



NEW/CHANGE PROGRAM REQUEST Graduate Programs

**FLORIDA
ATLANTIC
UNIVERSITY**

Department Mktg Dept. / Hospitality & Tourism Mgmt. Program
College College of Business

UGPC Approval _____
UFS Approval _____
Banner Posted _____
Catalog _____

Program Name

Hospitality and Tourism Management

New Program

Change Program

Effective Date
(TERM & YEAR)

Spring, 2019

Please explain the requested change(s) and offer rationale below or on an attachment

This is a change to the GRADUATE CERTIFICATE in the hospitality and tourism management program within the MBA.

It is only a change in the course selections that will be needed for the certificate. There is no change to overall number of credit hours, any course titles, faculty resource needs, etc. And, there are no new courses necessary to make this change.

Please see attached memo.

Faculty Contact/Email/Phone

Dr. Peter Ricci, peter.ricci@fau.edu, 561-297-3666

Consult and list departments that may be affected by the change(s) and attach documentation

n/a

Approved by

Program Director Peter Ricci

Date

8/30/18

Department Chair

[Signature]

8/31/18

College Curriculum Chair

[Signature]

9/26/18

College Dean

[Signature]

10.8.18

UGPC Chair

[Signature]

10.14.18

UGC Chair

[Signature]

11/14/18

Graduate College Dean

[Signature]

11/15/18

UFS President

Provost

Email this form and attachments to UGPC@fau.edu one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

GRADUATE COLLEGE

OCT 24 2018

Received

To: FAU COB Graduate Programs Council Members
From: Peter Ricci, Director, Hospitality & Tourism Program
Date: Thursday, February 22, 2018
Re: Change to GRADUATE CERTIFICATE in
Hospitality & Tourism Mgmt.

Our **graduate certificate in hospitality and tourism management** has been in existence for a few years. With feedback from our stakeholders, the faculty members have decided to change our courses that comprise the certificate so that they identically to the concentration for hospitality and tourism within the MBA.

In its current iteration the certificate consists of **four** courses from an HMG list (see next page titled Hospitality and Tourism Management Graduate Certificate).

We would like it to remain at four courses, but to add in one marketing (MAR) based upon our stakeholder (industry leaders, academic leaders, and students) feedback.

The following page demonstrates our *existing* graduate certificate in hospitality and tourism management.

The third page lists our *proposed* graduate certificate.

There are no changes to faculty needs, no petitions, no internal voting, no infringement on any other department or program, and/or no additional resources needed for this change. It is simply a swapping of required courses within the certificate's structure.

Further, this will now have our graduate certificate in the identical format to our graduate concentration within the MBA.

Thank you for your consideration. Please let me know if you have any questions at peter.ricci@fau.edu OR 561-297-3666.

GRADUATE COLLEGE

OCT 24 2018

Received

CURRENT

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE CERTIFICATE

The Hospitality and Tourism Management Graduate Certificate permits graduate-level students to combine interests in the hospitality and tourism industry in a complementary manner to their overall graduate studies or as a non-degree seeking student. The certificate permits student to gain an understanding of core areas within hospitality and tourism industry, including, but not limited to: guest service, operations, and marketing/ revenue management.

Students electing the Hospitality and Tourism Management Graduate Certificate will take the required courses for their master's or doctoral degree as described in the graduate catalog in addition to the hospitality and tourism management certificate courses unless they are non-degree seeking student. In the event they are non-degree seeking they will *only* take the required courses for the certificate as chosen from the list below. All students pursuing the certificate will choose four courses (12 total credit hours) from the following list. Students interested in Directed Independent Study (DIS) must receive permission from both the chair/ director and the instructor of record prior to utilizing that course toward the 12-credit-hour certificate*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program (if enrolled in one), and may use hospitality and tourism management courses as electives if permitted by their particular graduate program. Or, as stated above, students may be non-degree seeking. Further, students must have an overall average grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality and tourism management certificate.

If you have any questions about the concentration or need advising of any type, please contact the Hospitality and Tourism Management program director, Dr. Peter Ricci, peter.ricci@fau.edu

Hospitality and Tourism Management Graduate Certificate (12 credits)

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HMG6299	3 credits
Strategic Finance in Hospitality Management <u>This course is the ONLY removal from the certificate</u>	HMG6467	3 credits
Contemporary Issues in Hospitality Marketing	HMG6506	3 credits
Strategies for Excellence in Guest Service Management	HMG6546	3 credits
Meetings & Events Management	HMG6756	3 credits
Directed Independent Study in Hospitality Management*	HMG 6901	3 credits

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PROPOSED

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE CERTIFICATE

The Hospitality and Tourism Management Graduate Certificate permits graduate-level students to combine interests in the hospitality and tourism industry in a complementary manner to their overall graduate studies or as a non-degree seeking student. The certificate permits student to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to: guest service, operations, and marketing/ revenue management.

Students electing the Hospitality and Tourism Management Graduate Certificate will take the required courses for their master's or doctoral degree as described in the graduate catalog in addition to the hospitality and tourism management certificate courses unless they are non-degree seeking student. In the event they are non-degree seeking they will *only* take the required courses for the certificate as chosen from the list below. All students pursuing the certificate will choose four courses (12 total credit hours) from the following list. Students interested in Directed Independent Study (DIS) must receive permission from both the chair/ director and the instructor of record prior to utilizing that course toward the 12-credit-hour certificate*.

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Strategies for Excellence in Guest Service Management	HMG6546	3 credits
Meetings & Events Management	HMG6756	3 credits
Directed Independent Study in Hospitality Management*	HMG6901	3 credits
Any 6000-level graduate marketing course beyond the core	MAR6***	3 credits

This is the ONLY addition to the certificate.

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In summary:

We will be eliminating one course and replacing it with more course options for students.

We are replacing the finance course HMG 6467 with the option to take *any* 6000+-level marketing (MAR) course beyond the core marketing course. This adds a good number of varied courses and added flexibility to the student.

The number of overall courses and overall credit hours remains unchanged. There are additional resources, no additional personnel needs, no change to any course titles, no new courses developed, and no infringement on any other program or department.

If you have *any* questions, please let me know. You may reach me by email at peter.ricci@fau.edu OR by telephone at 561-297-3666

Approved by

Program Director

Date

Peter Ricci 8/30/18

Department Chair

Opferman 8/31/18

College Curriculum Chair

David Linnaker 9/26/18

College Dean

Paul Hahn 10.8.18

UUPC Chair

Undergraduate Studies Dean

UFS President

Provost