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**MICHIGAN STATE  
UNIVERSITY**

September 21, 2001

**MEMORANDUM**

TO: Dr. Barbara C. Steidle, Assistant Provost for Undergraduate Education,  
Assessment, and Academic Services

FROM: Dr. Linda O. Stanford, Registrar and Assistant to the Provost for  
Curriculum and Catalog

RE: Request to Change the Admission Requirement for The School of Hospitality  
Business

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

Please ask the UCAP to consider the request referenced above at its meeting on September 27, 2001. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

This request, in addition to changes in the requirements for the major, will be considered for approval by the Subcommittee C, UCC on November 1, 2001 and will be before the Full Committee, UCC on November 29, 2001.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

Attachments:

1. Draft of the work copy for the Academic Programs section of the University catalog: The Eli Broad College of Business statement: pages 1-2; insert 1; and The School of Hospitality Business statement: pages 1-2; insert 1.

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# THE SCHOOL of HOSPITALITY BUSINESS

Ronald F. Cichy, Director

## UNDERGRADUATE PROGRAMS

The mission of The School of Hospitality Business is to be a leader in hospitality education through teaching, research, and service. The school was established in 1927.

Today's hospitality industry is expanding as part of the growing service economy. This growth creates a demand for people specialized in hospitality management and who have coupled a college education with work experience in the hospitality industry. Demand is projected to outstrip supply for college graduates in hospitality management well into the 21st century.

Many graduates of the school seek employment in lodging operations and restaurants. Additional career opportunities are present in city and country clubs, resorts, hospitals, college housing and food services, airlines, business and industry food services, nursing homes, retirement complexes, trade associations, and public and private institutions.

Because of the conviction that firms in the hospitality industry are businesses first and special service businesses second, the school's undergraduate program has a strong business component. The curriculum emphasizes managerial leadership, and is designed to develop theoretical and technical knowledge, as well as techniques of leadership, in graduates. The undergraduate major in hospitality business is designed primarily for those who wish to become managerial leaders in the hospitality industry.

Emphasis in this major is upon course work relating to the management of businesses offering food, lodging, recreation or related services to guests from the local area or to travelers for business or pleasure.

The business challenges peculiar to this type of enterprise are subjected to scrutiny from the standpoint of production, physical facilities, accounting and finance, management, law, marketing, sociology, and human resources.

Substantial work experience in the hospitality industry is required for hospitality business majors. They are required to complete 800 hours (400 hours in a Level I Internship and 400 hours in a Level II Internship). The internships must have the prior approval of the Student and Industry Resource Center coordinator. The Level I Internship must be completed prior to enrollment in Hospitality Business 307, and the Level II Internship must be completed prior to enrollment in Hospitality Business 489.

Students who are enrolled in the bachelor's degree program in The School of Hospitality Business may elect the specialization in food processing and technology. For additional information, refer to the *Specialization in Food Processing and Technology* statement in the *Department of Food Science and Human Nutrition* section in the *College of Agriculture and Natural Resources* section of this catalog.

Insert ①

### Requirements for the Bachelor of Arts Degree in Hospitality Business

- The graduation requirements of the University as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Hospitality Business.  
The completion of Mathematics 103 and 124 [referenced in item 2. a. (1) below] may also satisfy the University mathematics requirement.  
The University's Tier II writing requirement for the Hospitality Business major is met by completing Hospitality Business 307 and 489. Those courses are referenced in item 2. b. below.
- The following requirements for the major:

CREDITS

- Core Program:** ..... 39
  - All of the following courses (36 credits):
 

ACC 201	Principles of Financial Accounting	3
CSE 101	Computing Concepts and Competencies <sup>1</sup>	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
FI 311	Financial Management	3
GBL 395	Law, Public Policy, and Business	3
GBL 447	Hospitality Law	3
MGT 315	Managing Human Resources and Organizational Behavior	3
MSC 300	Managerial Marketing	3
MTH 103	College Algebra <sup>2</sup>	3
MTH 124	Survey of Calculus with Applications I	3
STT 315	Introduction to Probability and Statistics for Business	3
  - One of the following courses (3 credits):
 

EC 340	Survey of International Economics	3
MSC 310	International and Comparative Dimensions of Business	3
- Major Field of Concentration:** All of the following courses with a minimum grade-point average of 2.00: ..... 39
 

HB 200	Introduction to the Hospitality Industry	3
HB 237	Management of Lodging Facilities	3
HB 265	Quality Food Management	3
HB 302	Hospitality Managerial Accounting	3
HB 307	Organizational Behavior in the Hospitality Industry (W)	3
HB 337	Hospitality Information Systems	3
HB 345	Quantity Food Production Systems	3
HB 473	Hospitality Industry Research	3
HB 475	Innovations in Hospitality Marketing	3
HB 482	Hospitality Managerial Finance	3
HB 485	Advanced Foodservice Management	3
HB 489	Policy Issues in Hospitality Management (W)	3

One additional 3-credit course in Hospitality Business at the 300-400 level.
- At least 6 credits of general elective courses outside the College of Business, Department of Mathematics, and Department of Statistics and Probability. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy Core Program requirements [referenced in item 2. a. above] may not be used to satisfy this requirement.

<sup>1</sup> Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

<sup>2</sup> Students who place into Mathematics 124 on the mathematics placement test and who complete Mathematics 124 will not be required to complete Mathematics 103.

## GRADUATE STUDY

The School of Hospitality Business offers a Master of Business Administration degree program with a major in hospitality business and a Master of Science degree program with a major in foodservice management.

### Master of Business Administration

The majority of Master of Business Administration degree graduates with a major in hospitality business enter the hospitality industry in management positions, in corporate staff positions, in consulting positions, or as teachers in hospitality management programs at the secondary, or two-year or four-year college, level.

Students who have had less than six months of full-time work experience in the hospitality industry prior to enrolling in the program must complete 400 hours of approved professional work experience while enrolled in a collateral course: HB 454 Professional Work Experience II (W).

In addition to meeting the requirements of the University and of the Broad School, students must meet the requirements for the Hospitality Business Major Field of Concentration specified below.

- |  |         |
|--|---------|
| 1. Complete of a minimum of four courses (12 credits) including: | CREDITS |
| a. <i>The following course:</i>                                  |         |
| HB 885 Seminar in Food and Beverage Systems Management           | 3       |
| b. <i>Three of the following courses (9 credits):</i>            |         |
| HB 807 Workforce Management in the Hospitality Industry          | 3       |
| HB 837 Hospitality Computer Information Systems                  | 3       |
| HB 875 Marketing in the Hospitality Industry                     | 3       |

## Admission

Enrollments in The School of Hospitality Business are limited, and admission is competitive. Those seeking admission must meet the criteria below.

Minimum criteria for admission:

1. Completion of at least 56 credits acceptable to The School of Hospitality Business with a cumulative grade point average of 2.0 and an academic record that meets the requirements of Academic Standing of Undergraduate Students
2. Completion of at least four of the following Hospitality Business core courses: Mathematics 103, Economics 201 and 202, Accounting 201, Computer Science and Engineering 101 and Statistics and Probability 201.
3. Completion of Hospitality Business 237, and Hospitality Business 265 or Hospitality Business 267.
4. To be considered for fall semester admission at junior standing (56 credits), a student must declare Hospitality Business as a major by April 15 of the year for which admission is sought.

To be considered for spring semester, a student must declare Hospitality Business as a major by November 15 of the year prior to the year admission is sought.

While a cumulative University grade point average of 2.0 is necessary for admission to The School of Hospitality Business, the minimum cumulative University grade point average required for actual admission will in all likelihood be higher. Admission decisions are based primarily on cumulative University grade-point average and grades in the Hospitality Business courses listed above. Other factors, such as documented hospitality business work experience, submission of a statement of intent and goals, and membership and involvement in service activities may also be considered.

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