

# MICHIGAN STATE UNIVERSITY

March 1, 2019

## MEMORANDUM

TO: Dr. Mark Largent, Interim Associate Provost for Undergraduate Education and Dean of Undergraduate Studies

FROM: Dr. John Gaboury, Associate Provost for Academic Services, Enrollment Management, and Academic Initiatives

RE: Request to Change the Admission Requirements for the Bachelor of Arts Degree in Hospitality Business

For Transmittal to the University Committee on Undergraduate Education (UCUE)

The request referenced above is being sent to you for action by the University Committee on Undergraduate Education (UCUE).

### UCUE Response Requested:

Please ask the UCUE to consider the request referenced above. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCUE.

The academic program and course requests referenced above will be included on the agenda for the March 14, 2019 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on March 14 will be before the Full Committee, UCC, for action on April 4, 2019. Requests that are approved by the Full Committee on April 4 will be included in the April 25, 2019, Report of the UCC to the Faculty Senate.

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. Entry for the March 14, 2019 meeting of Subcommittee C.
2. Request for Changes in an Academic Program form dated January 14, 2019: Bachelor of Arts Degree in Hospitality Business and attachments.
3. Draft, of the work copy for the Academic Programs section of the University catalog: Bachelor of Arts Degree in Hospitality Business, pages 1 - 2 .

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## University Curriculum and Catalog

Hannah Admin. Building  
426 Auditorium Road  
Room 439  
East Lansing, MI 48824

517-355-8420  
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**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 Education (UCUE) will consider this request.
  - a. Under the heading **Admission** replace item 2. a. with the following:  
Computer Science and Engineering 102.
  - b. Under the heading **Requirements for the Bachelor of Arts Degree Hospitality Business** make the following changes:
    - (1) In item 2. a. (1) delete the following course:  
CSE 101 Computing Concepts and Competencies 3  
Add the following course:  
CSE 102 Algorithmic Thinking and Programming 3
    - (2) Replace the note following item 2. a. with the following:  
Students who place into Statistics 200 or 201 with a designated score on the Michigan State University mathematics services placement exam and successfully complete Statistics 200 or 201 will not be required to complete Mathematics 103.

Effective Fall 2019.



Michigan State University Office of the Registrar

Program Name: Hospitality Business Degree: BA      Sequence Number: 10		Program Request ID: 3860
Effective Dates: Fall 2019 - Open	Status: Interim	Initial Action: Change
Requested Date: 1/11/2019 8:39:32 PM		
<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> Prev: Summer 2019 New: Fall 2019</p> <p><b>6. Target student audience for the program:</b> Undergraduate students interested in the hospitality industry</p> <p><b>7. Enrollment:</b> What is the expected enrollment per year: 600  What is the minimum enrollment acceptable: 400</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</p>		

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.).

**9. Projected Costs as compared to other programs in unit:**

Same

**10. Staff requirement:**

How many additional staff will be required: 0

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

**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:

**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:**

**Admission**

Enrollment in The School of Hospitality Business is limited, and admission to the school is competitive. Students must apply for school admission by April 1 for a fall semester admission or by November 1 for a spring semester admission. Admission is based primarily on the cumulative grade-point average and grades in the core courses listed below. Academic and non-academic factors and experiences will also be considered. Minimum criteria for admission to the school are:

1.Completion of 28 credits.

2.Completion of the following core courses:

a.Computer Science and Engineering 404102

b.Statistics 200 or 201

c.Writing, Rhetoric and American Cultures 101 or other university Tier I course that fulfills the university writing requirement

Students seeking admission to The School of Hospitality Business should contact The School's undergraduate academic advising staff.

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2. The following requirements for the major:

a. Core Program (21 or 22 credits):

(1) All of the following courses (15 credits):

ACC 201 Principles of Financial Accounting 3

CSE 404102 Computing Concepts and Competencies 3

EC 201 Introduction to Microeconomics 3

EC 202 Introduction to Macroeconomics 3

MTH 103 College Algebra 3

(2) One of the following courses (3 or 4 credits):

STT 200 Statistical Methods 3

STT 201 Statistical Methods 4

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

COM 100 Human Communication 3

COM 225 An Introduction to Interpersonal Communication 3

~~Higher levels and associate courses of Mathematics 103 and Statistics and Probability 200 or 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.~~

Students who place into Statistics 200 or 201 on the mathematics placement test and who complete Statistics 200 or 201 will not be required to complete Mathematics 103.

**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".

Admission is based primarily on the cumulative grade-point average and grades in the core courses listed. Academic and non-academic factors and experiences will also be considered.

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

Replace CSE 101 with CSE 102. Update mathematics placement language.

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

Hospitality Business

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

Describe impact and explain what accommodations will be made:

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

CSE 101 ends US19. CSE 102 begins FS19. Update mathematics placement language.

#### DEPARTMENT LEVEL APPROVAL STATUS

Approved: School of Hospitality Business  
1/12/2019 2:05:57 PM by Jeff Yingling for Carl P. Borchgrevink, Director

#### SIGNOFFS STATUS

Signed Off: Department of Computer Science and Engineering  
1/12/2019 2:34:23 PM by Abdol Esfahanian for Matt W. Mutka, Acting Chairperson

#### COLLEGE LEVEL APPROVAL STATUS

Approved: Eli Broad College of Business and The Eli Broad Graduate School of Management  
1/14/2019 9:03:02 AM by Brittany Frost-Doherty for Kathy Petroni, Associate Dean

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## 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 489.

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

Students who are enrolled in the bachelor's degree program in The School of Hospitality Business may elect the Minor in Food Processing and Technology. For additional information, refer to the *Minor 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 to the school is competitive. Students must apply for school admission by April 1 for a fall semester admission or by November 1 for a spring semester admission. Admission is based primarily on the cumulative grade-point average and grades in the core courses listed below. Academic and non-academic factors and experiences will also be considered.

Minimum criteria for admission to the school are:

1. Completion of 28 credits.
2. Completion of the following core courses:
  - a. Computer Science and Engineering 101 — 102
  - b. Statistics 200 or 201
  - c. Writing, Rhetoric and American Cultures 101 or other university Tier I course that fulfills the university writing requirement

Students seeking admission to The School of Hospitality Business should contact The School's undergraduate academic advising staff.

### 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 200 or 201 referenced in item 2.a.(2) 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. Core Program: .....	21 or 22
(1) All of the following courses (15 credits):	
ACC 201 Principles of Financial Accounting .....	3
102 CSE 101 Computing Concepts and Competencies .....	3
EC 201 Introduction to Microeconomics .....	3
EC 202 Introduction to Macroeconomics .....	3
MTH 103 College Algebra .....	3
(2) One of the following courses (3 or 4 credits):	
STT 200 Statistical Methods .....	3
STT 201 Statistical Methods .....	4
(3) One of the following courses (3 credits):	

Algorithmic Thinking and Programming



COM 100 Human Communication . . . . . 3  
 COM 225 An Introduction to Interpersonal  
 Communication . . . . . 3

~~Higher-levels and associated courses of Mathematics 103 and  
 Statistics and Probability 200 or 201 are acceptable for core pro-  
 gram 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. *200 or*

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

b. Major Field of Concentration: All of the following  
 courses with a minimum grade-point average of 2.00: . . . . . 39

HB 105 Service Management Principles . . . . . 2  
 HB 201 Hospitality Business Professional Development . . . . . 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  
 HB 345 Quantity Food Production Systems . . . . . 3  
 HB 349 Facilities Maintenance and Systems . . . . . 3  
 HB 375 Hospitality Marketing . . . . . 3  
 HB 447 Hospitality Business Law . . . . . 3  
 HB 489 Hospitality Business Strategy (W) . . . . . 3

Students must complete first-level 400-hour internship/profession-  
 al work experience prior to enrollment in Hospitality Business  
 307. Students must complete first-and second-level 400-hour in-  
 ternship/professional work experience prior to enrollment in Hos-  
 pitality Business 489.

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

HB 482 Advanced Hospitality Finance . . . . . 3  
 HB 485 Hospitality Food Service Operations . . . . . 3  
 HB 486 Advanced Hospitality Marketing . . . . . 3

d. One international elective course, language, or study abroad  
 course as approved by the student's academic advisor (3 credits)

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

HB 100 Introduction to Hospitality Business . . . . . 2  
 HB 210 Introduction to the Casino Industry . . . . . 3  
 HB 320 Casino Operations and Management . . . . . 3  
 HB 321 Club Operations and Management . . . . . 3  
 HB 345L Quantity Food Production Systems Laboratory . . . . . 1  
 HB 347 The Foodservice Distribution Channel . . . . . 3  
 HB 358 Hospitality Business Ownership . . . . . 3  
 HB 376 Hospitality Sales Process . . . . . 3  
 HB 380 Meeting and Event Planning and Management . . . . . 3  
 HB 382 Hospitality Business Real Estate Investment  
 Management . . . . . 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 420 The Business of Golf . . . . . 3  
 HB 437 Hospitality Revenue Management . . . . . 3  
 HB 451 Emerging Leadership . . . . . 3  
 HB 473 Hospitality Business Analytics . . . . . 3  
 HB 490 Independent Study . . . . . 1 to 6  
 HB 491 Current Topics in Hospitality Business . . . . . 1 to 6  
 HB 492 Hospitality Business Real Estate Professional  
 Skills Workshop . . . . . 1 to 6

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