

FAU FLORIDA ATLANTIC UNIVERSITY	NEW/CHANGE PROGRAM REQUEST Graduate Programs	
	Department _____ College _____	UGPC Approval _____ UFS Approval _____ Banner _____ Catalog _____
Program Name _____		New Program* Change Program*
		Effective Date (TERM & YEAR)
<p>Please explain the requested change(s) and offer rationale below or on an attachment.</p>		
<p>*All new programs and changes to existing programs must be accompanied by a catalog entry showing the new or proposed changes.</p>		
Faculty Contact/Email/Phone _____		Consult and list departments that may be affected by the change(s) and attach documentation
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____		Date 09/22/2021 _____ 09/24/21 _____ 09/21/21 _____ _____ _____ _____

FLORIDA ATLANTIC UNIVERSITY

Proposal for For-Credit Self-Supporting Program

This form must be completed and submitted to Continuing Education/Office of the Provost. New degrees, or an existing degree with a different curriculum tied to Self-Supporting delivery, must be approved through the normal faculty governance process.

College or Academic Unit: College of Business

Department/School of Academic Unit: Department of Marketing

Name of Degree: Graduate Certificate Hospitality and Tourism Management

Specialized track (if applicable): Professional

CIP Code: N/A for certificates

Proposed Implementation Date: Fall 2022

1. Describe the operation and delivery format of the program. Include information of the uniqueness of the program, the target audience, and enrollment projections. Please provide information on data for enrollment projection.

The Graduate Certificate in Hospitality and Tourism Management will be offered online and/or face-to-face to accommodate working professionals currently enrolled in the Colleges Self-Supporting programs and as a stand-alone certificate tailored for working professionals and alumni with graduate degrees that are looking for specialized knowledge in Hospitality and Tourism Management. The Graduate Certificate in Hospitality and Tourism Management consists of 12 credits. The 12-credit certificate allows graduate students to expand their knowledge and skills in Hospitality and Tourism Management.

The Hospitality and Tourism Management will provide students with knowledge that meet the market demand locally, in South Florida, as well as nationally and internationally.

Enrollment Projections for Hospitality and Tourism Management:

Year	Head Count	Credit Hours	FTE*
2022	5	60	1.87
2023	10	96	3
2024	15	180	5.6
2025	20	240	7.5
2026	20	240	7.5

Term Full-Time Equivalent enrollment (FTE) is based on FAU definition, which divides credit hours by 32: https://www.fau.edu/iea/pdf/sasva/Data_Dictionary_10-29-2019.pdf

2. State the tuition for the program and explain the process used to determine the proposed self-supporting tuition rate. Include information on similar programs being offered elsewhere and their self-supporting tuition rates. Attach market analysis for proposed program, include assessment of need and projected workforce demand.

The tuition for the proposed Graduate Certificate in Hospitality and Tourism Management is the same for in-state and out-of-state students. This tuition will be at the same as FAU's current tuition for the approved self-supporting Master of Business Administration programs in offered in the College of Business. This tuition is set at \$800 per credit for online programs and \$900/\$965 per credit for on-campus courses.

3. Provide a listing of the curriculum for the present E&G program and the curriculum for the proposed self-supporting program. Is the curriculum for both programs the same?

The curriculum is the same as the E&G Curriculum and consist of 12 credits. Graduate students may earn a Graduate Certificate in Hospitality and Tourism Management with the successful completion of four courses from the choices below.

Select four of the following courses (12 credits)		
Hospitality Operations: A Case Approach	HMG 6299	3
Contemporary Issues in Hospitality Marketing	HMG 6506	3
Strategies for Excellence in Guest Service Management	HMG 6546	3
Meetings and Events Management	HMG 6756	3
Directed Independent Study in Hospitality Management*	HMG 6901	3
Any 6000-level marketing course beyond the core	MAR 6***	3

4. Discuss the impact of the program on existing FAU programs.

- a. **Explain how the unit will ensure that sufficient courses, paid through auxiliary funds are available to meet student demand and facilitate completion of each program submitted for consideration.**

b.

The professional Graduate Certificate in Hospitality and Tourism Management consists of courses that are already offered in FAU's approved Master of Business Administration

self-supporting programs in the College of Business. These programs are managed in a cohort format, which will ensure that a sufficient number of courses are prescheduled and available to meet student demand and facilitate completion of students enrolling in the Graduate Certificate in Hospitality and Tourism Management. The schedules of the programs are pre-set. Historically, degree programs offered to working professionals by College of Business Executive Education have provided a sufficient number of courses to meet student demand.

c. Will any similar E&G courses be eliminated or scaled back if this program is implemented.

The current Graduate Certificate in Hospitality and Tourism Management will not be eliminated or scaled back. The program offerings will run side-by-side.

5. Will this program increase the state's fiscal liability or obligation? Will the self-supporting program cohort supplant or diminishing productivity of an existing E&G funded degree program in the same discipline?

This self-supporting program will not increase the state's fiscal liability or obligation. The Self-supporting program track cohort should not supplant or diminish the productivity an existing E&G funded degree program in the same discipline.

6. How will offering the proposed Self-Supporting program aligns with the mission of FAU (Race to Excellence 2015-2025). Outline how this program assists the University in achieving its performance metrics. Include information on assessment of need and projected workforce demand.

The professional Graduate Certificate in Hospitality and Tourism Management aligns with the University's mission of pursuing excellence in teaching and actively engaging with the community. The program will assist the university in expanding graduate enrollment and increase revenues for online and market rate programs at the university. The self-supporting tuition programs also contributes to the University's strategic goal of enriching the educational experience by strengthening and expanding graduate programs at FAU, as well as meeting professional and workforce needs. The certificate will assist to increase the number of educated hospitality professionals in the Florida's largest industry.

Workforce Demand:

The demand for university graduates level skills in Hospitality and Tourism Management remains strong. The tourism industry is the #1 private employer in the state of Florida. And, post-COVID, the industry is in a current state of replacing over 500,000 positions (as of September, 2021). Most of these positions are in the state's hospitality sectors of restaurants, private country clubs, hotels, resorts, casinos, cruise lines, and theme parks. In South Florida, we have a particularly high demand for graduate-educated employees in the upscale private

country club niche. There are over 150 upscale private country clubs in the South Florida region alone.

Further, the certificate would appeal to those who wish to teach in college-level hospitality and tourism programs in the future. The required 18 graduate credit hours can be met through the course combination as well as the directed independent study (DIS). Our program has had several interested to pursue the certificate for this reason.

The proposed Graduate Certificate in Hospitality and Tourism Management is designed to allow working professionals in the region to continue working full-time while they pursue their degree.

7. Identify any prerequisites or restrictions for acceptance into this program.

A Bachelor's degree from a regionally accredited university is required for admission.

**8. How will the unit monitor the quality and success of the self-supporting program?
Provide specific metrics, evaluation methods, and frequency of evaluation.**

- Number of students enrolled: The number of students enrolled each year will vary. Enrollment is a function of market demand and economic conditions, as well as a prospective student's self-assessment of their time and availability to commit to a program.
- Number of students graduating: The program structure reinforces timely graduation rates. The number of students for each program during each calendar year will be evaluated.
- Student satisfaction: A satisfaction score will be reported for each course. The score will measure a composite of items including program content, pedagogical effectiveness of the professor, and administrative services provided to the student.

Department Chair/School Director

Date

Anita Pennathur
College Curriculum Committee

9/24/2021
Date

Ken Johnson

Dean College of Business

9/24/2021

Date

Executive Director COCE

Date

Senior Associate Provost

Date

University Curriculum Committee

Date

University Faculty Senate

Date

Chief Financial Officer

Date

Provost or Designee

Date