

Hospitality & Tourism Management  
Hotel & Resort Management  
Concentration Proposal

August 2016/Jan 2017

- 1) Name: Hospitality & Tourism Management Bachelor of Science, concentration in Restaurant Management
  - i) Event, Convention and Destination Management
- 2) Title: Bachelor of Science Hospitality & Tourism Management (unchanged)
- 3) Field: Hospitality & Tourism Management, Dpt HTM, CHHS
- 4) Objectives:
  - i) The objective is to offer students enrolled in the HTM bachelor degree a choice of three concentrations, the Hotel & Resort Management proposed in this document being one of these. This concentration will afford student an opportunity to focus on a specific area of the industry in preparation and in relation to their career goals. Students will be required to make the choice of which concentration they want to pursue at the end of their freshmen year in the HTM program. However, students will have the option of changing their concentration further into their studies by satisfying the specific requirements of their chosen concentration at any time before they graduate.
- 5) Dates: implementation is expected in Fall 2017.
- 6) Relationship with Dept. and IPFW mission:
  - i) The proposed concentration corresponds to the university's mission and purpose in preparing students for careers. This concentration will engage students in a more focused career pathway that is both relevant and attractive to students and potential employers.
  - ii) Our program's stated objective (see USAP report available online) is: "credentialing students for their future in the hospitality industry". We thus propose to offer a degree with concentrations that more specifically address the changing needs in the hospitality industry. There is increasing documentation in the profession supporting the need for such concentrations.
  - iii) The proposed change is in line with a number of similar institutions within Hotel Schools of Distinction and beyond who are seeking to offer their students a competitive advantage when applying for employment.
- 7) Relationship with existing program:
  - i) The proposed concentration draws on existing courses but organizes them into industry-focused pathways. The proposal reflects our faculty's own professional and academic knowledge of the field specifically targeting areas of employment and interest students and employers share. The choices of

courses are also governed by a pragmatic selection of existing courses offered at IPFW or within the system where possible.

- ii) Nevertheless, for this concentration two one credit courses in Professional Development have been added to integrate aspects of “Proactive (intrusive) advising<sup>1</sup>” into the program, a concept in existence in Higher Education since the mid 1970’s, which has proven its effectiveness with student athletes on our own campus. We have taken this a step further by integrating proactive advising within required courses that will systematically address typical advising issues as well as develop personal and professional plans throughout the student’s progression from sophomore to senior year. We are also falling in line with our university’s support and interest in initiatives that promote better persistence and graduation amongst its student body.
- iii) In addition, we are adopting an existing course offered in Purdue West Lafayette in Managerial Accounting and Financial Management in Hospitality Operations to strengthen our students in a critical aspect to restaurant management.
- iv) This concentration has a focused backbone of required courses that can be complemented with electives drawn from a general list of electives or from another concentration’s requirements. This design assures a broad curriculum with focused career pathways that correspond to the underpinning concept of a concentration. The model does not substantially increase the overall course offerings thus making it economically viable for the department.
- v) Students choosing the “Hotel & Resort Management” concentration will be required to enroll in at least three electives off campus in an approved HTM program. Currently the “Palm Island Semester” (HTM 37600, HTM 37700, HTM 37800) satisfies this requirement. Other options may be approved on case by case basis by the Department Chair.

#### 8) Cooperation: (N/A)

#### 9) Need:

- i) A significant issue for 4-year undergraduate hospitality management programs is and will increasingly be the need to offer programs with courses of study that afford them significantly different employment opportunities in comparison with vocational schools, thus addressing proactively the question of return on investment that is a concern of the legislature, parents, students and administrators.
- ii) We need to help these constituencies fully appreciate the variety of needs of an industry that is rapidly evolving and requiring fine-tuned management and technical skills. Hospitality management faculty and academic leadership need to be pro-actively addressing this issue. For this reason, Hotel Schools of Distinction commissioned Jill Hellman<sup>2</sup> in 2015 to explore the future needs

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<sup>1</sup> [http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/Proactive-\(intrusive\)-advising-resource-links.aspx](http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/Proactive-(intrusive)-advising-resource-links.aspx)

<sup>2</sup> Jill Hellman is Co-Founder with Lee Pillsbury of the Cornell Innovation Network, a leading think-tank in the hospitality industry.

- of our industry and how they may be met by higher education. Hellman outlined challenges hospitality undergraduate programs faced and made recommendations to our membership. These recommendations are aligned with published research (Eunha & Lan, 2015)<sup>3</sup> and essentially argue that more specifically focused programs in relevant fields of our industry will meet more demand than the current broad based hospitality degrees.
- iii) Thus, we have reliable data that strongly support offering concentrations. In addition, our own faculty, who are deeply engaged with industry's recruitment efforts through participation in national boards and regional initiatives, are receiving the same message.
  - iv) A survey (attached) we conducted, with our own students in Fall 2015, also concurred with these observations demonstrating our own student's desire to specialize in the areas we are proposing.
  - v) In conclusion, it has become apparent that programs that offer concentrations increase student preparedness and marketability as they enter the professional workforce.

#### 10)Resources:

- i) The proposed concentrations do not require any additional resources in so far as they draw on existing courses albeit for four courses for which we have adequate faculty and resources.

#### 11)Liaison librarian memo:

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<sup>3</sup> Eunha, M. Lan,L. (2015) *Hospitality Higher Education in Illinois: Current Status, and Opportunities*. Journal of Hospitality & Tourism Education Vol, 27, 93-101.

## 12)Proposed Curriculum

IPFW		BS HOSPITALITY MANAGEMENT Hotel & Resort Management Concentration		
HM level	Dpt.	Course numbers	Credits	Competency area / Course name
Pre-HTM	Gen Ed	Gen Ed	3	A-1 Written Communication
Pre-HTM	Gen Ed	Gen Ed	3	A-3 Quantitative reasoning
Pre-HTM	Gen Ed	Gen Ed	3	B-4 Scientific
Pre-HTM	Gen Ed	Gen Ed	3	B-6 Humanistic
Pre-HTM	Gen Ed	Gen Ed	3	B-7 Interdisciplinary and artistic
Pre-HTM	HTM	HTM 10000	3	Intro to Hospitality Mgt.
Pre-HTM	HTM	HTM 18100	3	Lodging Mgt.
Pre-HTM	HTM	HTM 14100	3	Financial Accounting for the service industries
Pre-HTM	HTM	HTM 37100	3	Introduction to Tourism Management
Pre-HTM	HTM	HTM 21400	3	Intro to Foods Selection & Prep
HTM 2	Gen Ed	Gen Ed	3	Speaking and listening
HTM 2	Gen Ed	Gen Ed	3	Social behavioral
HTM 2	Gen Ed	Gen Ed	3	Choice in category A or B
HTM 2	Gen Ed	Gen Ed	3	Choice in category A or B
HTM 2	Gen Ed	HTM 25200	2	Professional Development I
HTM 2	HTM	FNN 30300	3	Nutrition
HTM 2	HTM	HTM 21500	3	The Science of Cooking
HTM 2	HTM	FNN 20400	3	Food History and Culture
HTM 2	HTM	HTM 23100	3	HTM Marketing
HTM 2	HTM	HTM 24100	3	Managerial Accounting and Financial Management in Hospitality Operations
HTM 2	BUS	ECON E200	3	Fundamentals of economics
HTM 3	Gen Ed	Gen Ed	3	Choice in category A or B
HTM 3	HTM	HTM 22400	3	Intro to Distribution

HTM 3	HTM	HTM 30200	1	Hosp & Tour Ind Internship (300h)
HTM 3	HTM	HTM 31000	4	Food and Beverage Operation Mgt.
HTM 3	HTM	HTM 31200	3	Hospitality HR
HTM 3	HTM	HTM 37400	3	Revenue Mgt.
HTM 3	HTM	HTM 35000	1	Professional development II
HTM 3	HTM	HTM Elective	3	
HTM 3	HTM	HTM Elective	3	
HTM 3	HTM	HTM Elective	3	
HTM 4	Gen Ed	Gen Ed	3	Category 8 Capstone
HTM 4	HTM	HTM 41100	3	Hosp and Tourism Law
HTM 4	HTM	HTM 43000	3	HM Strategic Mgt.
HTM 4	HTM	HTM 44100	3	Financial Mgt. for the Hospitality Industry
HTM 4	HTM	HTM 49100	2	Wine and Beverage Knowledge
HTM 4	HTM	HTM 49400	4	Adv. Restaurant Mgt.
HTM 4	HTM	CFS 39900	3	Independent Hotel Mgt.
HTM 4	HTM	HTM 45200	1	Professional Development III
HTM 4	HTM	HTM Elective	3	
HTM 4	HTM	HTM Elective	3	
HTM 4	HTM	HTM Elective	3	
<b>HTM BSc degree total</b>			120	
<b>Electives</b>				
<b>Choices</b>	<b>Dpt.</b>	<b>Course numbers</b>	<b>Credits</b>	<b>HM Electives</b>
1	HTM	HTM 31500	3	Club Management & Operations

2	HTM	CFS 39900	3	Variable topic
3	HTM	CFS 39900	3	Global Hospitality
4	HTM	HTM 40800	3	Sustainable Hospitality Management
5	HTM	FNN 40300	3	Advanced Nutrition
7	HTM	HTM 42000	3	Event Management
8	HTM	HTM 37600	3	Sustainable Tourism development
9	HTM	HTM 37700	3	Resort: property, rental and services Management
10	HTM	HTM 37800	3	Destination and Resort Marketing
11	HTM	CFS 39900	3	Palm Island Semester Portfolio
12	HTM	HTM 33900	3	Culinary Traditions of Tuscany

### 13)New courses

#### **HTM 25200 2CR: Professional Development I**

Course description:

This course is designed to help students begin their journey toward obtaining gainful employment upon graduation. Students will be familiarized with current and future industry needs as well as current employment opportunities. They will be guided in planning their studies and work experience towards meeting their goals. Course is also designed to help students choose the specialization track that suits their professional aspirations. This course will prepare students for academic success by introducing selected essential learning and thinking tools.

#### **HTM 35000 1CR: Professional Development II**

Course description:

This course will allow students to take stock of their progress in the program and make realistic adjustments to their study plan. Students will develop their personal mission statement. They will reassess their goals and study plan while maintaining a steady and timely pathway to graduation. In addition, the course will address professional etiquette, attire and demeanor.

Prerequisites: HTM 100000, HTM 214000, HTM 18100, HTM 252

#### 14) Revised Course

##### **HTM 45200 1CR: Professional Development III (revision)**

Course description:

This capstone course is designed to help senior students identify their strengths and weaknesses in the context of prospective employment. Students will apply interviewing skills, web presence and learn to adapt their application letters and curriculum vitae to specific employment opportunities.

Prerequisites: HTM 25200

#### 15) Adoption of Purdue Course

##### **HTM 24100: 3CR Managerial Accounting and Financial Management in the Hospitality Operations**

###### **Course Description**

Managerial and financial analyses of numerical data used for decision-making. Consideration of systems, techniques, information types, and presentational forms used by hospitality management. Emphasis on situations oriented to the hospitality industry.

**Pre-requisites:** HTM 141.