title Abbreviation □ Course Fee   □ Credit Hours □ Liberal Education Requirements (LER)   ☑ Prerequisites □ Writing-Intensive   □ Description □ Diversity   □ Schedule Type □ Other   on other policies, programs or procedures (e.g., encroachment and duplication isstaffing considerations; need, audience, prerequisites):				duplication issues			
Units consulted (c		rtments	, prograr	ns or ca	mpuses aff	ected by	this proposa	l):
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Department Chair /	School Dir	ector / C	amnus D		···	-		<u>/</u>
Department Chair /	SCHOOL DII	ector / Ca	ampus D	Çalı			,	1
College Dean						-		<i>J</i>
For the Dan of I	Davisas I O					<del>.</del>	/	<u>J</u>
Executive Dean of i	kegionai C	ampuses	5				ı	1
Senior Vice Preside	ent for Acad	demic Aff	fairs and	Provost		-	/	_!

## **BASIC DATA SHEET**

## All data entered below should reflect revised information.

Preparation Date	14-Aug-07	Requested Effect	ive Term	Fall 2	008		
Course Subject	нм	Course Number	33026				
Course Title	Hospitality Cost	Hospitality Cost Control and Analysis					
Title Abbreviation				special cha	aracters (exception: forward slash "/" is		
Slash Course	/ / 4/5, 4/5/7 or 6/7	Cross-listed with			ist Banner code o be completed by Curriculum Services.		
Minimum Credit	<b>05</b> ⊠ to □ or	Maximum Credit	<b>05</b> (e.g.	., 3 to 3 cr	edits, 1 to 12 credits, 2 or 4 credits)		
Contact Hours Per Week	<ul><li>☑ Lecture</li><li>☐ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours Minimum Hours Minimum Hours s should be per week.		to 🗆	] or Maximum Hours <b>05.00</b> or Maximum Hours or Maximum Hours		
Repeat Status	NR - Course ma If repeats, course	y not be repeated e limit OR maxi		ours			
Course Level	UG - Undergrad	luate					
Grade Rule	B - Letter				·		
Schedule Type(s)	LEC - Lecture						
Course Attribute(s)	none						
Credit By Exam	N - Credit by Ex	am Not Approved	k				
y Configuration communication and control of			R TOURS OF THE STATE OF THE STA	NUMBER OF STREET STREET, STREE	THESE BOTTON THE THE THE PROPERTY OF THE BOTTON THE COMPANIES OF THE PROPERTY		
COMPLETE ONLY WHA	I IS APPLICABLE IC	THE COURSE					
Prerequisite Course(s) Permission NOTE: List minimum-grad	•	CCT 23020, and HI			OBR Subsidy Code		
Test Score(s)					OBR Course Level		
Corequisite(s)							
Registration is by special approval only  Yes  No NOTE: Checking "yes" means all students must seek approval from department to register.							
Restrict Registration (e.g., VCD majors, East L	iverpool Campus, juni	or level and above, gra	aduate sta	nding, BA	-CHEM program)		
Catalog Description					encountered in hospitality ath drillis, and simulations.		
Complete the following or Previous Title	nly if applicable:	yangan nenggih besa biga ngasakan sanda (2000-2000 M.). Nasa 2 Tab da A (2006-4	a mun mineri i siman videndika Mineria (	an many depth and the state of			
Previous Subject		Previous Number	r				
Term Start	Term End	NOTE: To be comp	oleted by C	Curriculum	Services.		

### Content Outline (include contact hours for each section) Contact Outline Hours 6.00 **Cost and Sales Concepts Cost/Volume Relationships** 6.00 **Financial Statement Management** 14.00 **Forecasting** 6.00 **Yield/Cost Analysis** 6.00 **Inventory Management** 6.00 **Pricing Concepts** 8.00 Menu Engineering 6.00 **Controlling Sales** 6.00 **Production Control and Management** 6.00 **Spreadsheet Programming (Computer Application of Topics Covered)** 6.00 76.00 **Total Contact Hours** Textbook(s) Used in this Course Dittmer, Principles of Food, Beverage, and Labor Cost Control. 7<sup>th</sup> Edition, Van Nostrand & Reinhold Publishing.

Not applicable

**Rob Heiman** 

**Rob Heiman** 

REQUIRED ENDORSEMENT

Writing Expectations

Instructor(s) Expected To Teach

Instructor(s) Contributing to Content

Department Chair / School Director / Campus Dean

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

			Preparation	on Date	14-Aug-07	Curriculum Balletin
			Effective	Date	Fall 2008	Approved by EPC
Department	Family a	nd Con	sumer St	udies		
College	_				man Service	9 <b>S</b>
Proposal	Revise (					
Course Subject	нм		e Number	3302	8	
Course Title	Hospital				-	
Minimum Credits	03	•	um Credi	ts 03		
William Ground		maxim				
Checked items are new or revised	☐ Subject ☐ Numbet ☐ Title ☐ Title A ☐ Credit ☑ Prereq ☐ Descri ☐ Sched	er bbreviatio Hours uisites ption	on [	Grade Credit Cours Libera Writin	t by Exam se Fee al Education F g-Intensive sity	h Requirements (LER) ectations, Content Outline, Textbooks
Describe impact o enrollment and sta						encroachment and duplication issues; sites):
None anticipated	I					
Units consulted (o	ther depa	rtments,	programs	s or car	npuses affe	cted by this proposal):
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Department Chair /	School Dire	ector / Ca	ımpus Dea	n		
						/ /
College Dean						
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Executive Dean of F	Regional Ca	ampuses			<del> </del>	
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Senior Vice Preside	nt for Acad	emic Affa	airs and Pro	ovost		

## **BASIC DATA SHEET**

## All data entered below should reflect revised information.

Preparation Date	4-Aug-07	Requested Effect	ive Term	Spring	2008	
Course Subject	HM	Course Number		-  3		
Course Title	Hospitality Pure		000_0			
Title Abbreviation	Hospitality Purc	_				
Title Appleviation	NOTE: Maximum 30			ecial char	acters (exception: forward slash "/" is	
Slash Course	/ / 4/5, 4/5/7 or 6/7	Cross-listed with			t Banner code be completed by Curriculum Services.	
Minimum Credit	<b>03</b> ⊠ to □ or	Maximum Credit	<b>03</b> (e.g., 3	to 3 cred	dits, 1 to 12 credits, 2 or 4 credits)	
Contact Hours	□ Lecture	Minimum Hours	<b>3</b> ⊠ to	□ or N	aximum Hours 03.00	
Per Week	□ Laboratory	Minimum Hours		] to □ (	or Maximum Hours	
	☐ Other	Minimum Hours		] to □ (	or Maximum Hours	
Daniel Otation		s should be per week.	J			
Repeat Status	If repeats, course	iy not be repeated e limit OR max	ม imum hour	s		
Course Level	UG - Undergrad	luate				
Grade Rule	B - Letter					
Schedule Type(s)	LEC - Lecture					
Course Attribute(s)	none					
Credit By Exam	N - Credit by Ex	am Not Approved	k			
COMPLETE ONLY WHAT	Γ IS APPLICABLE TO	THE COURSE	· · · · · · · · · · · · · · · · · · ·	100 m 2 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1 m 1		
<u>Prerequisite</u>					COMPLETED BY CURRICULUM SERVICES	
Course(s) NOTE: List minimum-grad	HM 13023	urca prerequisites if oth		OBR Program Code		
Test Score(s)	e requirement for coc	irse proroquisitos ir otri	or triair D.		OBR Subsidy Code	
Corequisite(s)					OBR Course Level	
	soiat approval only	, □Voo ⊠No			CIP Code	
Registration is by spe NOTE: Checking "yes" me			epartment to	register.		
Restrict Registration (e.g., VCD majors, East L	iverpool Campus, juni	or level and above, gra	aduate stand	ing, BA-C	CHEM program)	
Catalog Description		ınizations. Emph			ervices for the managment of product identification, grading,	
Complete the following on Previous Title	ly if applicable:	menco-riser consequences re-suspende display (edit side). The subject of 17 to the suspende consequences re-suspende display (edit side).	IX O IXI NO XILONI E XINGILIZI KAMBARININ KANISHI KANISHI KANISHI KANISHI KANISHI KANISHI KANISHI KANISHI KANI	uare o eneme and e scher fits definitions. And sche	age ( party jumps 1 purch and the 1 co to the decision of an article from any removed processes and an accommission of continues and definition and a continues and definition and a continues and a continue and a continues and a continue and a con	
Previous Subject		Previous Numbe	r			
Term Start	Term End	NOTE: To be com	oleted by Cur	rriculum S	Gervices.	

### · Content Outline (include contact hours for each section)

Contact Hours	Outline
2.00	Overview of procurement in hospitality organizations
3.00	Distribution Systems for hospitality products, services, and supplies
3.00	Types of distributors and role of distributor reps, brokers, manufacturer reps
2.00	Technology and procurement functions
3.00	Economic, ethical, and legal forces on procurement
4.00	Government regulations of food products
3.00	Administration of purchasing - roles and responsibility of buyers
3.00	Product specifications
2.00	Bid purchasing - formal and informal bids
4.00	Orders - quantity, price, payment
5.00	Receiving, storage, and security of products
16.00	Procurement considerations for nonfood supplies (uniforms and cleaning supplies), services(laundry, linen, advertising, interior design services, pest control, etc.), furniture, fixtures, equipment, food and beverage products.

### 45.00 Total Contact Hours

Department Chair / School Director / Campus Dean

Textbook(s) Used in this Course	Feinstein, A.H. & Stefanelli, J.M. (2005). Purchasing: Selection and Procurement for the Hospitality Industry. (6th ed.). New York: John Wiley & Sons, Inc.
Writing Expectations	Paper and presentation on assigned topic. One to two page paper summarizing main points of guest speakers.
Instructor(s) Expected To Teach	Barbara Scheule, PhD
Instructor(s) Contributing to Content	Barbara Scheule, PhD
NO EIGH PREISEACHANN CONTECT AN CONTINUE ANN OLIOIDHANN SAM O ON AN	REQUIRED ENDORSEMENT

# KENT STATE UNIVERSITY CERTIFICATION OF CURRICULUM PROPOSAL

			Preparati Effective		4-Aug-07 Fall 2008		um Bulletin ed by EPC	
			Ellective	Date	Fall 2000	Approve	suby LFO	
Department	Family a	nd Con	sumer S	tudies				
College	EH - Edu	cation,	Health a	and Hur	nan Servic	ces		
Proposal	Revise C	ourse						
Course Subject	нм	Course	e Numbei	r <b>4302</b>	5			
Course Title	Hospital	ity Mark	keting					
Minimum Credits	03	Maxim	um Cred	its <b>03</b>				
Checked items are new or revised  Describe impact of	☐ Subjec ☐ Numbe ☐ Title ☐ Title At ☐ Credit   ☐ Prereq ☐ Descrip ☐ Schedu	or bbreviation Hours uisites otion ule Type	) on [ [ [ [	Grade Grade Credit Cours Libera Writin Divers	by Exam e Fee Il Education g-Intensive sity	Requireme		olication issues
enrollment and sta	affing cons						·	
Units consulted (o	other depar	tments,	program	s or car	mpuses affe	ected by th	nis proposal):	
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Department Object	Cobool Dire	oto = 1.0 =	manua Da				//	<u> </u>
Department Chair /	School Dire	ctor / Ca	ampus Dea	ผก				
College Dean		· ·						_
Executive Dean of F	Regional Ca	impuses						
Senior Vice Preside	ent for Acad	emic Affa	airs and P	rovost			//	_

# **BASIC DATA SHEET**

## All data entered below should reflect revised information.

Preparation Date	14-Aug-07	Requested Effecti	ive Term	Fall 200	8		
Course Subject	нм	Course Number	43025				
Course Title	Hospitality Mark	Hospitality Marketing					
Title Abbreviation				ecial chara	cters (exception: forward slas	sh "/" is	
Slash Course	<b>4</b> / <b>5</b> / 4/5, 4/5/7 or 6/7	Cross-listed with			ross-list Banner code be completed by Curriculum S	Services.	
Minimum Credit	<b>03</b> ⊠ to □ or	Maximum Credit	<b>03</b> (e.g., 3	3 to 3 credi	ts, 1 to 12 credits, 2 or 4 cred	dits)	
Contact Hours Per Week	<ul><li>☑ Lecture</li><li>☐ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours Minimum Hours Minimum Hours s should be per week.		to 🗆 o	or Maximum Hours <b>03</b> r Maximum Hours r Maximum Hours	.00	
Repeat Status	NR - Course ma	y not be repeated e limit OR maxi	l mum hou	rs			
Course Level	UG - Undergrad	uate					
Grade Rule	B - Letter						
Schedule Type(s)	LEC - Lecture						
Course Attribute(s)	none						
Credit By Exam	N - Credit by Ex	am Not Approved	I				
COMPLETE ONLY WHAT	IS APPLICABLE TO	THE COURSE	o tractice page transitive trademant in come entering portrains and arise	ar agus que gurquat a degunares que esca o especular	a uir a and annumed num fa anglamhon da ah sa da dad angla adah adah da hafa hafa adah birda mbah sa baba ada u ana a na	a de constante en en esta de de se como servar político par o para disperso per disperso	
Prerequisite Course(s) NOTE: List minimum-grad		3 24163, MKTG 25 rse prerequisites if other			COMPLETED BY CURRICULUM OBR Program Code OBR Subsidy Code		
Test Score(s)				1	DBR Course Level _		
Corequisite(s)				(	CIP Code `		
Registration is by spe NOTE: Checking "yes" me			partment to	register.			
Restrict Registration (e.g., VCD majors, East Li	verpool Campus, juni	or level and above, gra	duate stand	ling, BA-Cl	HEM program)		
Catalog Description					I theories relevant to I itality industry are inc		
Complete the following on Previous Title	ly if applicable:	-tres e o minimissibility productive A. 64966 de filosofie 19 0400 BB (BB 4564 o 11 0.0045 FB 4777 FB 477 CASA 477 19 3 2 T	and the state of t	THE LANGE SHALL SCHOOL IT IS CAUSE IN THE THE THE THE THE	. ТОС БОННИ ЛОСЕНТЯ ХЕТЕВИЧЕНИЯ В СЕСТИТЕТИ ПОСТОВЕН РЕГИПРИЧЕНИЯ МЕТЕТ ЖИНЕ	the first and another indicated a their another indicated by the rine designation	
Previous Subject		Previous Number	•				
Term Start	Ferm Start Term End NOTE: To be completed by Curriculum Services.						

## Content Outline (include contact hours for each section)

Contact Hours	Outline
	Topics are discussed within the context of hospitality organizations such as hotels, and
	restaurants.
3.00	Marketing Hospitality and Travel Services, Hospitality and Travel Market System
1.50	Customer Behavior
3.00	Analyzing Marketing Opportunities
3.00	Marketing Research
3.00	Market Segmentation and Trends
3.00	Strategies, Positioning, and Marketing Objectives
1.50	The Marketing Plan and 8Ps
1.50	Product Development and Partnership
3.00	People: Services and Service Quality
3.00	Packaging and Programming
1.50	The Distribution Mix and Travel Trade
1.50	Communications and Promotional Mix
3.00	Advertising
3.00	Sales Promotions and Merchandizing
3.00	Personal Selling and Sales Management
1.50	Public Relations and Publicity
3.00	Pricing
3.00	Marketing Management, Evaluation, and Control

### 45.00 Total Contact Hours

Textbook(s) Used in this Course	Morrison, A. M. (2002). Hospitality and Travel Marketing (3rd ed.). Albany, NY: Delmar.
Writing Expectations	One 15-20 page paper based on professional literature, written in APA style.
Instructor(s) Expected To Teach	Swathi Ravichandran, MBA, PhD
Instructor(s) Contributing to Content	Swathi Ravichandran, MBA, PhD

REQUIRED ENDORSEMENT

Department Chair / School Director / Campus Dean

			Preparation	n Date	15-Aug-07	Curri	culum Bulletin	
			Effective D	ate	Fall 2008	Appro	oved by EPC	
Department	Family a	ınd Cons	sumer Stu	ıdies				
College	•				nan Servic	ces		
Proposal	Revise (	•						
Course Subject	HM		Number	4300°	2			
Course Title			itality Mar					
	03	-	um Credits	_	IIGIIL			
Minimum Credits	U3	iviaxim	um Greaks	5 00				
Checked items are new or revised	☐ Subject ☐ Number ☐ Title ☐ Title A ☐ Credit ☑ Prereq ☐ Descri ☐ Sched	er bbreviatio Hours juisites ption	- - - - - - - - - -	Grade Credit Cours Libera	by Exam e Fee Il Education g-Intensive sity		nents (LER)	
Describe impact o enrollment and sta	•		_	-	, -		achment and duplication is	sues;
None anticipated	l							
Units consulted (o	ther depa	rtments,	programs (	or can	npuses affe	ected by	this proposal):	
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Department Chair /	School Dire	ector / Ca	mpus Dean	l				
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College Dean					<del></del>		<del>'</del> '	
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Executive Dean of F	Regional Ca	ampuses						
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Senior Vice Preside	nt for Acad	lemic Affa	irs and Pro	vost				

### **BASIC DATA SHEET**

### All data entered below should reflect revised information.

Preparation Date	15-Aug-07	Requested Effective Term Sprii	ng 2008		
Course Subject	НМ	Course Number 43092			
Course Title	Practicum/Hospitality Management				
Title Abbreviation	Practicum/Hos NOTE: Maximum 30 allowed with no space	oitality Mgmt o spaces, with no punctuation or special ch ces before or after the slash)	aracters (exception: forward slash "/" is		
Slash Course	/ / 4/5, 4/5/7 or 6/7		list Banner code To be completed by Curriculum Services.		
Minimum Credit	<b>03</b> ⊠ to □ or	Maximum Credit 06 (e.g., 3 to 3 c	redits, 1 to 12 credits, 2 or 4 credits)		
Contact Hours Per Week	<ul><li>☐ Lecture</li><li>☐ Laboratory</li><li>☒ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours ☐ to ☐	] or Maximum Hours ] or Maximum Hours ] or Maximum Hours 34.00		
Repeat Status	RP - Course ma	y be repeated e limit OR maximum hours 6			
Course Level	UG - Undergrad	luate			
Grade Rule	F - Satisfactory	/Unsatisfactory (S/U)			
Schedule Type(s)	PRA - Practicur	PRA - Practicum/Internship/Student Teaching			
Course Attribute(s)	none	· · · · · · · · · · · · · · · · · · ·			
Credit By Exam	N - Credit by Ex	am Not Approved			
COMPLETE ONLY WHA	T IS APPLICABLE TO	O THE COURSE			
Prerequisite Course(s) HM 33091 NOTE: List minimum-grade requirement for course prerequisites if other than "D."  COMPLETED BY CURRICULUM SERVICE OBR Program Code OBR Subsidy Code					
Test Score(s)			OBR Course Level		
Corequisite(s)			CIP Code		
Registration is by spe NOTE: Checking "yes" me		√   ✓ Yes   ☐ No t seek approval from department to registe	r.		
Restrict Registration (e.g., VCD majors, East L		<b>lior level and above</b> or level and above, graduate standing, BA	-CHEM program)		
Catalog Description  Supervised professional experience in the hospitality industry including operations such as restaurants, hotels, clubs, health care, theme parks, and food distribution. Bimonthly seminars course assignments are included. Repeatable for a total of 6 credits. S/U grading.					
Complete the following or Previous Title	nly if applicable:	ender de skriver van de deur deroede persikken van de verker van de verker van de de de verkeen van de de de v	nda ar solation in the field and an end of an area were read and a period of the field and area area and announce in contract and an area area.		
Previous Subject		Previous Number			
Term Start	Term End	NOTE: To be completed by Curriculum	Services.		
Revised May 2007					

Contact Hours	Outline
	Professional industry work experience (90 work hours per credit hour)
2.00	Practicum agreement
5.00	Professional goals and objectives
14.00	Student journal, logs, assignments
5.00	Mid-term self, supervisor, and faculty evaluation
5.00	Final self, supervisor, and faculty evaluation
4.00	Sudent project in facility
10.00	Student final practicum report

### 45.00 Total Contact Hours

Department Chair / School Director / Campus Dean

Textbook(s) Used in this Course	Readings from professional literature
Writing Expectations	Prefessional goals and objectives paper, student journal, student self-evaluations, special project plan, final report
Instructor(s) Expected To Teach	HM Faculty
Instructor(s) Contributing to Content	Rob Heiman
	REQUIRED ENDORSEMENT
	1 1

			Preparation Date	15-Aug-07	Curriculum Bulletin
			Effective Date	Fall 2008	Approved by EPC
Department	Family a	nd Con	sumer Studies		
College	EH - Edu	ucation,	, Health and Hui	man Service	es
Proposal	Revise (	Course			
Course Subject	нм	Cours	e Number 4303	1	
Course Title	Layout a	and Des	ign of Food Sei	rvice Operat	tions
Minimum Credits	03	Maxim	num Credits 03		
enrollment and st	affing cons	er bbreviati Hours quisites ption lule Type blicies, p	Grade Grade Grade Credi on Cours Writin Diver Other Drograms or procons; need, audier	t by Exam se Fee al Education F ng-Intensive sity r Content Out edures (e.g.,	Requirements (LER)  Iline, Writing Expectations, Textbook  encroachment and duplication issues
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Materials presented professional liquid the Employment provides and accounts also accounts and account accounts and account accounts and account account account and account accou	प्रकारक प्रकार करियों के अभिनेत्र के अभिनेत्र के प्रकार कर करिया है।	namangga mga na nama na ana namangga namangga na namangga na namangga na nama na ana na nama na nama na nama n	REQUIRED EN	DORSEMENT	и организация из учиници организация из косто своения выпоративного организация от отношного и обоснования и о Г
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Senior Vice Presid	ent for Aca	demic Af	fairs and Provost	<u></u>	<del></del>

### **BASIC DATA SHEET**

### All data entered below should reflect revised information.

Preparation Date	15-Aug-07	Requested Effective Term Fall 2008
Course Subject	НМ	Course Number 43031
Course Title	Layout and Des	ign of Food Service Operations
Title Abbreviation	Layout & Design NOTE: Maximum 30 allowed with no space	n Fd Ser Oper spaces, with no punctuation or special characters (exception: forward slash "/" is ces before or after the slash)
Slash Course	/ / 4/5, 4/5/7 or 6/7	Cross-listed with Cross-list Banner code NOTE: To be completed by Curriculum Services.
Minimum Credit	<b>03</b> ⊠ to ☐ or	Maximum Credit 03 (e.g., 3 to 3 credits, 1 to 12 credits, 2 or 4 credits)
Contact Hours Per Week	<ul><li>☑ Lecture</li><li>☐ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours 03.00 ⊠ to ☐ or Maximum Hours 03.00  Minimum Hours ☐ to ☐ or Maximum Hours  Minimum Hours ☐ to ☐ or Maximum Hours  rs should be per week.
Repeat Status	NR - Course ma	ay not be repeated e limit OR maximum hours
Course Level	UG - Undergrad	luate
Grade Rule	B - Letter	
Schedule Type(s)	LEC - Lecture	
Course Attribute(s)	none	
Credit By Exam	N - Credit by Ex	cam Not Approved
COMPLETE ONLY WHA	T IS APPLICABLE TO	O THE COURSE
Prerequisite Course(s)	HM 33026	COMPLETED BY CURRICULUM SERVICES OBR Program Code  Under the Program Code
Prerequisite Course(s)	HM 33026	COMPLETED BY CURRICULUM SERVICES OBR Program Code
Prerequisite Course(s) NOTE: List minimum-grad	HM 33026	COMPLETED BY CURRICULUM SERVICES OBR Program Code OBR Subsidy Code
Prerequisite Course(s) NOTE: List minimum-grad Test Score(s) Corequisite(s) Registration is by spe	HM 33026 de requirement for cou	completed by curriculum services OBR Program Code OBR Subsidy Code OBR Course Level CIP Code
Prerequisite Course(s) NOTE: List minimum-grad Test Score(s) Corequisite(s) Registration is by spe NOTE: Checking "yes" me Restrict Registration	HM 33026 de requirement for cou ecial approval only eans <u>all</u> students mus	COMPLETED BY CURRICULUM SERVICES OBR Program Code OBR Subsidy Code OBR Course Level CIP Code  ✓ Yes ☑ No
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Prerequisite Course(s) NOTE: List minimum-grad Test Score(s) Corequisite(s) Registration is by spe NOTE: Checking "yes" me Restrict Registration (e.g., VCD majors, East L Catalog Description operations. Include and layout for food and related regulation	HM 33026 de requirement for cou ecial approval only eans <u>all</u> students mus liverpool Campus, juni Analysis and pl es basic principle service facilities ons. An appreci	COMPLETED BY CURRICULUM SERVICES OBR Program Code OBR Subsidy Code OBR Course Level CIP Code  V Seek approval from department to register.  Identify of the layout and design of commercial food service as of design; space analysis; and equipment use, care, selection, a based on the financial performance of the operation; food codes; lation for engineering and architecture concerns pertaining to
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Prerequisite Course(s) NOTE: List minimum-grad Test Score(s) Corequisite(s) Registration is by spe NOTE: Checking "yes" me Restrict Registration (e.g., VCD majors, East L Catalog Description operations. Include and layout for food and related regulati foodservice operati Complete the following or Previous Title Previous Subject	HM 33026 de requirement for cou ecial approval only eans <u>all</u> students mus iverpool Campus, juni Analysis and pl es basic principle service facilities ons. An appreci ons is developed	COMPLETED BY CURRICULUM SERVICES OBR Program Code OBR Subsidy Code OBR Course Level CIP Code CIP Code  Identify and above, graduate standing, BA-CHEM program)  Identify space analysis; and equipment use, care, selection, a based on the financial performance of the operation; food codes; lation for engineering and architecture concerns pertaining to define the standing to define the concerns pertaining the concerns pertai

Contact Hours	Outline
5.00 3.00	Understand the relationship between concept development and design for food facilities.  Understand the factors involved in site selection and how they relate to operational
3.00	performance.
4.00	Review the elements of a feasiblity study as they relate to a proforma. Includes breakeven calculations.
6.00	Understand space requirements and relationships between functional areas.
10.00	Ability to relate the menu to space requirements, equipment, layout, and other required operational resources.
6.00	Develop the ability to read equipment specifications and evaluate equipment to optimize selections.
1.00	Develop the ability to evaluate alternate utility sources for food service equipment.
3.00	Understand how the elements of space affect customer behaviors.
2.00	Awareness of the information that engineers and architects require to design an effective food service facility.
5.00	Ability to integrate the HR and Marketing functions into the design and layout.

### 45.00 Total Contact Hours

Textbook(s) Used in this Course	Design and Layout of Foodservice Facilities. John C. Birchfield, Raymond T. Sparrowe, 2ed., Jonh Wiley & Sons, Inc.	
Writing Expectations	6-10 page layout and design project, short essay quiz and test questions	
Instructor(s) Expected To Teach	HM Faculty	
Instructor(s) Contributing to Content	Scot Tribuzi	
REQUIRED ENDORSEMENT		

Department Chair / School Director / Campus Dean

		Preparation Date	e 1-Aug-07 Fall 2008	Approved by EPC
		Ellective Date	Fail 2000	Approved by EPC
Department	Family and Co	onsumer Studies		
College	EH - Educatio	n, Health and H	ıman Servic	es
Proposal	Revise Cours	е		
Course Subject	Hospitality Ma	anagement Cou	ırse Number	43043
Course Title	Hospitality Me	eetings Manager	nent	
Minimum Credits	04 Max	rimum Credits 04	ŀ	
	√ ⊠ Subject	⊠ Cros	ss-Listed / Slas	h
	⊠ Number	⊠ Gra	de Rule	
			dit by Exam	
Checked items	☑ Title Abbrevi	<del>-</del>	rse Fee	Downing worth (LED)
are new or revised	☐ Credit Hours		rai Education i ing-Intensive	Requirements (LER)
Of Teviseu	<ul><li>☑ Prerequisites</li><li>☑ Description</li></ul>	Dive	_	
	Schedule Ty		<u> </u>	
enrollment and standard None anticipated Units consulted (consulted (consulte	affing considera  i.  other departmen	tions; need, audie	ence, prerequ	, encroachment and duplication issue isites): ected by this proposal):
School of Exerci	se, Leisure, an		n nasan nasan nasan na nasan nas	
		REQUIRED E	NDORSEMEN'	TS
Department Chair /	School Director /	Campus Dean	<del></del> ,	/
College Dean				
Executive Dean of	Regional Campus	ses		
Senior Vice Preside	ent for Academic	Affairs and Provost		

# BASIC DATA SHEET All data entered below should reflect revised information.

n:						
Preparation Date	1-Aug-07	Requested Effecti	ve Term	Fall 200	8	
©ourse Subject	HM	Course Number	43043			
Çourse Title	<b>Hospitality Mee</b>	tings Managemen	it		•	
क्वांtle Abbreviation ्रे	Hospitality Mee NOTE: Maximum 30 allowed with no space	tings Mgmt spaces, with no puncto ces before or after the s	uation or s slash)	special chara	cters (exception: forward	d slash "/" is
Slash Course	<b>4</b> / <b>5</b> / 4/5, 4/5/7 or 6/7	Cross-listed with	53043	Cross-lis	t Banner code be completed by Curricu	ılum Services.
Minimum Credit	<b>04</b> ⊠ to □ or	Maximum Credit	<b>4</b> (e.g.,	3 to 3 credit	s, 1 to 12 credits, 2 or 4	credits)
Contact Hours Per Week		Minimum Hours Minimum Hours Minimum Hours rs should be per week.	02.00 02.00	⊠ to □	or Maximum Hours or Maximum Hours or Maximum Hours	
Repeat Status	NR - Course ma If repeats, cours	ay not be repeated e limit OR max		ours		
Course Level	UG - Undergrad	duate				
Grade Rule	B - Letter					
Schedule Type(s)	LLB - Combined Lecture and Laboratory					
Course Attribute(s)	none					
Credit By Exam	N - Credit by E	xam Not Approve	d			
COMPLETE ONLY WHA	AT IS APPLICABLE T	O THE COURSE	popular a chichel di Marie III (1973)	CANDON MATERIAL MATERIAL AND	. Ment Makel Name (and selection of a selection of the desired and selection of the selecti	The second secon
Prerequisite Course(s) NOTE: List minimum-gra	HM 23030 and ade requirement for co	HM 33026, or Peri	<b>mission</b> ner than "I	) D."	COMPLETED BY CURRIC OBR Program Code OBR Subsidy Code	e
Test Score(s)					OBR Course Level	<del></del>
Corequisite(s)					CIP Code	
Registration is by sp NOTE: Checking "yes" n	pecial approval on neans <u>all</u> students mu	ly ☐ Yes ☒ No st seek approval from o	lepartmen	L at to register.		
Restrict Registration (e.g., VCD majors, East	า Liverpool Campus, ju	nior level and above, gi	raduate st	anding, BA-0	CHEM program)	
Catalog Description	and event plar	ning. Emphasis	on man unions,	agement award ba	managing hospita of social, associati nquets, receptions b and/or lodging.	on, and
Complete the following of Previous Title	only if applicable:	and the second section of the section of the second section of the second section of the second section of the section of the second section of the	aganga digin dan dan dan dan dan dan dan dan dan da		mm men villeten for for nature valvi vilk (200 ) (2000) v 4 to o o o o o o o o o o o o o o o o o	- Company of the Comp
Previous Subject		Previous Number	er			
Term Start	Term End	NOTE: To be con	npleted by	Curriculum	Services.	
Revised May 2007						

Contact Hours	Outline
	Topics are discussed within context of events held in hotels, country clubs, restaurants, and other hospitality venues.
3.00	Introduction to hospitality events
3.00	Anatomy of a hospitality event (transportation and entrance, atmosphere and decor, f&b, group lodging, entertainment, souvenirs)
3.00	Developing the hospitality event site (hotel/conference center/club/restaurant)
3.00	Providing hospitality event infrastructure (utilities, travel and transportation, waste management, labor f&b, front desk, meeting setup crew etc.)
3.00	Safety and security issues of hospitality events
3.00	Coordinating the environment of the hospitality event (layers of decor, staging considerations, signage, lighting, and audio-visual)
3.00	Food and beverage operations
3.00	Costing, procurement, and cash flow (Lodging, f&b, room charges, equipment rent)
3.00	Making hospitality event memories (souvenirs from weddings, reunions etc.)
3.00	Knowledge management for the hospitality event
60.00	Lab in hotels/clubs/conference centers/resorts: Students will be required to meet with the event coordinator of an event that has at least overnight accommodation. Subsequently they will meet with the f&b manager, maintenance and custodial department representatives, and front desk manager in charge of the chosen event to gain an understanding of various processes involved in planning and implementing the meeting. They will also attend the actual

### 90.00 Total Contact Hours

event.

Textbook(s) Used in this Course	Software: Meetings Matrix
Writing Expectations	Reflection paper (5-7 pages) based on planning and managing an event at a hotel/converence center during the course of the semester.
Instructor(s) Expected To Teach	Swathi Ravichandran, MBA, PhD
Instructor(s) Contributing to Content	Swathi Ravichandran, MBA, PhD

### REQUIRED ENDORSEMENT

		Preparation Date 2-Aug-07		Curriculum Bulletin			<del></del>		
		Effective Date	Fall 2008	Approved I	y EPC		<u></u>		
Department	Family and Cor	sumer Studies		•					
College	EH - Education, Health and Human Services								
Proposal	Revise Course								
Course Subject	Hospitality Mar	nagement Cou	rse Number	43040					
Course Title	Strategic Lodgi	_							
Minimum Credits		num Credits 03							
	⊠ Subject		s-Listed / Sla	sh					
	⊠ Number	⊠ Grad							
Checked items			lit by Exam rse Fee						
are new	☑ Credit Hours	<del></del>		Requirements	(LER)				
or revised	□ Prerequisites	☐ Writi	ng-Intensive						
	□ Description	☐ Dive	•						
	Schedule Type	e ☐ Othe	•						
Describe impact of enrollment and st	on other policies, p affing consideration	orograms or pro ons; need, audie	cedures (e.g ence, prerequ	., encroachm uisites):	ent an	d duplicat	ion issues		
None anticipated	t .								
Units consulted (d	other departments	, programs or ca	ampuses affe	ected by this	propos	sal):			
None									
Reservations: special and stated about the first first first the major and stated about the first firs		REQUIRED EI	NDORSEMEN	ITS	POLICIE WELLOW TO A PARTY		rayunaurushadiseled		
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Department Chair /	School Director / C	ampus Dean							
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### **BASIC DATA SHEET**

### All data entered below should reflect revised information.

Preparation Date	2-Aug-07	Requested Effecti	ve Term	Fall 200	a .			
Course Subject	HM	Course Number		i i dii 200	•			
			43040		•			
Course Title	Strategic Lodging Management							
Title Abbreviation	Strategic Lodging Mgmt  NOTE: Maximum 30 spaces, with no punctuation or special characters (exception: forward slash "/" is allowed with no spaces before or after the slash)							
Slash Course	<b>4</b> / <b>5</b> / 4/5, 4/5/7 or 6/7	Cross-listed with	53040		Banner code e completed by Curricul	um Services.		
Minimum Credit	<b>03</b> ⊠ to □ or	Maximum Credit	<b>03</b> (e.g	., 3 to 3 credi	s, 1 to 12 credits, 2 or 4	credits)		
Contact Hours Per Week	<ul><li>☑ Lecture</li><li>☑ Laboratory</li><li>☐ Other</li><li>NOTE: Contact hour</li></ul>	Minimum Hours Minimum Hours Minimum Hours s should be per week.	02.00 01.00	⊠ to □ o	r Maximum Hours r Maximum Hours · Maximum Hours			
Repeat Status	NR - Course may not be repeated If repeats, course limit OR maximum hours							
Course Level	UG - Undergraduate							
Grade Rule	B - Letter							
Schedule Type(s)	LLB - Combined Lecture and Laboratory							
Course Attribute(s)	none							
Credit By Exam	Credit By Exam N - Credit by Exam Not Approved							
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<u>Prerequisite</u>				-	OMPLETED BY CURRIC	JLUM SERVICES		
Course(s) HM 23030 and HM 33026  NOTE: List minimum-grade requirement for course prerequisites if other than "D."			1 " I	OBR Program Code				
Test Score(s)	·		•	ı	OBR Subsidy Code OBR Course Level	<del></del>		
Corequisite(s)				CIP Code				
Registration is by spe	ecial approval only	y ☐ Yes ⊠ No						
NOTE: Checking "yes" me			partment	to register.				
Restrict Registration (e.g., VCD majors, East L	iverpool Campus, juni	or level and above, gra	iduate sta	ınding, BA-Cl	IEM program)			
Catalog Description	The hotel manager's role as a strategic thinker is emphasized. Techniques such as co-alignment model, brand strategy, competitor analysis, risk management, and finance options will be used to develop strategic plans in hotels.							
Complete the following or Previous Title	lly if applicable:			rea partire endum humbres sitze en artife dest		чен опосня толого толого после в после вывеч чен очене		
Previous Subject	Previous Number							
Term Start	Term End	NOTE: To be comp	leted by	Curriculum Se	ervices.			

Contact Hours	Outline
35.00	HOTS (Hotel) Simulation Software exercises
5.00	Hospitality management strategies, forces driving change, strategy selection
5.00	Business development, financial, and brand strategy and management
5.00	Marketing, sales, and customer service strategies
5.00	Risk and crisis management, and communications
5.00	Implementation of strategies and leadership

### 60.00 Total Contact Hours

Textbook(s) Used in this Course Nykiel, R.A. (2005). Hospitality Management Strategies. Upper

Saddle River, NJ: Prentice Hall.;

HOTS (Hotel Management Simulation) software;

Subscription to www.hotel-online.com (free) to gain access to articles that discuss current issues in the lodging industry;

Various articles discussing lodging operations from peer-reviewed and trade journals.

Writing Expectations One 12-15 page paper discussing development of strategic plan,

results of actions and recommendations for future.

Instructor(s) Expected To Teach Swathi Ravichandran, MBA, PhD

Instructor(s) Contributing to Content Swathi Ravichandran, MBA, PhD

REQUIRED ENDORSEMENT

## Department Chair / School Director / Campus Dean