Program: [Program Name]

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

Graduate minor / concentration:

Graduate Program of Study: [Program Name]

Graduate Program Policy Statement change:

Graduate minor:

Undergraduate minor:

Undergraduate major / concentration:

Revised or deleting:

[Optional]

Proposal new name for revised or new major / minor / concentration / academic unit

Proposal name:

[Program Name]

Proposed change leads to the degree of:

Current Degree: [Current Degree]

Effective Term:

[Effective Term]

Action: [Action]

email address: [email address]

Submitted by: [Name]

[Department]

[Phone number]

This form is a running 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 331-2921.
A. Online Media Management: A career study by Door & Co. shows how firms are utilizing information management towards repositioning the MS in hospitality information management.

According to the study, hoteliers are now using online media to make informed, strategic decisions. The following are examples of how changes in the industry have shaped the hospitality landscape:

1. Enhanced guest experiences: Online platforms now offer personalized experiences that cater to individual needs.
2. Increased efficiency: Digital systems streamline operations, improving guest satisfaction.
3. Improved communication: Social media channels allow for direct communication with guests.

B. Business Intelligence (BI): The new MS in Hospitality Information Management Program was created to address the need for students who want to pursue careers in this field. The program prepares students for roles in data analysis, market research, and strategic planning.

C. Detailed rationale:

The program will offer a comprehensive curriculum that covers the following areas:

1. Information Management: Students will learn about data collection, analysis, and reporting.
2. Business Intelligence: Students will gain skills in using BI tools for decision-making.
3. Hospitality Industry: Students will be introduced to the hospitality industry, including its trends and challenges.

D. Business Intelligence (BI) introduction:

The program will offer a 3-semester sequence that covers the following topics:

1. Data Management: Students will learn about data storage, retrieval, and security.
2. Data Analysis: Students will learn how to analyze data and present findings.
3. Decision-Making: Students will learn how to use data to make informed decisions.

E. Program philosophy:

The program is designed to provide students with the skills needed to succeed in the hospitality industry. The program will focus on practical applications and real-world scenarios to ensure that students are well-prepared for their careers.

F. Program outcomes:

Upon completion of the program, students will be able to:

1. Collect and manage data effectively.
2. Analyze data to make informed decisions.
3. Use BI tools to support strategic planning.

G. Program resources:

The program will provide students with access to industry experts, case studies, and practical experiences to enhance their learning.

H. Program duration:

The program will be offered in a 3-semester sequence, with courses offered in the fall, spring, and summer semesters.

I. Program costs:

The program costs will be determined based on tuition and fees for the respective semesters.

J. Program delivery:

The program will be delivered through a combination of online and in-person classes to accommodate the needs of working professionals.

K. Program prerequisites:

To enter the program, students must have completed a bachelor's degree in a related field or have equivalent work experience.

L. Program participation:

The program is open to all students who meet the admission requirements.
of the credit distribution table and after the proposed change
show the new or revised curriculum as it should appear in the Course Catalog. If this is a revision, be

Program Requirements:

effective decisions.

E. Service Learning: Task 4: a recent publication from MIT’s Center for Digital Business

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A.

B. Financial Analysis: The emphasis for most companies in the hospital industry today is in

C. Mobility & Services: According to Google Inc. "Chooing where to eat is now decided using

D. Opportunity:

understanding and analyzing of the virtual marketplace and the ability of

recomend and model distribution models such as "Group Commerce," dynamic"

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