

## **Hospitality Management – Strategic Goals and Action Plans**

**Goal 1: To increase the visibility and stature of the Hospitality Management faculty and program within the College of Business.** The 5-7 year plan includes multiple action plans in the following temporal sequence. First, the name of the Department should be changed to be the Department of Marketing and Hospitality Management. Second, the number of Hospitality Management faculty should be increased to meet growing student demand from its current size of two tenure-track and two non-tenure track lines to three/four tenure-track and three/four non-tenure-track lines. Third, a separate department/unit for the Hospitality Management faculty and program should be created. Hopefully this event would coincide with a fourth action plan of naming a School of Hospitality Management with a \$15 million donation.

**Goal 2: To strengthen the relationship between the Hospitality Management faculty and program with executives in the industry and the greater South Florida community.** The following action plans should be implemented. First, the faculty will establish a Hospitality Industry Executive Advisory Board. Second, with the assistance of the Board, the faculty will develop an annual fund raising event that will be unique to South Florida and in line with the interests of executives in the Hospitality Management industry (e.g., gala dinner, wine tasting event, or auction).

**Goal 3: To further enhance the brand of the Hospitality Management Program.** Currently the Program is the only AACSB-accredited Bachelor of Business Administration (BBA) degree in Hospitality Management within the State University System (SUS). However, the faculty seeks to further enhance its brand by implementing the following two action plans. First, the faculty will explore and identify an area of specialization (e.g., Revenue Management, Private Country Club Management, or Meetings and Events Management). Second, the faculty will implement a plan to participate in a multi-disciplinary center dedicated to analytics. The latter will complement the faculty's interest in Hospitality Data Analytics. These branding initiatives will drive future resource allocations.

**Goal 4: To improve and expand the Hospitality Management curriculum.** The 5-7 year plan includes multiple action plans in the following temporal sequence. First, regarding the graduate curriculum, the faculty will add a concentration in Hospitality Management within the MBA. Second, faculty will create a fully online version of the BBA. Third, a face-to-face and/or online Bachelor of Science (BS) degree will be created permitting more variety and course offerings specific to Hospitality Management. Fourth, a for-credit internship option will be explored as an alternative to the current non-credit field experience requirement.

**Goal 5: To develop an on-campus hotel that will provide new synergistic opportunities to train students and attract university and external constituents in need of meeting and event spaces.** The Director of the Hospitality Management program has been intimately involved with FAU administrators in planning a hotel on the FAU campus for a number of years. The action plan is to follow through in developing a complex that will provide meeting and event facilities in addition to lodging that will expand the "real world" training opportunities for students. For example, the conference facilities would support an area of specialization in Meetings and Events Management.