



## NEW/CHANGE PROGRAM REQUEST Graduate Programs

**FLORIDA  
ATLANTIC  
UNIVERSITY**

**Department** Marketing Dept./ Hospitality & Tourism Mgmt. Program

**College** College of Business

UGPC Approval \_\_\_\_\_

UFS Approval \_\_\_\_\_

Banner Posted \_\_\_\_\_

Catalog \_\_\_\_\_

**Program Name**

MBA in Hospitality & Tourism Management Program

**New Program**

**Change Program**

**Effective Date**  
(TERM & YEAR)

Fall, 2018

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

This is a change simply in the type and number of courses required for the SPECIALIZATION in the MBA for hospitality & tourism management.

Industry and faculty stakeholders, as well as students, have provided input over the past 2 years and we are changing FROM HMG 6299, HMG 6467, HMG 6506, HMG 6546, HMG 6756, or HMG 6901 (PICK FOUR)

TO HMG 6299, HMG 6505, HMG 6546, HMG 6756, HMG 6901, and any MAR course with 6000 or above level beyond the core (PICK FOUR)

Please see attached MEMO for more specific information if needed.

**Faculty Contact/Email/Phone**

Dr. Peter Ricci; Director, Hospitality & Tourism Management Program; 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**

*8/28/18*

Department Chair

*[Signature]*

*8/29/18*

College Curriculum Chair

*[Signature]*

*9/21/18*

College Dean

UGPC Chair

UGC Chair

Graduate College Dean

UFS President

Provost

Email this form and attachments to [UGPC@fau.edu](mailto: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 MBA Specialization in Hospitality & Tourism Mgmt.

Our MBA specialization has been in existence now for a few years. With feedback from industry and students, we have decided to change our specialization.

In its current iteration it consists of **four** courses from an HMG list (see next page titled Hospitality and Tourism Management Graduate-Level Concentration).

We would like it to remain at four courses, but to add in any MAR course (marketing) based upon industry, academic stakeholder, and student feedback.

The courses that will be used going forward will be... (Pick 4 of the Following)

HMG 6299	Hospitality Operations: A Case Approach
HMG 6506	Contemporary Issues in Hospitality Marketing
HMG 6546	Strategies for Excellence in Guest Service Management
HMG 6756	Meetings & Events Management
HMG 6901	Directed Independent Study*
MAR 6****	Any 6000-level graduate marketing course beyond the core

The fourth course we will use will be flexible and will simultaneously assist our marketing department overall with rotation of its MBA-level courses. Students pursuing the graduate concentration in Hospitality and Tourism Management will now choose *any* graduate course with an MAR prefix for their 4<sup>th</sup> course option.

So, to summarize, the following page is our *existing* MBA concentration. The third page is what we propose to change to our *new* MBA concentration. We are part of the overall marketing department; hence, no vote, no changes to faculty roles, no petitions, et al. are necessary. Indeed, this new iteration will help us offer more of a combination experience for our graduate students.

The feedback from industry is that this is necessary (a), desired (b), and preferable (c) in contrast to our existing concentration as marketing skills within a hospitality & tourism management operation is a "must" for every graduate student.

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

GRADUATE COLLEGE

OCT 24 2018

Received

## **CURRENT**

### **HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION**

The graduate-level concentration in **Hospitality and Tourism Management** permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits student to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to: guest service, operations, finance, and marketing/revenue management.

Students electing the **Hospitality and Tourism Management Concentration** will take the basic MBA core courses and four elective 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 concentration\*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program, and may use hospitality management courses as electives if permitted by their particular graduate program. Students must maintain an overall average grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality management concentration.

#### **Hospitality and Tourism Management Graduate-Level Concentration (12 credits)**

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HMG 6299	3 credits
Strategic Finance in Hospitality Management	HMG 6467	3 credits
Contemporary Issues in Hospitality Marketing	HMG 6506	3 credits
Strategies for Excellence in Guest Service Management	HMG 6546	3 credits
Meetings & Events Management	HMG 6756	3 credits
Directed Independent Study in Hospitality Management*	HMG 6901	3 credits

## **PROPOSED**

### **HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION**

The graduate-level concentration in **Hospitality and Tourism Management** permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits student to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to: guest service, operations, finance, and marketing/revenue management.

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#### **Hospitality and Tourism Management Graduate-Level Concentration (12 credits)**

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HMG 6299	3 credits
Contemporary Issues in Hospitality Marketing	HMG 6506	3 credits
Strategies for Excellence in Guest Service Mgmt.	HMG 6546	3 credits
Meetings & Events Management	HMG 6756	3 credits
Directed Independent Study in Hospitality Mgmt.	HMG 6901	3 credits
Any 6000-level graduate marketing course beyond the core	MAR 6***	3 credits

**In summary:**

We will be eliminating the hospitality finance course which was considered repetitive by stakeholders with existing coursework that students are taking (a)

We are replacing the finance course with an option to take *any* 6000-level (or higher) Marketing course (MAR) at the request of our stakeholders who feel that more marketing skills need to be a part of a graduate-level pursuit in hospitality management (b)

The number of courses and credits remains *identical* to the current offering (c)

There is no need for additional faculty or resources (d)

In all actuality, this is *better* for our overall marketing department as it permits us to offer more marketing (MAR) courses across several concentrations at the graduate level increase synergy and consolidating faculty resources (e)

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

**Approved by**  
Program Director

*Peter Ricci* **Date** *8/28/18*

Department Chair

*Chris Payne* *8/29/18*

College Curriculum Chair

*Shirley Pennington* *9/26/18*

College Dean

*Paul Itan* *10.8.18*

UUPC Chair

Undergraduate Studies Dean

UFS President

Provost

## **HOSPITALITY AND TOURISM MANAGEMENT MBA SPECIALIZATION**

The graduate-level concentration in **Hospitality and Tourism Management** permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits student to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to: guest service, operations, finance, and marketing/revenue management.

Students electing the **Hospitality and Tourism Management Concentration** will take the basic MBA core courses and four elective 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 concentration\*.

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### **Hospitality and Tourism Management Graduate-Level Concentration (12 credits)**

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HMG 6299	3 credits
Contemporary Issues in Hospitality Marketing	HMG 6506	3 credits
Strategies for Excellence in Guest Service Mgmt.	HMG 6546	3 credits
Meetings & Events Management	HMG 6756	3 credits
Directed Independent Study in Hospitality Mgmt.	HMG 6901	3 credits
Any marketing (MAR) course level 6000 or higher beyond the core	MAR 6***	3 credits

**THIS IS TENTATIVE AND IS EXPECTED TO BE APPROVED BY FALL, 2018; students may begin enrolling in courses effective summer, 2018 as final approval is sought for this specialization. Please note as a caveat that there is always a small chance of the specialization not making its way to final approval. If that becomes the case, any courses taken will count as graduate-level electives.**