

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

Department/School: **Foundations, Leadership and Administration**

Course Subject and Number: **HM 43040**

Effective: **Fall 2011**

Course Title: **Strategic Lodging Management** Credit Hours: **3**

Current Fee: \$ /credit hour OR Proposed Fee: \$ /credit hour OR
\$ /semester \$ **75.00/semester**

Percentage Change: % ☐ increase ☐ decrease

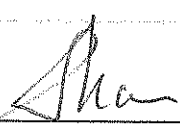
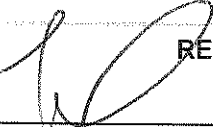
Please check the following rationales that apply to the above fee change:

- ☐ The fee will cover the cost of materials that become the personal property of students or that are consumed by students.
- ☐ 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 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 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 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 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 additional rationale: (attach memo, if necessary)

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.

Projected Annual Income: (use annual enrollment for past three years or estimate enrollment for new)

 
Department Chair / School Director / Campus Dean

REQUIRED ENDORSEMENTS

College Dean

Executive Dean of Regional Campuses / Dean of Graduate Studies

Senior Vice President for Academic Affairs and Provost

1,22,11

 / /

 / /

 / /

RECOMMENDATION TO CHANGE SPECIAL COURSE FEES

Department/School: **Foundations, Leadership and Administration**

Course Subject and Number: **HM 53040**

Effective: **Fall 2011**

Course Title: **Strategic Lodging Management** Credit Hours: **3**

Current Fee: \$ /credit hour OR Proposed Fee: \$ /credit hour OR
\$ /semester \$ **75.00/semester**

Percentage Change: % ☐ increase ☐ decrease

Please check the following rationales that apply to the above fee change:

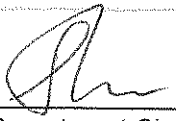
- ☐ The fee will cover the cost of materials that become the personal property of students or that are consumed by students.
- ☐ The fee will cover the cost of special activities that extend beyond the classroom setting; e.g., field trips or rental of off-campus facilities.
- ☒ The fee will cover the 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 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 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 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 additional rationale: (attach memo, if necessary)

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.

Projected Annual Income: (use annual enrollment for past three years or estimate enrollment for new)

REQUIRED ENDORSEMENTS


Department Chair / School Director / Campus Dean

College Dean

Executive Dean of Regional Campuses / Dean of Graduate Studies

Senior Vice President for Academic Affairs and Provost

1, 22, 11

 / /

 / /

 / /