

# 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: Robert Nelson phone number 302-831-6077

Department: Hotel, Restaurant & Institutional Management email address bnelson@udel.edu

Date: December 22, 2013

Action: Revise 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 14F  
(use format 04F, 05W)

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

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

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

### Revising or Deleting:

Undergraduate major / Concentration: Hospitality Industry Studies  
(Example: Applied Music – Instrumental degree BMAS)

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

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

Graduate Program of Study: NA  
(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/revised curriculum supports the 10 goals of undergraduate education: <http://www.ugs.udel.edu/gened/>**

**Identify other units affected by the proposed changes:**

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

Department of Accounting and MIS – requiring ACCT352. See approval e-mail from Dr. Scott Jones below.

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

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

The proposed change in the Hospitality Industry Studies (HPIS) to the Hospitality Industry Management (HSIM) major is based on the following rationale. The HSIM major was conceived as a rigorous quantitative curriculum designed to serve the needs of students interested in careers in ancillary and support services aiding hospitality industries. These include, but are not limited to consulting, hotel real estate transaction services, hospitality marketing and hospitality information management. HSIM is differentiated from the Hotel, Restaurant & Institutional Management (HRIM) degree in that the HSIM degree focuses on analytical, marketing and transaction skills. The HRIM degree focuses on the management, operation and ownership of hospitality businesses. Those students who aspire to manage and/or own hospitality businesses are encouraged to pursue the Hotel, Restaurant & Institutional Management curriculum, while those students who wish to pursue careers in ancillary and support areas are best served by the quantitative and analytical skills delivered in the HSIM curriculum.

**Justification and Overview of Proposed Changes**

After having worked with the existing HPIS curriculum for the first two years, the department and its advisors have found it to be too restrictive. Many of the highest achieving students we are trying to serve found this major to be too difficult to complete in four years and still have the opportunity to minor or double major. The current curriculum is so restrictive that it makes these possibilities very difficult and in many cases impossible. The proposed changes are designed to broaden the appeal and utility of the major so it better serves the needs of our most qualified students and prepare them for careers in the hospitality industry.

**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.)

**Summary of Proposed Changes**

1. **Name Change**

From "Hospitality Industry Studies" to "Hospitality Industry Management" -

## **Gillespie, Jackson F**

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**From:** Jones, Scott K.  
**Sent:** Thursday, February 20, 2014 2:53 PM  
**To:** Kline, Sheryl  
**Cc:** Gillespie, Jackson F; Laws, Donna E  
**Subject:** HRIM Proposal

The HRIM Department is proposing a change in their Hospitality Industry Studies (proposed new name Hospitality Industry Management) major that would require these majors to take ACCT 352: Law and Social Issues in Business. The Department of Accounting and MIS approves this requirement.

Scott Jones  
Professor & Chairperson

Justification: "Hospitality Industry Studies" is not well understood. The new title is more descriptive.

2. Delete requirement for 6 credits of electives in Mathematics, Natural & Physical Sciences.

Justification: The curriculum already includes 9 credits of required Mathematical Science.

3. Delete the requirement for PSYC 201 and a Sociology elective.

Justification: The university requirement for Social and Behavior Sciences is already exceeded with our required courses of ECON 151 and ECON 152.

4. Delete the requirement for HRIM 482 Law of Innkeeping and replace it with ACCT 352 Business Law & Social Issues.

Justification: ACCT 352 provides the necessary business law background, but switching from the HRIM requirement to the ACCT course allows additional flexibility to facilitate those who would benefit from a business minor or second business major. Those students who select Transaction Advisory Services as their area of focus will still be required to take HRIM 482 which has been added to their focus area requirements as these students would clearly benefit from the stronger foundation in law as it applies to hospitality businesses.

5. Delete the requirement for HRIM 187 Introduction to Hospitality Information Management Systems.

Justification: The required MISY 160 Business Computing: Tools and Concepts course provides a solid base for business computing. HRIM 187 would be available as an elective for those students who desire a stronger background in hospitality computer applications.

6. Delete the requirement for HRIM 346 Travel Internet Marketing.

Justification: This course will be added to the focus area requirements for Hospitality Sales & Marketing and Hospitality Information Management as those focus areas have a direct relationship to the course content. Other focus areas will be well served by the existing marketing requirement of HRIM 481 Marketing in the Hospitality Industry.

7. Delete the following requirements:

- a. HRIM 214 Issues in Tourism Management
- b. HRIM 215 Meeting and Conference Management
- c. HRIM 480 Human Resources Management in the Hospitality Industry
- d. BUAD 424 Ethics in the Workplace


Justification: While each of these courses have merit, and students can be encouraged to take them as electives, the added flexibility allows students in consultation with an advisor to tailor the curriculum to best serve the learning objectives of the individual student. This is the primary rational driving these changes. A secondary reason to make these changes is that these courses are not offered on a regular basis so it might be difficult for students to access them. Students can be encouraged to take any or all of these courses as electives if they would be best served by including them in their plan of study.

8. Expand the Area of Focus Requirements (AFR) from 12 credits to 15 credits. For each of the Areas of Focus, one of the deleted general requirements that was related to the Area of Focus was added to the AFR to ensure adequate background in topics that are explicit to the area.

Specifically, HRIM 482 Law of Innkeeping was added to Transaction Advisory Services, while HRIM 346 Travel Internet Marketing was added to both Hospitality Sales & Marketing and Hospitality Information Management.

**ROUTING AND AUTHORIZATION:**

(Please do not remove supporting documentation.)

Department Chairperson  Date 2/18/2014  
Dean of College Rick Andrews, Deputy Dean Date 3-18-14  
Chairperson, College Curriculum Committee John F. Dillepie Date 3/18/2014  
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 02/09/2009 /khs

## **Summary of Proposed Changes to the Hospitality Industry Studies (HPIS) Major to the Hospitality Industry Management (HSIM) Major**

The HPIS major was conceived as a rigorous quantitative curriculum designed to serve the needs of students interested in careers in ancillary and support services aiding hospitality industries. These include, but are not limited to, consulting, hotel real estate transaction services, hospitality marketing and hospitality information management. HPIS is differentiated from the Hotel, Restaurant & Institutional Management (HRIM) degree in that the HPIS degree focuses on analytical, marketing and transaction skills. The HRIM degree focuses on the management, operation and ownership of hospitality businesses. Those students who aspire to manage and/or own hospitality businesses are encouraged to pursue the Hotel, Restaurant & Institutional Management curriculum, while those students who wish to pursue careers in ancillary and support areas are best served by the quantitative and analytical skills delivered in the HPIS curriculum.

### Justification and Overview of Proposed Changes

After having worked with the existing HPIS curriculum for the first two years, the department and its advisors have found it to be too restrictive. Many of the highest achieving students we are trying to serve would further benefit by the opportunity to pursue minors and other elective courses to enrich their education. The current curriculum is so restrictive that it makes these possibilities very difficult and in many cases impossible. The proposed changes are designed to broaden the appeal and utility of the major so it better serves the needs of our most qualified students.

### Proposed Changes

1. Name Change

From "Hospitality Industry Studies" to "Hospitality Industry Management"

Justification: "Hospitality Industry Studies" is not well understood. The new title is more descriptive.

2. Delete requirement for 6 credits of electives in Mathematics, Natural & Physical Sciences.

Justification: The curriculum already includes 9 credits of required Mathematical Science.

3. Delete the requirement for PSYC 201 and a Sociology elective.

Justification: The university requirements for Social and Behavior Sciences is already exceeded with our required courses of ECON 151 and ECON 152.

4. Delete the requirement for HRIM 482 Law of Innkeeping and replace it with ACCT 352 Business Law & Social Issues.

Justification: ACCT 352 provides the necessary business law background, but switching from the HRIM requirement to the ACCT course allows additional flexibility to facilitate those who would benefit from a business minor or second business major. Those students who select Transaction Advisory Services as their area of focus will still take HRIM 482 which has been added to their

focus area requirements as these students would clearly benefit from the stronger foundation in law as it applies to hospitality businesses.

5. Delete the requirement for HRIM 187 Introduction to Hospitality Information Management Systems.

Justification: The required MISY 160 Business Computing: Tools and Concepts course provides a solid base for business computing. HRIM 187 would be available as an elective for those students who desire a stronger background in hospitality computer applications.

6. Delete the requirement for HRIM 346 Travel Internet Marketing.

Justification: This course will be added to the focus area requirements for Hospitality Sales & Marketing and Hospitality Information Management as those focus areas have a direct relationship to the course content. Other focus areas will be well served by the existing marketing requirement of HRIM 481 Marketing in the Hospitality Industry.

7. Delete the following requirements:

- a. HRIM 214 Issues in Tourism Management
- b. HRIM 215 Meeting and Conference Management
- c. HRIM 480 Human Resources Management in the Hospitality Industry
- d. BUAD 424 Ethics in the Workplace

Justification: While each of these courses have merit, and students can be encouraged to take them as electives, the added flexibility allows students in consultation with an advisor to tailor the curriculum to best serve the learning objectives of the individual student. This is the primary rational driving these changes. A secondary reason to make these changes is that these courses are not offered on a regular basis so it might be difficult for students to access them. Students can be encouraged to take any or all of these courses as electives if they would be best served by including them in their plan of study.

8. Expand the Area of Focus Requirements (AFR) from 12 credits to 15 credits. For each of the Areas of Focus, one of the deleted general requirements that was related to the Area of Focus was added to the AFR to ensure adequate background in topics that are explicit to the area. Specifically, HRIM 482 Law of Innkeeping was added to Transaction Advisory Services, while HRIM 346 Travel Internet Marketing was added to both Hospitality Sales & Marketing and Hospitality Information Management.

### Current HPIS

#### General University Requirements (4 – 22 credits)

First Year Experience (FYE), minimum 1 credit completed with a D- or better, or a grade of P for courses graded only Pass/Fail. The number of credits will depend upon the designated FYE (see FYE website: [www.ugs.udel.edu/FYE](http://www.ugs.udel.edu/FYE)).

ENGL 110, Critical Reading and Writing, 3 credits (minimum grade C-)

Discovery Learning Experience (DLE), minimum 3 credits; DLE includes experiences such as internship, service learning, independent study, undergraduate research, and study abroad, which are designated as DLE courses. Must be completed with a D- minimum grade or a grade of P for courses graded only Pass/Fail.

Multicultural course, 3 credits in an approved course or courses stressing multi-cultural, ethnic, and/or gender-related course content. This requirement may be fulfilled through a course or courses taken to complete other course requirements but cannot be fulfilled with any course taken on a Pass/Fail basis.

University Breadth Requirements (Minimum 12 credits)

All students will be required to take a minimum of one course of at least 3 credits from each of the following categories (minimum grade C- required in these courses) in order to meet the University Breadth requirement. Courses must be selected

### Proposed HSIM

NOTE: All requirements except free electives must be taken for a letter grade. Pass/Fail status courses may only count in free electives.)

#### University Requirements

- ENGL 110 Critical Reading & Writing with a minimum grade of C- (3 credits).
- 3 credits of a Multicultural Course.
- Discovery Learning Experience (fulfilled by HRJM 495 Hospitality Feasibility Studies).
- First-Year Experience (FYE) – BUAD 110 Basics of Business. Students that matriculated prior to 2013 fall may satisfy this requirement with another course designated as FYE. Students that completed an FYE at the University of Delaware prior to becoming a Hospitality Industry Studies major are not required to take BUAD 110.
- University Breadth Requirements (12 credits with a minimum grade of C- minimum of 12 credits of University of Delaware are required to take a minimum of 12 credits of University breadth requirements. The Social and Behavioral Sciences and Mathematics, Natural Sciences and Technology breadth requirements are met within the requirements of this major. Students must complete 3 credits in the Creative Arts and Humanities and 3 credits in the History and Cultural Change breadth requirements.

Students must pass these courses with a grade of C- or better.

- Note that students must take breadth courses from four different subject areas (e.g. the four- letter subject code ACCT, HIST, etc.). Students may not use a course that is cross-listed with a subject area that has already been used to satisfy a university breadth requirement. Students enrolled in a single major may not satisfy the breadth requirement with courses in the subject area of that major (e.g. chemistry majors may not use CHEM courses). Students who are enrolled in more than one major



from four different departments:

- Creative Arts and Humanities
- History and Cultural Change
- Social and Behavioral Sciences -
- Mathematics, Natural Sciences, and Technology

Beginning with the academic year 2010-2011, a list of courses submitted by the Colleges will be designated as meeting University breadth requirements. The courses selected must be taken from four different departments.

**Department Major Requirements**

Breadth Requirements – Courses taken to fulfill the University breadth requirements above may also satisfy department group requirements and/or core requirements; however, credits may be counted only once toward the degree.

**Foreign Language Instruction** (minimum 3 credits) from: Arabic, Chinese, French, Greek, German, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, Spanish.

**Creative Arts and Humanities** (3 credits)

**History and Cultural Change** (3 credits)

**Core Courses** (42 credits)

or degree are allowed to meet the University breadth requirement by taking approved breadth courses from within the subject areas of their majors. The requirement may be fulfilled through a course or courses taken to complete other degree requirements, subject to the limitations above; however, credit hours may be counted only once towards the 120-credit hour minimum required for the degree. See the undergraduate catalog at <http://academiccatalog.udel.edu> for the list of course options.

Curriculum 120 Credits required to graduate

12-13 credits of Humanities

- Foreign Language Elective – choose from Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Portuguese, Russian, Spanish Latin (any level) (3-4 credits)
- ENGL110 Critical Reading & Writing
- ENGL 312 Written Communications in Business (3 credits)
- Executive Presentations, HRIM 230 or Oral Communication in Business, COMM 212 (3 credits). Note that if HRIM 230 is taken, a C- minimum grade is required.

9-10 credits of Sciences and Mathematics (These courses also fulfill the Mathematics, Natural Sciences and Technology breadth requirement.)

- MATH 221 Calculus I or MATH 241 Analytic Geometry and Calculus A (3-4 credits)
- MATH 201 Statistics I and MATH 202 Statistics II (6 credits)

\*Social and Behavior Sciences Breadth (3 credits) satisfy the breadth requirement. Three required courses from Business and Economics fulfill this requirement; however, only one course, 3 credits, is required for the Social and Behavior Sciences breadth requirement.

ACCT 207 Accounting I  
 ACCT 208 Accounting II  
 ACCT 352 Business Law and Social Issues  
 BUAD 306 Operations Management  
 BUAD 309 Management and Organizational Behavior  
 COMM 212 Oral Communication in Business  
 ECON 151 Introduction to Microeconomics  
 ECON 152 Introduction to Macroeconomics  
 ENGL 312 Written Communications in Business  
 FINC 311 Principles of Finance  
 MATH 201 Introduction to Statistical Methods I  
 MATH 202 Introduction to Statistical Methods II  
 MATH 221 Calculus  
 MISY 160 Business Computing: Tools and Concepts  
  
**Major Requirements (39 credits) (minimum grade C-**  
**required in these courses)**  
 HRIM 180 Introduction to Hospitality  
 HRIM 314 Hospitality Entrepreneurship & Venture Creation  
 HRIM 380 Management of Lodging Operations  
 HRIM 381 Management of Food & Beverage Operations  
 HRIM 382 Managerial Accounting and Finance in the  
 Hospitality Industry  
 HRIM 481 Marketing in the Hospitality Industry  
  
 HRIM 495 Hospitality Feasibility Studies  
  
Hospitality-Related Work Experience and Community Service  
 Requirements

3 credits Creative Arts and Humanities  
 • 3 credits from approved list (one of either the Creative Arts and Humanities or History and Cultural Change are required to be a Multicultural Course well)

3 credits History and Cultural Change  
 • 3 credits from approved list (one of either the Creative Arts and Humanities or History and Cultural Change are required to be a Multicultural Course well)

30 credits of Business and Economics (minimum grades of C-)  
 • BUAD110 Basics of Business (3 credits)  
 • ACCT 207 Accounting I (3 credits)  
 • ACCT 208 Accounting II (3 credits)  
 • ACCT 352 Business Law & Social Issues  
 • ECON 151 Introduction to Microeconomics (3 credits)\*  
 • ECON 152 Introduction to Macroeconomics (3 credits)\*  
 • BUAD 306 Operations Management (3 credits)  
 • BUAD 309 Mgt. & Org. Behavior (3 credits)\*  
 • FINC 311 Principles of Finance (FINC 311)  
 • MISY 160 Business Computing: Tools and Concepts (3 credits)

24 credits of Required HRIM Courses (minimum grades of C-)  
 • HRIM 180 Introduction to Hospitality (3 credits)  
 • HRIM 314 Hospitality Entrepreneurship & Venture Creation (3 credits)  
 • HRIM 380 Management of Lodging Operations (3 credits)  
 • HRIM 381 Management of Food and Beverage Operations (3 credits)  
 • HRIM 382 Managerial Accounting & Finance in the Hospitality Industry (3 credits)  
 • HRIM 481 Marketing in the Hospitality Industry (3 credits)  
 • HRIM 495 Hospitality Feasibility Studies (3 credits)  
 • HRIM elective (course cannot be counted as a focus area course)

- 700 hours of documented hospitality work-related experience that is related to the focus area is required.
- 100 hours of documented community service is required.

15 credits in a defined Areas of Focus (15 credits plus the 700 hours paid Internship)

Students must complete a minimum of five courses to establish competency in a well-defined focus area. A C- minimum grade is required in all focus courses. A specific course plan for the fulfillment of the focus area requirement should be established during the freshman or sophomore year and must be approved by an advisor in the HRIM department. In addition, the paid 700 hour Hospitality Industry Internship must complement the focus area and be approved by the HRIM department advisor.

Examples of focus areas are:

Real Estate Transaction Advisory Services: FINC 312 Intermediate Financial Management; FINC 314 Investments; FINC 417 Real Estate Finance; FINC 467 Real Estate Development and Investment; HRIM 482 Law of Innkeeping

Hospitality Sales and Marketing: BUAD 470 Sales Management and Selling; BUAD 471 Advertising Management; BUAD 473 Buyer Behavior; HRIM 346 Travel Internet Marketing; COMM 313 Communication Principles in Marketing (Note that BUAD 301 Intro to Marketing is a prerequisite for BUAD 470, 471 and 473)

Hospitality Information Management: HRIM187 Intro to Hospitality Information Management; HRIM 346 Travel Internet Marketing; HRIM 448 Data Mining Applications in Hospitality; HRIM 450 Managing Hospitality Information System MISY 261 Business Information Systems

Hospitality-Related Work Experience and Community Service Requirements

- 700 hours of documented hospitality work-related experience that is related to the focus area is required.
- 100 hours of documented community service is required.

15 credits in a defined Areas of Focus (15 credits plus the 700 hours paid Internship)

Students must complete a minimum of five courses to establish competency in a well-defined focus area. A C- minimum grade is required in all focus courses. A specific course plan for the fulfillment of the focus area requirement should be established during the freshman or sophomore year and must be approved by an advisor in the HRIM department. In addition, the paid 700 hour Hospitality Industry Internship must complement the focus area and be approved by the HRIM department advisor. Examples of focus areas are:

Real Estate Transaction Advisory Services: FINC 312 Intermediate Financial Management; FINC 314 Investments; FINC 417 Real Estate Finance; FINC 467 Real Estate Development and Investment; HRIM 482 Law of Innkeeping

Hospitality Sales and Marketing: BUAD 470 Sales Management and Selling; BUAD 471 Advertising Management; BUAD 473 Buyer Behavior; HRIM 346 Travel Internet Marketing; COMM 313 Communication Principles in Marketing (Note that BUAD 301 Intro to Marketing is a prerequisite for BUAD 470, 471 and 473)

Hospitality Information Management: HRIM187 Intro to Hospitality Information Management; HRIM 346 Travel Internet Marketing; HRIM 448 Data Mining Applications in Hospitality; HRIM 450 Managing Hospitality Information System MISY 261 Business Information Systems

22-24 credits Free Electives

In addition, sufficient elective credits must be taken to meet the minimum credits required for the degree with the following restrictions:

261 Business Information Systems

22-24 credits Free Electives

In addition, sufficient elective credits must be taken to meet the minimum credits required for the degree with the following restrictions:

- 1) Only two credits of HESC/BHAN 120 may be counted toward the degree.
- 2) Only four credits of Music ensemble may be counted toward the degree.
- 3) Only four credits of 100-and 200-level AFSC/MLSC courses may be counted toward the degree
- 4) HRIM courses taken as free electives require a C- minimum grade.

- 5) Only two credits of HESC/BHAN 120 may be counted toward the degree
- 6) Only four credits of Music ensemble may be counted toward the degree.
- 7) Only four credits of 100-and 200-level AFSC/MLSC courses may be counted toward the degree
- 8) HRIM courses taken as free electives require a C- minimum grade.