Transmittal Memo

Date: December 29, 2010

To: Joanne Arhar, Associate Dean for Student Services and Undergraduate Education

Nancy Barbour, Associate Dean, Administrative Affairs and Graduate Education

From: Swathi Ravichandran, Assistant Professor, Hospitality Management

Re: Establish course fee for HM 4/53040 Strategic Lodging Management

The course is a professional elective in the Hospitality Management program for undergraduate students and an elective for graduate students in the Hospitality and Tourism Management program. The class includes the use of HOTS (Hotel Operations Tactics and Strategy) program which is used to simulate running a hotel. Students make decisions regarding the management of a hotel in a competitive environment. The program provides financial statements, guest and employee satisfaction ratings and so forth to guide their decision-making over the course of the semester. This program is used by other leading hospitality management programs in similar courses, and is also used by major hotel companies for the training of their managers.

The pricing structure for the software license was revised as of fall 2010. Earlier, the software license fee was \$1500 (flat fee regardless of number of students enrolled in the class). The fee was paid by the former school (Family and Consumer Studies) in which Hospitality Management was housed when it was taught in spring 2008 and 2010. The license fee charged is \$75 per student enrolled in the class as of fall 2010. Previously, the class was taught during even year spring semesters. However, due to increase in HM program enrollment and elevated student interest in the course, the plan is to offer it more frequently. The course is currently scheduled to be offered in fall 2011.

Curricular/consultative bodies that have approved this action:

Approved by HM program area: January 3, 2011

Approved by FLA curriculum committee: January 24, 2011

Presented to EHHS Curriculum Committee (electronic vote): January, 2011

Presented to Board for final approval: March 9, 2011

RECOMMENDATION TO CHANGE SPECIAL COURSE FEES

			•	p and Administ						
Course Sul	oject and N	lumber: HM 4	43040	Effecti	ve: Fal	I 2011				
Course Titl	e: Strateg	ic Lodging N	fanagemen	t Credit Hours:	3					
Current Fe	e: \$	/credit hou	r OR	Proposed Fee:	\$	/credit hour OR				
	\$	/semester			\$ 75.0	00/semester				
Percentage	Change:	% [increase	decrease						
Please che	ck the follo	owing rational	es that apply	y to the above fe	e chang	e:				
☐ The	The fee will cover the cost of materials that become the personal property of students or that are consumed by students.									
☐ The	The fee will cover the cost of special activities that extend beyond the classroom setting; e.g., field trips or rental of off-campus facilities.									
⊠ The aca	The fee will cover the cost of special instructional materials that must be purchased directly by the academic program because they are not available to the general public; e.g., special examination or testing materials of a confidential nature.									
☐ The	The fee will cover the cost of materials that, if purchased directly by the program in bulk, can be made available to students at significantly lower costs; e.g., art supplies.									
☐ The	The fee will cover the cost of materials for which quality control is important, and where, if purchased directly by the program, availability and consistent quality can be assured; e.g., photographic supplies.									
The sor	The fee will cover or partially cover the cost of instruction of an especially costly nature; e.g., some types of music instruction or flight training.									
Briefly state	any addit	ional rational:	(attach mer	mo, if necessary)		gassassassassassa ara ara gari or il garia signi agamassa ara ara il or or origina agamas agamas agamas ara ar				
was paid b was house student en spring sem	was \$150 y the form d when it rolled in the seters. He	10 (flat fee reg ner school (F was taught i he class as o lowever, due e, the plan is	gardless of amily and (n spring 20 if fall 2010. to increase	number of stud Consumer Studi 108 and 2010. Ti Previously, the e in HM progran	lents er ies) in v he licen class v n enroll	I 2010. Earlier, the software nrolled in the class). The fee which Hospitality Management use fee charged is \$75 per was taught during even-year ment and elevated student ourse is currently scheduled to				
Projected A	nnual Inco	ome: (use ann	ual enrollme	ent for past three	years o	r estimate enrollment for new)				
A		1/	REQUIRE	D ENDORSEME	NTS	meneralisti (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966) (1966)				
<u>ZIM</u>	Australia		A Company of the Comp	market and the second of the s		1,22,11				
Department	Chair / So	hoo'l Director	/ Campus E	Dean						
College Dea	an		······································	VS TWO THE TAXABLE PARTY OF TAXABLE						
3 2 2 2						, ,				
Executive D	ean of Re	gional Campu	ses / Dean	of Graduate Stud	lies	/				
Senior Vice	President	for Academic	Affairs and	Provost						

RECOMMENDATION TO CHANGE SPECIAL COURSE FEES

Depart	ment/S	chool: F	oundatio	ns, Leadersh	ip and Administr	ation	
Course	e Subjéd	ct and N	umber: H l	M 53040	Effectiv	/e: Fal l	2011
Course	Title:	Strategi	c Lodgin	3 Managemer	nt Credit Hours: 3	3	
Curren	t Fee:	\$	/credit h	our OR er	Proposed Fee:		/credit hour OR 0 /semester
Percer	itage Cl	nange:	%	increase	decrease		
Please	check	the follo	ving ratior	ales that appl	y to the above fee	chang	en e
	The fe field tri The fe acade or test The fe made The fe purcha photog The fe	med by some will come will	students. ver the co rear beca rials of a c ver the co to studer ver the co ctly by the upplies. ver or part	st of special accampus facilities of special in use they are no confidential nast of materials at significal st of materials program, available.	ctivities that extent es. Instructional materical ot available to the ture. Ithat, if purchased that, if purchased for which quality ailability and considered to the cost of instruction es.	als that e general d directly e.g., art control istent qu	al property of students or that are and the classroom setting; e.g., must be purchased directly by the al public; e.g., special examination by by the program in bulk, can be supplies. is important, and where, if uality can be assured; e.g., especially costly nature; e.g.,
Briefly :	state an	v additio	nal ration	al: (attach mei	mo, if necessary)		tana in the second of the seco
The prilicense was pa was ho studen spring interes be offe	icing st fee wa id by th used w t enroll semest t in the red in f	ructure is \$1500 ne forme /hen it v led in th ters. Ho course all 2011	for the so (flat fee er school vas taugh e class as owever, d , the plan	oftware licens regardless of (Family and 0 t in spring 20 s of fall 2010. ue to increaso is to offer it r	e was revised as number of stude Consumer Studie 08 and 2010. The Previously, the in HM programmore frequently.	ents en es) in w le licen class v enrollr The co	2010. Earlier, the software rolled in the class). The fee which Hospitality Management se fee charged is \$75 per was taught during even-year ment and elevated student ourse is currently scheduled to
Projecte	ed Annu	ıal Incon	ne: (use al	nnual enrollme	ent for past three y	years or	estimate enrollment for new)
Departr	nent Ch	air / Sch	ool Direct	REQUIRE or / Campus D	D ENDORSEMEI	NTS	1,22,11
College	Dean			A MARIA MARI	***************************************		
Executiv	ve Dear	n of Regi	onal Cam	puses / Dean	of Graduate Studi	ies	/
Senior \	/ice Pre	sident fo	or Academ	ic Affairs and	Provost		