

# MICHIGAN STATE UNIVERSITY

September 5, 2012

## MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education  
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Add a Course to a List of Required Courses Which Require  
a Minimum Grade-Point Average of 2.00 for the Bachelor of Arts  
Degree in Hospitality Business

For Transmittal to the University Committee on Undergraduate Studies (UCUS)

The request referenced above is being sent to the University Committee on Undergraduate Studies (UCUS) in accordance with the *Bylaws for Academic Governance*, 4.4.

### UCUS Response Requested:

Please ask the UCUS to consider the request referenced above and provide consultative commentary prior to the October 25, 2012 Full Committee, UCC meeting. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the UCUS members.

The academic program and course requests referenced above will be included on the agenda for the October 4, 2012 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on October 4 will be before the Full Committee, UCC, for action on October 25, 2012. Requests that are approved by the Full Committee on October 25 will be included in the November 13, 2012 Report of the UCC to the Faculty Senate.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

### Attachments:

1. Request for Changes in an Academic Program form dated September 4, 2012: Bachelor of Arts Degree in Hospitality Business and attachments.

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## University Curriculum and Catalog

Hannah Admin. Building  
426 Auditorium Road  
Room 176  
East Lansing, MI 48824

517-355-8420  
Fax: 517-353-1935

**ELI BROAD COLLEGE OF BUSINESS**

1. Request to change the requirements of the **Bachelor of Arts** degree in **Hospitality Business** in The School of Hospitality Business. The University Committee on Undergraduate Studies (UCUS) will consider this request.

- a. Under the heading **Requirements for the Bachelor of Arts Degree Hospitality Business** make the following changes:

- (1) In item 2. b. change the total credits from '37' to '40' and add the following course:

HB	345	Quantity Food Production Systems	3
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- (2) In item 2. c. delete the following course:

HB	475	Applied Hospitality Marketing in Food Service	3
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Add the following course:

HB	486	Advanced Hospitality Marketing	3
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- (3) In item 2. e. delete the following courses:

HB	345	Quantity Food Production Systems	3
HB	346	Onsite Foodservice Management	3
HB	475	Applied Hospitality Marketing in Food Service	3

Add the following course:

HB	486	Advanced Hospitality Marketing	3
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Effective Summer 2013.

# THE SCHOOL of HOSPITALITY BUSINESS

**Ronald F. Cichy, Director**

The vision of The School of Hospitality Business is to be the recognized leader in hospitality business education, research and service. The School of Hospitality Business was established in 1927, and in 1944 became the first hospitality program to be housed in a collegiate school of business.

As part of a larger service economy, the hospitality industry offers a wide range of career possibilities. Individuals who combine their college education with their work experience to advance their careers will lead and shape the hospitality industry in the future.

The School of Hospitality Business prepares students to enter management roles in lodging and food service, as well as positions in hospitality sales, marketing, human resources, information systems, event planning, consulting, real estate and development, and asset valuation. Hospitality Business graduates secure management positions in a wide variety of venues such as hotels, resorts, casinos, restaurants, clubs, vending, cruise lines, airlines, and sports and entertainment. Careers in the hospitality industry are exciting, fast-paced and varied. Successful managers have a strong business background and a sincere desire to work with people.

Because of its industry-specific status within the Broad College of Business, The School of Hospitality Business curriculum is driven by the hospitality industry and is delivered by faculty leaders who teach the discipline and also conduct research. The curriculum emphasizes managerial leadership, and is designed to develop theoretical and technical knowledge as well as techniques of leadership. Our graduates are equipped to face the challenges in this industry, which include operations, finance, accounting, marketing, human resources, information systems, law, production, and facilities.

## UNDERGRADUATE PROGRAM

The undergraduate major in hospitality business blends hospitality business operations and fundamental areas such as accounting, finance, and marketing applied to hospitality business. Substantial work experience in the hospitality industry is required for hospitality business majors. Each student must complete 800 hours of work experience (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 Director. The Level I Internship must be completed prior to enrollment in Hospitality Business 307 and both internships Level I and Level II) must be completed prior to enrollment in Hospitality Business 401.

Students who are enrolled in the bachelor's degree program in The School of Hospitality Business may elect the Specialization in Hospitality Business Real Estate and Development. For additional information, please refer to the *Specialization in Hospitality Business Real Estate and Development* statement below or visit [www.msu.edu/shb](http://www.msu.edu/shb).

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* statement in the *College of Agriculture and Natural Resources* section of this catalog.

## Admission

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

1. Completion of at least 56 credits acceptable to The School of Hospitality Business and an academic record that meets the requirements of Academic Standing of Undergraduate Students.
2. Completion of at least four of the following Business core courses: Mathematics 103, Economics 201 and 202, Accounting 201, Computer Science and Engineering 101 or Statistics and Probability 201.
3. Completion of at least two of the following hospitality business core courses: Hospitality Business 237, 265, or 267.
4. Admission decisions are based primarily on the student's cumulative university grade-point average, business core grade-point average from the completed business core courses listed above, and hospitality business grade-point average from the completed hospitality business core courses listed above. The completed application requires a statement of intent and goals, as well as documented work experience and membership and involvement in service activities where applicable.

To be considered for fall semester admission, a student must declare Hospitality Business as a major by the preceding April 15.

To be considered for spring semester, a student must declare Hospitality Business as a major by the preceding November 15.

Students seeking admission to The School of Hospitality Business should contact The School's Coordinator of Academic Student Services.

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

1. 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 referenced in item 2. a. (1) below partially satisfies the University mathematics requirement.

The completion of Statistics and Probability 201 referenced in item 2.a.(1) satisfies the University mathematics requirement.

The University's Tier II writing requirement for the Hospitality Business major is met by completing Hospitality Business 489. Those courses are referenced in item 2. b. below.

2. The following requirements for the major:

CREDITS

a. <b>Core Program:</b> .....	22
(1) All of the following courses (19 credits):	
ACC 201 Principles of Financial Accounting .....	3
CSE 101 Computing Concepts and Competencies .....	3
EC 201 Introduction to Microeconomics .....	3
EC 202 Introduction to Macroeconomics .....	3
MTH 103 College Algebra .....	3
STT 201 Statistical Methods .....	4
Higher levels and associated courses of Mathematics 103 and Statistics and Probability 201 are acceptable for core program requirements.	
Students who place into Statistics 201 with a designated score on the Michigan State University mathematics services placement exam and successfully complete Statistics 201 will not be required to complete Mathematics 103.	
Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
(2) One of the following courses (3 credits):	
COM 100 Human Communication .....	3
COM 225 An Introduction to Interpersonal Communication .....	3
b. <b>Major Field of Concentration:</b> All of the following courses with a minimum grade-point average of 2.00: .....	
HB 105 Service Management Principles .....	2
HB 201 Hospitality Business Professional Development I .....	1
HB 237 Management of Lodging Systems .....	3
HB 265 Food Management: Safety and Nutrition .....	3
HB 267 Management of Food and Beverage Systems .....	3
HB 302 Hospitality Managerial Accounting .....	3
HB 307 Hospitality Human Resources .....	3
HB 311 Hospitality Finance .....	3
HB 337 Hospitality Information Systems .....	3

~~27~~ 40

*HB 345 Quantity Food Production Systems 3*

HB 349	Facilities Maintenance and Systems	3
HB 375	Hospitality Marketing	3
HB 401	Hospitality Business Professional Development II	1
HB 447	Hospitality Business Law	3
HB 489	Hospitality Business Strategy (W)	3

Students must complete first-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 307. Students must complete first-and second-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 401.

c. Two of the following required electives (6 credits):

<del>HB 475</del>	<del>Applied Hospitality Marketing in Food Service</del>	<del>3</del>
HB 482	Advanced Hospitality Finance	3
HB 485	Hospitality Food Service Operations	3

*HB 486 Advanced Hospitality Marketing 3*

d. One of the following international electives (3 credits):

EC 340	Survey of International Economics	3
HB 460	International Lodging Development and Management	3

A language, study abroad course, or other international course as approved by the student's academic advisor (3 to 5 credits)

e. A minimum of 12 credits in specialized electives selected from the following:

HB 210	Introduction to the Casino Industry	3
HB 320	Casino Operations and Management	3
HB 321	Club Operations and Management	3
<del>HB 345</del>	<del>Quantity Food Production Systems</del>	<del>3</del>
HB 345L	Quantity Food Production Systems Laboratory	1
<del>HB 345</del>	<del>Onsite Foodservice Management</del>	<del>3</del>
HB 347	The Foodservice Distribution Channel	3
HB 358	Hospitality Business Ownership	3
HB 370	Hospitality Business v-Commerce	3
HB 376	Hospitality Sales Process	3
HB 380	Meeting and Event Planning and Management	3
HB 382	Hospitality Business Real Estate Development	3
HB 405	Advanced Management of Food and Beverage Systems	3
HB 409	Introduction to Wine	3
HB 411	Hospitality Beverages	3
HB 415	Managing Quality in Hospitality Businesses	3
HB 451	Emerging Leadership	3
HB 458	Advanced Hospitality Business Ownership	3
HB 460	International Lodging Development and Management	3
HB 473	Hospitality Industry Research	3
<del>HB 475</del>	<del>Applied Hospitality Marketing in Food Service</del>	<del>3</del>
HB 482	Advanced Hospitality Finance	3
HB 485	Hospitality Food Service Operations	3
HB 490	Independent Study	1 to 6
HB 491	Current Topics in Hospitality Business	3 to 6

*HB 486 Advanced Hospitality Marketing 3*

Courses that are used to satisfy requirements referenced in item c. may not be used to satisfy this requirement.

<b>View a Program</b>		<a href="#">Main Menu</a>
Joy Speas, RO		Tuesday, 9/4/2012
<b>Program Name: Hospitality Business</b> <b>Degree: BA Sequence Number: 4</b>		Program Request ID: 2258
<b>Effective Dates: Summer 2013 - Open Status: Interim Initial Action: Change</b>		
<b>Requested Date: 8/30/2012 8:36:01 AM</b>		
<p><b>1. Department/School/College:</b> 08414 .... School of Hospitality Business</p> <p><b>2. Name of Program:</b> Hospitality Business</p> <p><b>3. Name of Degree:</b> BA</p> <p><b>4. Type of Program:</b> Major</p> <p><b>5. Effective Start Semester:</b> Summer 2013</p> <p><b>6. Target student audience for the program:</b> Undergraduate students interested in the hospitality industry</p> <p><b>7. Enrollment:</b> <b>What is the expected enrollment per year:</b> 900 <b>What is the minimum enrollment acceptable:</b> 700</p> <p><b>8. Source of budget for the program:</b> To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Faculty Senate.  Internal reallocation  If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p><b>9. Projected Costs as compared to other programs in unit:</b> Same</p> <p><b>10. Staff requirement:</b> How many additional staff will be required: 0  Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

**11. Will additional equipment be required:**

Approximate cost: 0

Source of funding:

**12. Will additional library materials be required:**

Approximate cost: 0

Source of funding: no additional materials are required

**13. Will additional space be required:**

Type:

Approximate amount:

**14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:**

No

**15. Detailed Description:*****Hospitality Business***

Print this Section

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2. The following requirements for the major:

a. Core Program (22 credits):

(1) All of the following courses (19 credits):

ACC	201	Principles of Financial Accounting
CSE	101	Computing Concepts and Competencies
EC	201	Introduction to Microeconomics
EC	202	Introduction to Macroeconomics
MTH	103	College Algebra
STT	201	Statistical Methods

Higher levels and associated courses of Mathematics 103 and Statistics and Probability 201 are acceptable for core program requirements.

Students who place into Statistics 201 with a designated score on the Michigan State University mathematics services placement exam and successfully complete Statistics 201 will not be required to complete Mathematics 103.

Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.

(2) One of the following courses (3 credits):

COM	100	Human Communication
COM	225	An Introduction to Interpersonal Communication

b. Major Field of Concentration: All of the following courses with a

minimum grade-point average of 2.00 (~~3740~~ credits):

- HB 105 Service Management Principles
- HB 201 Hospitality Business Professional Development I
- HB 237 Management of Lodging Systems
- HB 265 Food Management: Safety and Nutrition
- HB 267 Management of Food and Beverage Systems
- HB 302 Hospitality Managerial Accounting
- HB 307 Hospitality Human Resources
- HB 311 Hospitality Finance
- HB 337 Hospitality Information Systems
- HB 345 Quantity Food Production Systems**
- HB 349 Facilities Maintenance and Systems
- HB 375 Hospitality Marketing
- HB 401 Hospitality Business Professional Development II
- HB 447 Hospitality Business Law
- HB 489 Hospitality Business Strategy (W)

Students must complete first-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 307. Students must complete first- and second-level 400-hour internship/professional work experience prior to enrollment in Hospitality Business 401.

c. Two of the following required electives (6 credits):

- ~~HB 475 Applied Hospitality Marketing in Food Service~~
- HB 482 Advanced Hospitality Finance
- HB 485 Hospitality Food Service Operations
- HB 486 Advanced Hospitality Marketing**

d. One of the following international electives (3 credits):

- EC 340 Survey of International Economics
  - HB 460 International Lodging Development and Management
- A language, study abroad course, or other international course as approved by the student's academic advisor (3 to 5 credits)

e. A minimum of 12 credits in specialized electives selected from the following:

- HB 210 Introduction to the Casino Industry
- HB 320 Casino Operations and Management
- HB 321 Club Operations and Management
- ~~HB 345 Quantity Food Production Systems~~
- HB 345L Quantity Food Production Systems Laboratory
- ~~HB 346 Onsite Foodservice Management~~
- HB 347 The Foodservice Distribution Channel
- HB 358 Hospitality Business Ownership
- HB 370 Hospitality Business v-Commerce
- HB 376 Hospitality Sales Process

HB	380	Meeting and Event Planning and Management
HB	382	Hospitality Business Real Estate Development
HB	405	Advanced Management of Food and Beverage Systems
HB	409	Introduction to Wine
HB	411	Hospitality Beverages
HB	415	Managing Quality in Hospitality Businesses
HB	451	Emerging Leadership
HB	458	Advanced Hospitality Business Ownership
HB	460	International Lodging Development and Management
HB	473	Hospitality Industry Research
<del>HB</del>	<del>475</del>	<del>Applied Hospitality Marketing in Food Service</del>
HB	482	Advanced Hospitality Finance
HB	485	Hospitality Food Service Operations
<b>HB</b>	<b>486</b>	<b>Advanced Hospitality Marketing</b>
HB	490	Independent Study
HB	491	Current Topics in Hospitality Business

Courses that are used to satisfy requirements referenced in item c. may not be used to satisfy this requirement.

**16. Are there admissions requirements for this program?:**

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Statement of intent and goals, list work experience(s) in hospitality business, and list involvement in service activities.

**17. Type(s) of change(s):**

HB 345 - add to major field, HB 346 - delete from specialized electives, HB 486 - replace HB 475/476.

**18. Students who will be affected by the proposed changes:**

Undergraduate Hospitality Business students.

**19. Will the proposed change(s) have a negative impact on students? If so, which ones?:**

No.

Describe impact and explain what accommodations will be made:

**20. Reason(s) for change(s):**

The importance of HB 345 course content in hospitality business, HB 346 content offered in other Hospitality Business courses, and HB 486 to cover marketing principles in both the

food service and lodging industries.

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved: School of Hospitality Business  
8/30/2012 7:08:15 PM by Jeff Yingling for Ronald F. Cichy, Director

**COLLEGE LEVEL APPROVAL STATUS**

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management  
8/31/2012 1:22:01 PM by John Wagner for John A. Wagner III, Associate Dean

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