

UNIVERSITY FACULTY SENATE FORMS

Academic Program Approval

This form is a routing document for the approval of new and revised academic programs. Proposing department should complete this form. For more information, call the Faculty Senate Office at 831-2921.

Submitted by: SrikanthBeldona phone number 831-6192

Department: HRIM email address: beldona@udel.edu

Date: 12/16/11

Action: Request for Approval towards Revision of MS in Hospitality Information Management to MS in Hospitality Business Management
(Example: add major/minor/concentration, delete major/minor/concentration, revise major/minor/concentration, academic unit name change, request for permanent status, policy change, etc.)

Effective term: 12F
(use format 04F, 05W)

Current Degree: MS in Hospitality Information Management
(Example: BA, BACH, BACI, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: MS in Hospitality Business Management
(Example: BA, BACH, BACI, HBA, EDD, MA, MBA, etc.)

Proposed name: MS in Hospitality Business Management
Proposed new name for revised or new major / minor / concentration / academic unit
(if applicable)

Revising or Deleting:

Undergraduate major / Concentration: _____
(Example: Applied Music – Instrumental degree BMAS)

Undergraduate minor: _____
(Example: African Studies, Business Administration, English, Leadership, etc.)

Graduate Program Policy statement change: _____
(Must attach your Graduate Program Policy Statement)

Graduate Program of Study: MS in Hospitality Business Management
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: NA

Note: all graduate studies proposals must include an electronic copy of the Graduate Program Policy Document, highlighting the changes made to the original policy document.

List new courses required for the new or revised curriculum. How do they support the overall program objectives of the major/minor/concentrations)?

(Be aware that approval of the curriculum is dependent upon these courses successfully passing through the Course Challenge list. If there are no new courses enter "None")

None

Explain, when appropriate, how this new/revise curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>

Not Applicable

Identify other units affected by the proposed changes:

(Attach permission from the affected units. If no other unit is affected, enter "None")

It is projected to have an annual intake of 25 students each year for this degree. Due to the potential increase in numbers, the new MS degree will affect the departments in the College of Business including HRIM.

One course – MISY830 will be offered in the Department of Accounting and MIS and they will be affected by the numbers involved. Additionally, the curriculum offers another elective of the student's choice that one can take from College of the Business of Economics.

Describe the rationale for the proposed program change(s):

(Explain your reasons for creating, revising, or deleting the curriculum or program.)

The MS-Hospitality Information Management program was conceived in 2000 at a time when the information technology industry demanded skilled professionals in the hospitality domain and the current program successfully serviced this need. However, a combination of factors have emerged that in the emerging information economy, while IS/IT still remains salient in the hospitality industry, (1) the need for analytical skills and decision making capabilities under the umbrella of business management has become imperative. Additionally, (2) recent economic trends indicate that people in the market for re-training and gaining new skills in the business domain could be more attracted to 1-Year accelerated programs as opposed to traditional 2-Year MS options. Lastly, (3) those who can spend 2 years or more can acquire a dual-degree by enrolling in the MBA after completing their MS and doing an additional 27 credits. HRIM's integration with the College of Business also provides the ideal setting for offering a business oriented MS degree that eventually can be combined to earn an MBA.

Given the combined set of three factors described above, the need to change direction and offer an MS in Hospitality Business Management was evaluated and voted for.

Detailed Rationale:

In today's information economy, a clear need has arisen for individuals who are skilled in managing and analyzing information in the hospitality industry. The burgeoning mass of information now demands greater levels of oversight, dynamic decisions and strong analysis to keep firms in the hospitality industry up to date. Across functional areas of hospitality such as strategy, finance, accounting, marketing, information systems, the quantity and quality of information have risen and created demands for knowledge workers who can effectively make critical decisions. The following are areas of emerging change that underscore the rationale towards re-positioning the MS in Hospitality Information Management:

- A. Online Media Management: A recent study by Booz & Co, show that firms are diverting significant resources towards online efforts such as paid search and social media thereby creating a whole new class of employees geared towards the management and promotion of content. Evaluating the scope of consumer-generated content using new tools will require analytical and domain oriented knowledge pertinent to the hospitality industry.*
- B. Revenue Management: Revenue management, which is the science of optimizing revenue based on supply and demand, and was an on-property function in the 90s is now integrated with channel management and the firm's overall distribution strategy. According to the Center for Hospitality Research at Cornell University, revenue management is fast gaining acceptance in restaurants, golf clubs, spas, stadiums etc.*

- C. *Mobility & E-Services: According to Google Inc., choosing where to eat is now decided using mobile phones than on traditional desktops. These have indisputably added a new dimension to service delivery and distribution. The integration of location based services, smartphone technology and novel distribution models such as group couponing, demands greater understanding and analysis of the virtual marketplace and the viability of emerging opportunities.*
- D. *Financial Analysis: The emphasis for most companies in the hospitality industry today is to educate managers to understand how and where the enterprise makes money. Knowing how value is created in the enterprise and the key components that drive that value is critical to the success of the enterprise in a very competitive hospitality market. Therefore using tools that assist the hospitality manager to analyze financial statements and using the results of the analysis to make critical decisions that determine the business' success are the skills that recruiters seek when they talk to students.*
- E. *Service Automation: Lastly, a recent publication from MIT's Center for Digital Business observes that service automation has increased with the growth of self-service technologies, and this in turn demands a new class of professionals who can facilitate service delivery with technological and analytical support.*
- In summary, to respond to this fast changing environment, hospitality companies require professionals who are both knowledgeable and also possess the right analytical skill sets to make effective decisions.*

Program Requirements:

(Show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be sure to indicate the changes being made to the current curriculum and include a **side-by-side comparison** of the credit distribution before and after the proposed change.)

ROUTING AND AUTHORIZATION:(Please do not remove supporting documentation.)

Department Chairperson Francis A. Korsen Date 12/16/11
 Dean of College Rick Andrews, Deputy Dean Date 2-15-12
 Chairperson, College Curriculum Committee MMN Date 2/8/12
 Chairperson, Senate Com. on UG or GR Studies _____ Date _____
 Chairperson, Senate Coordinating Com. _____ Date _____
 Secretary, Faculty Senate _____ Date _____
 Date of Senate Resolution _____ Date to be Effective _____
 Registrar _____ Program Code _____ Date _____
 Vice Provost for Academic Affairs & International Programs _____ Date _____
 Provost _____ Date _____
 Board of Trustee Notification _____ Date _____