

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: Srikanth Beldona phone number 6192

Department: Hotel, Restaurant and Institutional Management email address Beldona@udel.edu

Action: Add Major
(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 Fall 2010
(use format 04F, 05W)

Current degree _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed change leads to the degree of: _____
(Example: BA, BACH, BACJ, HBA, EDD, MA, MBA, etc.)

Proposed name: Hospitality Industry Studies
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: _____
(Example: Animal Science: MS Animal Science: PHD Economics: MA Economics: PHD)

Graduate minor / concentration: _____

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")

See attached.

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

The primary objective of the program is to ensure that graduating students are adequately prepared for careers that span support functions and domains in the hospitality industry. Examples of these support functions and domains in the hospitality industry are asset management, transaction advisory services, revenue management, marketing and sales, information systems etc. Support functions and domains require strong analytical skills of both quantitative and qualitative data augmented with effective reasoning and presentation capabilities.

This proposed curriculum architected (see addendum) using an amalgam of courses at the department (HRIM), College (Lerner College) and the university level. This approach harnesses the rigor of both the department as well as the College's offerings across departments such as Economics, Finance, Accounting and MIS and Business Administration. Together, they provide a strong foundation for the achievement of the university's undergraduate educational objectives.

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 semester for this major. Due to the potential increase in numbers, the new major will affect the university at three levels (a) At the university level, all departments that offer Gen Ed courses (b) Departments in the College of Business including HRIM, which will have to build for the increased numbers in classrooms through resource allocation.

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

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

First and foremost, the hospitality industry is a business. All businesses are cross-functional initiatives such as production and operations, finance, accounting, marketing, technology management etc. The HRIM program to date has built its international reputation because of its strong operational management focus. Here, the focus has been on the production and delivery of the hospitality experience. Superior laboratory facilities and an innovative curriculum that integrates effectively with the laboratories (Courtyard Hotel and Vita Nova) are unique to the program.

However, all students do not pursue careers in operations management, i.e., production and delivery of the hospitality experience. A significant number of students pursue careers in the industry that directly or indirectly support the development/delivery of the hospitality experience. These are areas such as Revenue Management, Sales Management, Internet Marketing, Information Systems, and Transactional Advisory Services etc. These support functions while requiring a fair understanding of the operational management issues of the hospitality discipline also require specialized skills relevant to the domain being addressed. For example, a revenue manager requires a strong understanding of the hospitality discipline combined with a strong foundation of business principles/quantitative skills. Similar analogies can be articulated for marketing, e-commerce, information systems, transaction advisory services etc.

In this regard, the synergies of HRIM's integration with the College of Business provides the ideal setting for creating graduates who have a strong understanding of the hospitality domain as well as specialized expertise in a support function. A carefully architected amalgam of courses from HRIM and related departments in the College of Business can produce graduates who not only have a rich understanding of the hospitality domain, but also highly skilled in the

support function that they choose to serve in.

For example, a student seeking to build a career in Transaction Advisory Services pertinent to hospitality can take courses such as Principles of Finance, Real Estate Finance, Investments, etc. In the same vein, students seeking a career in marketing can tap into specialized courses such as Travel Internet Marketing, Buyer Behavior etc., all provided within HRIM and BUAD so as to build a strong analytical foundation for faster growth in the profession.

In summary, the purpose of the new major is to build a new category of graduates that will effectively service support functions requirements for the hospitality industry. These students will not only have a sound understanding of the hospitality discipline, but will also be richly equipped with foundational courses specific to their relevant domains (IT, marketing etc.).

Importantly, this major is only ancillary to the existing major, whose focus is primarily operational in nature. Also, the existing major will remain to be the primary major of HRIM.

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.)

See attached document

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

Department Chairperson *TR. AR. NG* Date 11/23/09
Dean of College *[Signature]* Date 11/11/10
Chairperson, College Curriculum Committee *Jackson F. Dilligio* Date 10/28/10
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 _____

Revised 10/23/2007 /khs

I. PROGRAM DESCRIPTION

The Department of Hotel, Restaurant, and Institutional Management seeks to offer a new major titled, "*Hospitality Industry Studies*". It is designed for students with a strong career interest in analytical and support functions such as consulting, sales and marketing, revenue management, e-business and hospitality information technology in the global hospitality industry. The major will build upon academic offerings of the College of Business and Economics and the Department, while offering an attractive academic option for students seeking to broaden their background during their time at the University of Delaware.

II. RATIONALE AND DEMAND

A. Institutional factors:

1. The Major in Hospitality Industry Studies will serve to build on the synergies created from HRIM's integration into the College of Business and Economics by offering a series of courses that deliver strong business fundamentals from the College's other departments, while simultaneously enhancing knowledge of the hospitality domain. The goal is to allow students with an interest in analytical positions in the hospitality industry to establish strong business foundations for possible career tracks in areas such as consulting, sales and marketing, revenue management, e-business and hospitality information technology etc.
2. The Dean of the Lerner College, HRIM Departmental Chair, and the entire HRIM faculty have discussed this proposed major and have met several times over the past few months and held undergraduate curriculum committee meetings to develop the appropriate curriculum and discuss the impacts of the proposed major on the faculty, curriculum, and departmental resources.
3. The faculty could not identify any significant, negative impacts on the instruction, research or service programs within the University. Creation of the new major will allow University students with a strong interest in analytical/support positions to prepare for successful careers in the hospitality industry and related sectors. The new major is aligned with the overall institutional goals of providing greater opportunities for University of Delaware undergraduates such that they can refine their employability to meet the requirements of the emerging marketplace.
4. The proposed curricula will allow the HRIM Department and the College Business and Economics to fully utilize existing resources due to anticipated increased enrollment.

B. Student demand

1. Enrollment projections were developed based on the following factors: Number of students seeking positions in analytical/support roles in the hospitality industry and comparable initiatives by some leading hospitality schools such as Cornell and Michigan State University.
2. The HRIM department sees several of its students pursuing minors in Business Administration as a way to improve their business fundamental credentials. Also, subsequent to enrolling in the HRIM major, where the focus is Hospitality Operations Management, the department finds that students who do not foresee themselves as having careers in hospitality operations due to a multitude of factors pursue specialized courses in the College of Business. Put differently, there is a gap in between what students originally perceive a career in hospitality management to be and what they eventually see after joining the industry. Although statistics to determine actual numbers of hospitality students who eventually drop out of the industry after graduation is not available for the US, studies in other countries such as Taiwan and India point to between 35-40% as the drop-out rate after the first year. This major will provide diversity in career choices when it comes to people seeking careers in the industry.
3. The proposed curriculum comprises 120 credit hours of enrollment for required courses times a yearly cohort enrollment of 25 students. Of these 120 credit hours, 39 credits will be taught within the HRIM major and 27 credits in departments of the Lerner College excluding HRIM. All other university requirements are met including the discovery learning experience. For details, please review the proposed curriculum attached with this document.

C. Transferability

This is a new major request – N/A.

D. Access to graduate and professional programs

N/A.

E. Demand and employment factors:

The hospitality industry has always been a vibrant sector in the global marketplace. To support the development, distribution and related support services of the hospitality product, several firms exist in the marketplace that seek professionals with a keen understanding of the industry combined with specialized functional skills. For example, travel distribution has seen significant change over the recent decade because of the Internet, which in turn has resulted in many firms offering e-marketing and analyst employment opportunities. In the same vein, opportunities in consulting in areas such as

feasibility studies, asset management, real estate finance etc. have all been prevailing in the marketplace but relatively untapped.

F. Regional, state, and national factors:

1. At this current time, except for Cornell and Michigan State where students can specialize in real estate finance, there are no institutions within the state or region which offer a broad hospitality business major aimed at analytical/support positions in the industry. Note that this proposed major seeks to build graduates in a wider number of analytical/support positions as opposed to the ones above whose focus is largely on consulting services only. In our proposed major, a student seeking to specialize in hospitality technology will have the flexibility of course offerings.
2. There are no accreditation issues associated with offering this major.

G. Other strengths:

1. Students participating in this major will have access to a range of electives that they can select through diligent advising. This selection of courses will eventually pave the way for each student's specialization and subsequently enhance their employability.
2. It is anticipated that students enrolled in this major will be viable candidates for careers that are broadly available now to non-HRIM majors in the College of Business.
3. Currently, we are fortunate to have several faculty within the Department and College who possess a wide variety of academic and professional experience related to this major. This faculty can serve as excellent resources for this major as they are currently teaching, consulting, and conducting research directly related to subject areas for this major.

III. ENROLLMENT, ADMISSIONS AND FINANCIAL AID

A. Enrollment

The Hospitality Industry Studies major is designed to accept up to 25 students annually based on projected capacity built from courses currently being offered.

B. Admission Requirements

1. Distinguish, if necessary, selection criteria between freshman, transfers from other institutions and transfers from within the University.

A 3.0 or higher gpa in their major is required. C+ or better in all required HRIM courses.

C. Student Expenses and Financial Aid

1. Standard student expenses typical of the university are expected here.

IV. CURRICULUM SPECIFICS

A. Institutional Factors

State the degree to be awarded to those who complete the program and explain why this is the appropriate form of recognition.

Bachelor of Science Degree in Hospitality Industry Studies

B. Describe the curriculum

1. Describe requirements involving total credit hours, credit hour distribution, field experiences, etc.
2. Provide a sample curriculum by following the format in the Undergraduate and Graduate Catalog.
3. Indicate how the curriculum satisfies University of Delaware, college and departmental requirements, such as ENGL110, multicultural, college core, etc.
4. In the Appendices, provide approval from affected departments for all newly required courses that support the proposed curriculum.

See attached.

V. RESOURCES AVAILABLE

A. Learning Resources

Describe briefly the scope and quality of available library holdings, audio-visual materials, special equipment and collections, laboratories, clinical facilities, research facilities, etc., that are available and would directly support the proposed course of study. If appropriate, obtain a Library Assessment Statement.

Library Assessment Statement: A formal written assessment from the Director of Libraries of the Library's ability to support a proposal for a new or expanded academic degree or program is required as part of a formal proposal. The assessment statement may include but is not limited to the strength of collections; access to electronic and networked information access to collections not owned by the University of Delaware; library space and library computer requirements; language and subject capabilities of library staff; and nature of service and increased usage demands resulting from the proposed new degree/program. The request for the library assessment accompanied by details of a proposed degree or program needs to be received by the Library at least one month before the Library's assessment of a proposed degree or program is required. The Library will respond in a timely manner, usually within two weeks in order to allow time for faculty discussion of the library assessment and possible further discussion and/or interaction with the Director of Libraries, if desired.

B. Faculty / Administrative Resources

NEED TO ATTACH A LIST OF ENTIRE HRIM FACULTY, ADMINISTRATION AND OTHER FACULTY.

C. External Funding

N/A, no external funding needs anticipated at this time.

VI. RESOURCES REQUIRED

No additional faculty resources are required.

VII. IMPLEMENTATION AND EVALUATION

A. Implementation Plan

Describe how the curriculum will be implemented.

See attached sequence of study.

B. Assessment Plan

Indicate how the program will be evaluated and assessed. Some measures should be quantitative, other qualitative. Success should be measured against the criteria listed including stated learning outcomes and against whatever objectives have been set forth in the first section of the proposal. Academic units are encouraged to consult with the Office of Educational Assessment in developing the appropriate learning outcomes, assessment criteria, and benchmarks for success.

VIII. APPENDICES

- A. Accreditation Criteria (if appropriate)
- B. Letters of Collaborative Agreement
- C. Transfer / Retention Policy
- D. Letters of Approval from Contributing Departments
- E. Other Pertinent Documents

D. INSTRUCTIONS FOR PROVISIONAL APPROVAL OF NEW PROGRAMS/MAJORS AND APPROVAL FOR MINORS

1. Obtain a blank Academic Program Approval form from the Appendix or the Faculty Senate Office.
2. Complete the title of the program/major or minor; if a new major, specify the appropriate degree title for the listing of approved titles.
3. In the standard format for presentation of requirements, prepare the new requirements. Please see the current Undergraduate and Graduate Catalog for the standard format.
4. Prepare a detailed proposal following the proposal outline in Section C.
5. Make sure that all necessary supporting documentations are provided.
6. Send the Academic Program Approval form, Resolution for Faculty Senate Agenda, Proposal and all supporting document forward for approval. The routing sequence is

specified on the bottom half of the Academic Program Approval form and on the approval of new programs/majors flow chart.

7. After approval at the college level, all documentation should be sent to the Faculty Senate Office where it will be routed to the appropriate committee. In general, new majors or minors should be sent to the Faculty Senate Office no later than the start of the fall semester the academic year prior to the desired starting date. Depending on scope, new programs can take even longer for the complete approval process.
8. After following the Faculty Senate process noted in the flow chart, new programs and majors are listed in the agenda of the Faculty Senate as an item for discussion. Representatives of the proposing group must be present.
9. Upon Senate approval, the Registrar's Office will adjust UD Student Information System and the catalog will be revised by the Office of the Provost.
10. Minors do not go through a provisional approval status. They need not undergo a permanent approval process.

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HRIM Major: Hospitality Industry Studies

CURRICULUM - Suggested Sequence of Study (120 Credits)

<u>First Semester</u>	<u>Credits</u>	<u>Second Semester</u>	<u>Credits</u>
<u>FRESHMAN YEAR</u>			
Introduction to Hospitality (HRIM 180)	3	Intro to Macro Economics (ECON 152)	3
Business Computing (MISY 160)	3	Intro to Hosp Info Mgt (HRIM 187)	3
Intro to Micro Economics (ECON 151)	3	Critical Reading & Writing (ENGL 110)	3
Calculus (MATH 221)	3	Science	3
Foreign Language	3	Multicultural	<u>3</u>
Freshman Experience (UNIV 101) **	<u>1</u>		
	<u>16</u>		<u>15</u>
<u>SOPHOMORE YEAR</u>			
General Psychology (PSYC 100)	3	Sociology Elective	3
Intro Stat Methods I (MATH 201)	3	Intro Stat Methods II (MATH 202)	3
Accounting I (ACCT 207)	3	Science	3
Issues in Tourism (HRIM 214)	3	Accounting II (ACCT 208)	3
Humanities	<u>3</u>	Oral Communications (COMM 212)	<u>3</u>
	<u>15</u>		<u>15</u>
<u>JUNIOR YEAR</u>			
Principles of Finance (FINC 311)	3	Meeting and Conference Mgt (HRIM215)	3
Managerial Accounting & Fin (HRIM 382)	3	Free Elective	3
Mgt. of Lodging Operations (HRIM 380)	3	Mgt. of F&B Operations (HRIM 381)	3
Hospitality Marketing (HRIM 481)	3	Operations Management (BUAD 306)	3
Free Elective	3	Travel Internet Marketing (HRIM 346)	<u>3</u>
	<u>15</u>		<u>15</u>
<u>SENIOR YEAR</u>			
Hospitality Feasibility Study (HRIM 495)	3	Law of Innkeeping (HRIM 482)	3
Free Elective	3	Hospitality Entrepreneurship (HRIM 314)	3
Written Comm. in Business (ENGL 312)	3	Human Resource Mgmt (HRIM 480)	3
Business Ethics (BUAD 467)	3	Mgt and Organization Beh (BUAD309)	3
Free Elective	<u>3</u>	Free Elective	<u>2</u>
	<u>15</u>		<u>14</u>

Suggested Electives for Students Seeking Careers in

Transaction Advisory Services: FINC 314 (Investments), FINC467-052 (Real Estate Development & Investment), FINC 392 (Seminar on International Financial Management) etc
Hospitality Marketing: HRIM140 (Information Technology in Services Management), BUAD 302 (Marketing Research), BUAD 479 (Marketing Strategy for the Firm) etc.

Hospitality Industry Studies

New Major Curriculum Proposal

New Major Curriculum Template	Credits
UNIVERSITY REQUIREMENTS	
ENGL 110 Critical Reading and Writing (minimum grade C-)	3
First Year Experience	1
Discovery Learning Experience (DLE)	
Multi-cultural Courses	3
Three credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content	
MAJOR REQUIREMENTS	
COMM 212 Oral Communication in Business (HRIM230 may be substituted)	3
ENGL 312 Written Communications in Business	3
Foreign Language elective	3
Humanities Electives	3
MATH 221 Calculus	3
MATH 201 Introduction to Statistical Methods I	3
MATH 202 Introduction to Statistical Methods II	3
Science Electives	6
PSYC 100 General Psychology	3
Sociology Elective (SOCI 201 Introduction to Sociology recommended)	3
Lerner College Courses	
Students must earn a grade of C- or better in all of the following courses	
ECON 151 Introduction to Microeconomics: Prices and Markets	3
ECON 152 Introduction to Macroeconomics: National Economy	3
ACCT 207 Accounting I	3
ACCT 208 Accounting II	3
MISY 160 Business Computing: Tools and Concepts	3
BUAD 306 Operations Management	3
BUAD 309 Management and Organizational Behavior	3
BUAD 467 Ethics	3
FINC 311 Principles of Finance	3

HRIM Core Courses

Students must earn a grade of C+ or better in all of the following courses

HRIM 180 Introduction to Hospitality	3
HRIM 187 Introduction to Hospitality Information Management	3
HRIM 214 Issues in Tourism Management	3
HRIM 314 Hospitality Entrepreneurship & Venture Creation	3
HRIM 346 Travel Internet Marketing	3
HRIM 215 Meeting and Conference Management	3
HRIM 380 Management of Lodging Operations	3
HRIM 381 Management of Food and Beverage Operations	3
HRIM 382 Managerial Accounting and Finance in the Hospitality Industry	3
HRIM 480 Human Resources Management in the Hospitality Industry	3
HRIM 481 Marketing in the Hospitality Industry	3
HRIM 482 Laws of Innkeeping	3
HRIM 495 Hospitality Feasibility Studies (Satisfies DLE Requirement)	3
Electives	14

Total Number of Credits

120

Potential Specializations and Suggested Courses - See Below

Transaction Advisory Services

- FINC 314 Investments
- FINC 417 Real Estate Finance
- FINC 467-052 Real Estate Development & Investment
- FINC 312 Intermediate Financial Management

Hospitality Sales & Marketing

- BUAD 473 Buyer Behavior
- BUAD 470 Sales Management and Selling
- BUAD 471 Advertising Management
- COMM 313 Communication Principles in Advertising

Hospitality Information Management

- HRIM 140 Information Technology in Services Management
- MISY 261 Business Information Systems

HRIM 450 Managing Hospitality Information Systems
HRIM 144 Hospitality Information Management, Networks and Systems
HRIM 448 Data Mining Applications in Hospitality

Restaurant Management

Follow guidelines as illustrated in Restaurant Management Minor

DEPARTMENT CONTACT INFORMATION

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