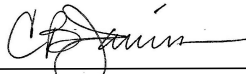

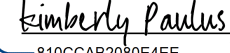
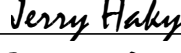

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>NEW/CHANGE PROGRAM REQUEST</b> <b>Undergraduate Programs</b>	UUPC Approval _____ UFS Approval _____ Banner Posted _____ Catalog _____
	Department Marketing (Hospitality & Tourism Mgmt. Program) College Business	
<b>Program Name</b> Hospitality & Tourism Management	<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Change Program	<b>Effective Date</b> (TERM & YEAR) Fall, 2021
<b>Please explain the requested change(s) and offer rationale below or on an attachment</b>  The Hospitality & Tourism Management program would like to make two changes to its curriculum:  * Change HFT 4453 from a required course to an elective. * Change HFT 3263 from an elective to a required course.  Please see the attached memo for further clarification.		
<b>Faculty Contact/Email/Phone</b> Peter Ricci, peter.ricci@fau.edu, 561-297-3666	<b>Consult and list departments that may be affected by the change(s) and attach documentation</b>  n/a	
<b>Approved by</b> Department Chair <u></u> College Curriculum Chair <u></u> College Dean <u></u> UUPC Chair <u></u> Undergraduate Studies Dean <u></u> UFS President _____ Provost _____	<b>Date</b> _____ 7/30/2020 _____ 8/28/2020 _____ 8/28/2020 _____ 9-15-20 _____ 9-15-20 _____ _____ _____	

Email this form and attachments to [mjenning@fau.edu](mailto:mjenning@fau.edu) one week before the UUPC meeting so that materials may be viewed on the UUPC website prior to the meeting.

TO: College of Business Undergraduate Programs Committee COB UPC  
FROM: Peter Ricci, Director, FAU Hospitality & Tourism Management  
RE: Change to our Program's Required Courses  
DATE: July 30<sup>th</sup>, 2020  
SUBJECT: Swapping one required course with a current elective course

As we approach our 15<sup>th</sup> year of operation, the hospitality & tourism management program at FAU continues to evolve and improve.

Over the past 3 years we have monitored the success of each course in our required courses listing. Further, we have held focus groups with employers, alumni, and working professionals enrolled in our certificate programs. To date, we've had almost 78,000 in our certificate programs.

It has become evident that we are in need of a **required** course in food & beverage management *instead* of an elective course.

We are proposing that we remove HFT 4453, Financial Analytics for Hospitality Managers **from** the requirements. And, instead **replace it** with HFT 3263, Principles of Food & Beverage Management. With FIN 3403, Principles of Financial Management *already* required for our students among the core business courses, there is no need for us to duplicate this type of curriculum with HFT 4453. There is currently *no course* among the core business courses that offers any food & beverage management curriculum content.

The changes are demonstrated graphically on the following page.

It is important to note that this change:

- Requires **zero** additional expenses for the program or college
- Requires **zero** increases in faculty members, staff members, or student assistants
- Does not impact any other course, program, or department within the FAU College of Business
- Enhances the program's reputation among our 800+ hiring agencies
- Matches better with other programs offering degrees in the hospitality & tourism discipline

The proposed change to the catalog is illustrated below:

**FROM THE CURRENT CATALOG LISTING**

<b>Required</b>		
Introduction to Hospitality Management	HFT 3003	3
Principles of Hospitality Law	HFT 3603	3
Hospitality Marketing and Revenue Management Practices	HFT 4503	3
Excellence in Guest Service Management	HFT 4240	3
Hotel and Resort Management	HFT 4253	3
<b>Financial Analytics for Hospitality Managers</b>	<b>HFT 4453</b>	<b>3</b>
Internship in Hospitality and Tourism Management	HFT 4941	0
<b>Select one of the following:</b>		
Meetings and Events Management	HFT 3741	3
<b>Principles of Food and Beverage Management</b>	<b>HFT 3263</b>	<b>3</b>
Human Resources Management for the Hospitality Industry	HFT 3221	3
Club Management	HFT 4277	3
International Field Experience in Hospitality Management	HFT 4955	3
Casinos and the Gaming Industry	HFT 3785	3

**TO THIS NEW VERSION OF HOW THE CATALOG WILL APPEAR**

<b>Required</b>		
Introduction to Hospitality Management	HFT 3003	3
Principles of Hospitality Law	HFT 3603	3
Hospitality Marketing and Revenue Management Practices	HFT 4503	3
Excellence in Guest Service Management	HFT 4240	3
Hotel and Resort Management	HFT 4253	3
<b>Principles of Food &amp; Beverage Management</b>	<b>HFT 3263</b>	<b>3</b>
Internship in Hospitality and Tourism Management	HFT 4941	0
<b>Select one of the following:</b>		
Meetings and Events Management	HFT 3741	3
<b>Financial Analytics for Hospitality Managers</b>	<b>HFT 4453</b>	<b>3</b>
Human Resources Management for the Hospitality Industry	HFT 3221	3
Club Management	HFT 4277	3
International Field Experience in Hospitality Management	HFT 4955	3
Casinos and the Gaming Industry	HFT 3785	3