|  |  |
| --- | --- |
| For Academic Affairs and Research Use Only | |
| Proposal Number | BU20 |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[x ] Undergraduate Curriculum Council**

**[ ] Graduate Council**

|  |
| --- |
| **[ ]New Course, [ ]Experimental Course (1-time offering), or [x]Modified Course (Check one box)** |

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

|  |  |
| --- | --- |
| H. Steve Leslie 10/15/2021 **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| H. Steve Leslie 10/15/2021 **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| John Mello 10/18/2021  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| John Robertson 10/24/2021 **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| JIm Washam 10/29/2021 **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

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

David Pearlman, [dpearlman@state.edu](mailto:dpearlman@state.edu), 870-972-3733

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Fall 2022.

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

|  |  |  |
| --- | --- | --- |
|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** | **HMGT** | **HETM** |
| **Number\*** | **3123** | **N/A** |
| **Title** | **Meeting and Event Management**  **(Meeting and Event MGMT)** | **N/A** |
| **Description\*\*** | Elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. | **N/A** |

***\**** (Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

\*\*Forty words or fewer as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No] Yes**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Yes Are there any prerequisites?
   1. If yes, which ones?

**HETM 2013 The Hospitality Industry**

* 1. Why or why not?

This course examines standard tasks involved in meetings and events which includes several subsectors of the industry covered in the foundation's course. Foundational knowledge from HETM 2013 The Hospitality Industry is required for the successful completion of this course.

1. **Yes / No** Is this course restricted to a specific major? **No**
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No] Yes**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Change from Fall to Spring

1. **Proposed course type [Modification requested? Yes/No] No**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Enter text...

1. **Proposed grade type [Modification requested? Yes/No] No**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Enter text...

1. **Yes / No** Is this course dual-listed (undergraduate/graduate)? No
2. **Yes / No** Is this course cross-listed? No

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. **Yes / No** Is this course in support of a new program? No

a. If yes, what program?

Enter text...

1. **Yes / No** Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)? No

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No] No**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Enter text...

1. **Proposed special features** **[Modification requested? Yes/No] No**

(e.g. labs, exhibits, site visitations, etc.)

Enter text...

1. **Department staffing and classroom/lab resources**

Full time faculty/instructors

1. Will this require additional faculty, supplies, etc.?

No

1. **Yes / No** Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

The following change is being proposed to better reflect the new name of the Hospitality and Event Tourism Management BS Degree. The prerequisite is being added due to an error with the initial course proposal. The Introductory course provides a foundation and frame of reference required in this course.  The term adjustment better reflects the 8-semester plan. CHANGE PREFIX AND COURSE FREQUENCY.

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

Enter text...

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

Enter text...

c. Student population served.

Enter text...

d. Rationale for the level of the course (lower, upper, or graduate).

Enter text...

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. **Yes / No** Do the proposed modifications result in a change to the assessment plan? No

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

Enter text...

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

|  |  |
| --- | --- |
| **Program-Level Outcome 1 (from question #19)** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Assessment Measure | Please include direct and indirect assessment measure for outcome. |
| Assessment  Timetable | What semesters, and how often, is the outcome assessed? |
| Who is responsible for assessing and reporting on the results? | Who (person, position title, or internal committee) is responsible for assessing, evaluating, and analyzing results, and developing action plans? |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

|  |  |
| --- | --- |
| **Outcome 1** | Type outcome here. What do you want students to think, know, or do when they have completed the course? |
| Which learning activities are responsible for this outcome? | List learning activities. |
| Assessment Measure | What will be your assessment measure for this outcome? |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

|  |
| --- |
| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

Before p. 150

**Major in Management**

**Bachelor of Science**

**Emphasis in Hospitality Management**

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| (For Neil Griffin College of Business requirements, see p. 125) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | 3 |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84) | 35 |
| Students with this major must take the following: | 35 |
| A “C” or better in MATH 2143, Business Calculus OR |  |
| MATH 2194, Survey of Calculus OR |  |
| MATH 2204, Calculus I |  |
| ECON 2313, Principles of Macroeconomics |  |
| ECON 2323, Principles of Microeconomics |  |
| COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) |  |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | 39 |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 4123, International Management | 3 |
| Sub-total | 9 |
| **Emphasis Area (Hospitality Management):** | **Sem. Hrs.** |
| HMGT 2013, The Hospitality Industry | 3 |
| HMGT 3013, Loding Operations Management | 3 |
| HMGT 3123, Meeting and Event Management | 3 |
| HMGT 3143, Hospitality Sales and Marketing | 3 |
| HMGT 419V, Hospitality Internship | 3 |
| Select one of the following: | 3 |
| GSCM 3163, Supply Chain Management |  |
| MGMT 4163, Small Business Management |  |
| MKTG 4023, Services Marketing |  |
| NS 3133, Food Service Management |  |
| Sub-total | 18 |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 16 |
| **Total Required Hours:** | **120** |

After p. 150

**Major in Management**

**Bachelor of Science**

**Emphasis in Hospitality Management**

A complete 8-semester degree plan is available at https://www.astate.edu/info/academics/degrees/

|  |  |
| --- | --- |
| **University Requirements:** |  |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| (For Neil Griffin College of Business requirements, see p. 125) |  |
| **First Year Making Connections Course:** | **Sem. Hrs.** |
| BUSN 1003, First Year Experience Business | 3 |
| **General Education Requirements:** | **Sem. Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84) | 35 |
| Students with this major must take the following: | 35 |
| A “C” or better in MATH 2143, Business Calculus OR |  |
| MATH 2194, Survey of Calculus OR |  |
| MATH 2204, Calculus I |  |
| ECON 2313, Principles of Macroeconomics |  |
| ECON 2323, Principles of Microeconomics |  |
| COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) |  |
| **Neil Griffin College of Business Core Courses:** | **Sem. Hrs.** |
| (See Beginning of Business Section) | 39 |
| **Major Requirements:** | **Sem. Hrs.** |
| MGMT 3143, Human Resource Management | 3 |
| MGMT 3153, Organizational Behavior | 3 |
| MGMT 4123, International Management | 3 |
| Sub-total | 9 |
| **Emphasis Area (Hospitality Management):** | **Sem. Hrs.** |
| **HETM**2013, The Hospitality Industry | 3 |
| **HETM** 3013, **Lodging** Operations Management | 3 |
| **HETM** 3123, Meeting and Event Management | 3 |
| **HETM** 3143, Hospitality Sales and Marketing | 3 |
| **HETM** 419V, Hospitality Internship | 3 |
| Select one of the following: | 3 |
| GSCM 3163, Supply Chain Management |  |
| MGMT 4163, Small Business Management |  |
| MKTG 4023, Services Marketing |  |
| NS 3133, Food Service Management |  |
| Sub-total | 18 |
| **Electives:** | **Sem. Hrs.** |
| Electives (must include at least 3 upper-level hours) | 16 |
| **Total Required Hours:** | **120** |

**NEW**

|  |  |  |
| --- | --- | --- |
| **Major in Hospitality and Event Tourism Management** | | |
| **Bachelor of Science** | | |
| **A complete 8-semester degree plan is available at** [**https://www.astate.edu/info/academics/degrees**](https://www.astate.edu/info/academics/degrees) | | |
|  |  |
| **University Requirements:** | | |
| See University General Requirements for Baccalaureate degrees (p. 47) |  |
| (For Neil Griffin College of Business requirements, see p. 125) |
| **First Year Making Connections Course:** | **Sem Hrs.** |
| BUSN 1003, First Year Experience Business | **3** |
| **General Education Requirements:** | **Sem Hrs.** |
| See General Education Curriculum for Baccalaureate degrees (p. 84) | **35-36** |
| Students with this major must take the following: |  |
| A “C” or better in MATH 2143, Business Calculus OR |  |
| MATH 2194, Survey of Calculus OR |  |
| MATH 2204, Calculus I |  |
| ECON 2313, Principles of Macroeconomics |  |
| COMS 1203, Oral Communication (Required Departmental Gen. Ed. Option) |  |
| **Neil Griffin College of Business Core Courses:** | **Sem Hrs.** |
| (See Beginning of Business Section) | **39** |
| **Major Requirements:** | **Sem Hrs.** |
| Grade of "C" or better required for all Major Requirements |  |
| BUSN 200V Business Internship | 1 |
| HETM 2013 The Hospitality Industry | 3 |
| HETM 3013 Lodging Operations Management | 3 |
| HETM 3123 Meeting and Event Management | 3 |
| HETM 3143 Hospitality Sales and Marketing | 3 |
| HETM 3403 Sustainable Tourism | 3 |
| HETM 4103 Leadership and Analysis | 3 |
| HETM 419V Hospitality Internship | 3 |
| MGMT 4393 Management of Service Operations | 3 |
| NS 3133 Foodservice Management | 3 |
| NS 3143 Food Science and Lab | 3 |
| **Sub-total** | **31** |
| **Electives:** | **Sem Hrs.** |
| Electives (must include at least 3 upper-level hours) | **11-12** |
| **Total Required Hours** | **120** |

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**Hospitality Management (HMGT)**

**HMGT 2013. The Hospitality Industry** An overview of the various segments in the hospitality industry and their relationship to travel and tourism. Fall.

**HMGT 3013. Lodging Operations Management** This course examines the interrelationships between the various lodging departments and the management practices utilized to successfully operate lodging properties. Prerequisite, HMGT 2013. Spring.

**HMGT 3123. Meeting and Event Management** This course examines the elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. Fall.

**HMGT 3143. Hospitality Sales and Marketing** This course examines the general stages of the personal selling process as they apply to the hospitality industry. In addition, the supporting roles of sales technologies and other components of the marketing mix are discussed. Prerequisite, HMGT 2013. Spring

After p. 530

**Hospitality and Event Tourism Management (HETM)**

**HETM 2013. The Hospitality Industry** An overview of the various segments in the hospitality industry and their relationship to travel and tourism. Fall.

**HETM 3013. Lodging Operations Management** This course examines the interrelationships between the various lodging departments and the management practices utilized to successfully operate lodging properties. Prerequisite, HETM 2013. Fall.

**HETM 3123. Meeting and Event Management** This course examines the elements of the meeting and event planning process from the inception of an idea through development, planning, and implementation. Prerequisite, HETM 2013. Spring.

**HETM 3143. Hospitality Sales and Marketing** This course examines the general stages of the personal selling process as they apply to the hospitality industry. In addition, the supporting roles of sales technologies and other components of the marketing mix are discussed. Prerequisite, HETM 2013. Fall.

**HETM 3403. Sustainable Tourism** Studies the characteristics of environmentally, economically, and socio-culturally sustainable tourism and assesses the possibilities and limitations for its implementation. Emphasizes conventional "mass" tourism and small-scale "alternative" tourism as they apply to hospitality, event, and tourism management. Prerequisite, HETM 2013. Fall.

**HETM 4103. Leadership and Analysis** Integration of previous courses and introduction to strategic management concepts. Focusing on the total enterprise and the external competitive environment to develop students' creativity, research, and critical thinking to analytically solve problems looking at the triple bottom line. Prerequisite, HETM 2013, Senior-level standing, and instructor permission. Spring.

**HETM 419V. Hospitality Internship** Practical experience in a variety of hospitality settings. Students will be assigned to work with regional firms under the supervision of an experienced professional. Special course fees may apply. May be repeated for credit. Prerequisites, HETM 2013, senior-level standing, and instructor permission. Fall, Spring, Summer.

**Appendix A, 8-Semester Plan**

(**Referenced in #2** - **Undergraduate Proposals Only)**

*Instructions: Please identify new courses in italics*.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Arkansas State University-Jonesboro**  **Degree: Bachelor of Science**  **Major: Hospitality and Event Tourism Management**  **Year: 2022-2023** | | | | | | | | |
| Students requiring developmental course work based on low entrance exam scores (ACT, SAT, ASSET, COMPASS) may not be able to complete this program of study in eight (8) semesters. Developmental courses do not count toward total degree hours. **Students having completed college-level courses prior to enrollment will be assisted by their advisor in making appropriate substitutions. In most cases, general education courses may be interchanged between semesters.** A minimum of 45 hours of upper-division credit (3000-4000 level) is required for this degree. | | | | | | | | |
| **Year 1** | | | |  | **Year 1** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| BIOL 1003 | Biological Science | 3 | X |  | ART or MUS or THEA 2503 | Fine Arts Visual, Musical, or Theatre | 3 | X |
| BIOL 1001 | Biological Science Lab | 1 | X |  | ENG 1013 | Composition II | 3 | X |
| BUSN 1003 | First Year Experience | 3 | X |  | PHSC 1203 | Physical Science | 3 | X |
| ISBA 1503 | Microcomputer Applications | 3 |  |  | PHSC 1201 | Physical Science Lab | 1 | X |
| ENG 1003 | Composition I | 3 | X |  | Social Science Course | Pick one of the following: ANTH 2233, CMAC 1003, ECON 2333, GEOG 2613, HIST 1013, HIST 1023, POSC 1003, PSY 2013, SOC 2213 | 3 | X |
| HETM 2013 | The Hospitality Industry | 3 |  |  | MATH 1023 or Elective | College Algebra or Elective | 3 | X |
| **Total Hours** |  | **16** |  |  | **Total Hours** |  | **16** |  |
| **Year 2** | | | |  | **Year 2** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| ACCT 2033 | Intro to Financial Accounting | 3 |  |  | ACCT 2133 | Intro to Managerial Accounting | 3 |  |
| COMS 1203 | Oral Communications | 3 | X |  | BCOM 2563 | Business Communications | 3 |  |
| ECON 2313 | Principles of Macroeconomics | 3 | X |  | MATH 2143 | Business Calculus | 3 |  |
| ENG 2003 or ENG 2013 or PHIL 1103 | World Literature to 1660, World Literature Since 1660, Introduction to Philosophy | 3 | X |  | HIST 2763 or HIST 2773 or POSC 2103 | US History to 1876, US History from 1876, or Intro to US Gov. | 3 | X |
| NS 3133 | Foodservice Management (\*Prereq. HETM 2013, HETM Majors) | 3 |  |  | NS 3143 | Food Science and Lab (\*Prereq. HETM 2013, NS 3133, HETM Majors) | 3 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **15** |  |
| **Year 3** | | | |  | **Year 3** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| LAW 2023 | Legal Environment Business | 3 |  |  | MGMT 2003 | Entrepreneurial Discovery and Innovation | 3 |  |
| ISBA 3013 | Management Information Systems | 3 |  |  | ISBA 3553 | Foundations of Business Analytics | 3 |  |
| STAT 3233 | Applied Statistics | 3 |  |  | MGMT 3123 | Principles of Management | 3 |  |
| MKTG 3013 | Marketing | 3 |  |  |  | Elective - Address in advising | 3 |  |
| HETM 3013 | Lodging Operations Management (\*Prereq. HETM 2013) | 3 |  |  | HETM 3123 | Meeting and Event Management (\*Prereq. HETM 2013) | 3 |  |
|  |  |  |  |  | BUSN 200V | Business Internship I (\*Prereq. HETM 2013, HETM Majors) | 1 |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **16** |  |
| **Year 4** | | | |  | **Year 4** | | | |
| **Fall Semester** | | | |  | **Spring Semester** | | | |
| **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |  | **Course No.** | **Course Name** | **Hrs.** | **Gen Ed** |
| FIN 3713 | Business Finance | 3 |  |  |  | Elective - Address in advising | 3 |  |
|  | Elective - Address in advising | 3 |  |  | MGMT 4813 | Strategic Management | 3 |  |
| HETM 3143 | Hospitality Sales and Marketing (\*Prereq. HETM 2013) | 3 |  |  | HETM 419V | Planned Hospitality Mgmt. Internship (\*Prereq., HETM 2013, senior level standing, and instructor permission.) | 3 |  |
| *HETM 3403* | *Sustainable Tourism (\*Prereq. HETM 2013)* | *3* |  |  | *HETM 4103* | *Leadership and Analysis (\*Prereq. HETM 2013, senior level standing, and instructor permission.)* | 3 |  |
| MGMT 4393 | Management of Service Operations (\*Prereq. HETM 2013, HETM Senior standing) | 3 |  |  |  |  |  |  |
| **Total Hours** |  | **15** |  |  | **Total Hours** |  | **12** |  |
| **Total Jr/Sr Hours \_58\_\_ Total Degree Hours \_120\_\_** | | | | | | | | |
| **Graduation Requirements:**  Completion of HIST 2763 or HIST 2773 or POSC 2103  English Proficiency (Grade of C or better in ENG 1003 and ENG 1013)  2.25 in major or at least a "C" in each course in major  2.25 overall and at least 2.00 GPA at ASU  2.25 in business core or at least a "C" in each core course  50 % of business requirements completed at ASU-Jonesboro  Maximum of 30 credit hours via correspondence, extension, examination, PLA, Military, or similar means; CLEP (30 hrs. max)  45 JR/SR Hours after completing 30 hours  120 Total Credit Hours  30 of last 36 hours at ASU-Jonesboro  32 ASU residence hours  Must have a grade of C or better in MATH 2143, ACCT 2033, and ISBA 1503. | | | | | | | | |