



**FLORIDA
ATLANTIC
UNIVERSITY**

**NEW/CHANGE PROGRAM REQUEST
Graduate Programs**

Department Marketing Dept./ Hospitality & Tourism Mgmt. Program
College College of Business

UGPC Approval _____
UFS Approval _____
Banner Posted _____
Catalog _____

Program Name

MBA in Hospitality & Tourism Management Program

New Program

Change Program

**Effective Date
(TERM & YEAR)**

Spring, 2019

Please explain the requested change(s) and offer rationale below or on an attachment

This is a change simply in the type and number of courses required for the SPECIALIZATION in the MBA for hospitality & tourism management.

Industry and faculty stakeholders, as well as students, have provided input over the past 2 years and we are changing FROM HMG 6299, HMG 6467, HMG 6506, HMG 6546, HMG 6756, or HMG 6901 (PICK FOUR)

TO HMG 6299, HMG 6505, HMG 6546, HMG 6756, HMG 6901, and any MAR course with 6000 or above level beyond the core (PICK FOUR)

Please see attached MEMO for more specific information if needed.

Faculty Contact/Email/Phone

Dr. Peter Ricci; Director, Hospitality & Tourism Management Program; peter.ricci@fau.edu; 561-297-3666

Consult and list departments that may be affected by the change(s) and attach documentation

N/A

Approved by

Program Director Peter Ricci

Date

8/28/18

Department Chair

[Signature]

8/29/18

College Curriculum Chair

[Signature]

9/21/18

College Dean

UGPC Chair

UGC Chair

Graduate College Dean

UFS President

Provost

Email this form and attachments to UGPC@fau.edu one week before the UGPC meeting so that materials may be viewed on the UGPC website prior to the meeting.

GRADUATE COLLEGE

OCT 24 2018

Received

To: FAU COB Graduate Programs Council Members
From: Peter Ricci, Director, Hospitality & Tourism Program
Date: Thursday, February 22, 2018
Re: Change to MBA Specialization/Concentration in Hospitality & Tourism Mgmt.

Our MBA specialization has been in existence now for a few years. With feedback from industry and students, we have decided to change our specialization/concentration at the graduate level.

In its current iteration it consists of four courses from an HMG list (see page titled Hospitality and Tourism Management Graduate-Level Specialization/Concentration).

We would like it to remain at four courses, but to ADD in any 6000-level MAR (marketing) course outside the core for marketing students.

The courses that will be used going forward will be....

Choose any four (4) of the following courses

HMG 6299	Hospitality Operations: A Case Approach
HMG 6506	Contemporary Issues in Hospitality Marketing
HMG 6546	Strategies for Excellence in Guest Service Management
HMG 6756	Meetings & Events Management
HMG 6901	Directed Independent Study*
MAR 6***	Any 6000-level graduate marketing course beyond the core

The fourth course we will use will be flexible and will simultaneously assist our marketing department overall with rotation of its MBA-level courses. Students pursuing the graduate concentration in Hospitality and Tourism Management will now choose *any* graduate course with an MAR prefix for their fourth course option.

To summarize, the next pages show our current and proposed MBA concentration/specialization in hospitality and tourism management.

Thank you for your consideration. Please let me know if you have any questions by contacting me at peter.ricci@fau.edu OR 561-297-3666.

GRADUATE COLLEGE

NOV 08 2018

Received

CURRENT

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION

The graduate-level concentration in Hospitality and Tourism Management permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits students to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to guest service, operations, and marketing/revenue management.

Students electing the Hospitality and Tourism Management Concentration will take the basic MBA core courses and four elective courses (12 total credit hours) from the following list. Students interested in the Directed Independent Study (DIS) course must receive permission from both the chair/director and the instructor of record *prior* to utilizing that course toward the 12-credit-hour concentration*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program, and may use hospitality management courses as electives if permitted by their particular graduate program. Students must maintain an overall grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality and tourism management concentration.

If you have questions about the concentration or need advising of any type, please contact the hospitality and tourism program director, Dr. Peter Ricci, at peter.ricci@fau.edu

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION (12 CREDITS)

Choose any four (4) courses from the following list:

Hospitality Operations: A Case Approach	HMG 6299	3 credits
Strategic Finance in Hospitality Management	HMG 6467	3 credits
This is the only course to be removed from the concentration		
Contemporary Issues in Hospitality Marketing	HMG 6546	3 credits
Strategies for Excellence in Guest Service Management	HMG 6756	3 credits
Meetings & Events Management	HMG 6756	3 credits

Formatted: Font: Bold

Directed Independent Study in Hospitality Management*HMG 6901

3 credits



PROPOSED

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION

The graduate-level concentration in Hospitality and Tourism Management permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits students to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to guest service, operations, and marketing/revenue management.

Students electing the Hospitality and Tourism Management Concentration will take the basic MBA core courses and four elective courses (12 total credit hours) from the following list. Students interested in the Directed Independent Study (DIS) course must receive permission from both the chair/director and the instructor of record *prior* to utilizing that course toward the 12-credit-hour concentration*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program, and may use hospitality management courses as electives if permitted by their particular graduate program. Students must maintain an overall grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality and tourism management concentration.

If you have questions about the concentration or need advising of any type, please contact the hospitality and tourism program director, Dr. Peter Ricci, at peter.ricci@fau.edu

HOSPITALITY AND TOURISM MANAGEMENT GRADUATE-LEVEL CONCENTRATION (12 CREDITS)

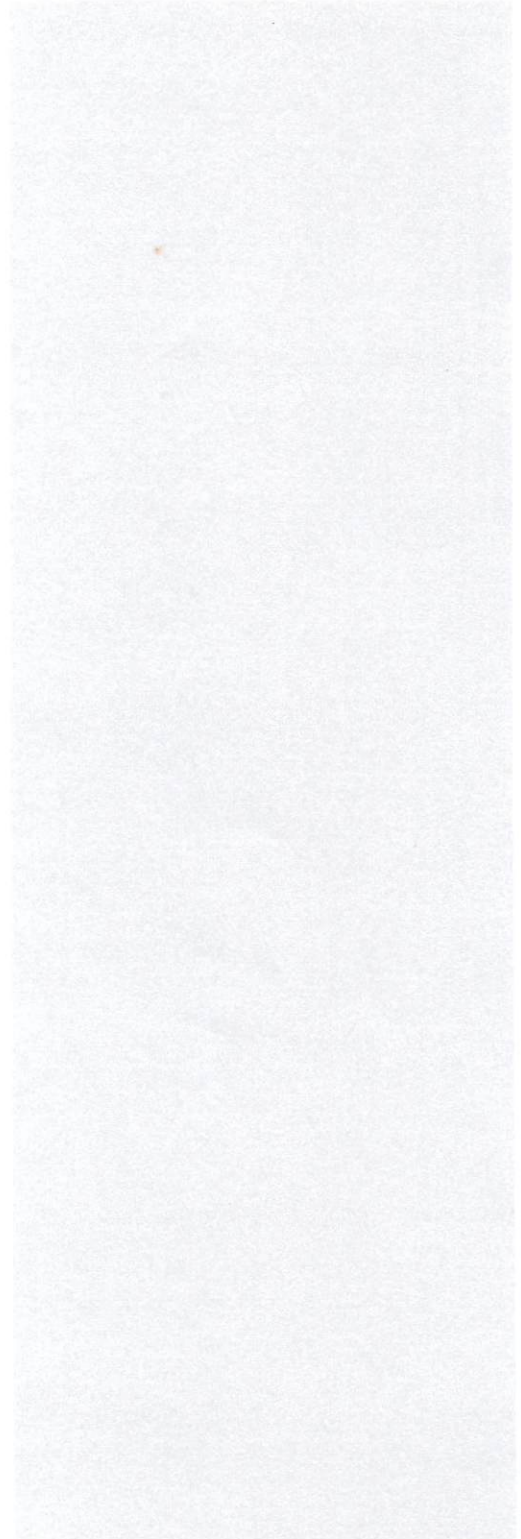
Choose any four (4) courses from the following list:

Hospitality Operations: A Case Approach	HMG 6299	3 credits
Contemporary Issues in Hospitality Marketing	HMG 6506	3 credits
Strategies for Excellence in Guest Service Management	HMG 6546	3 credits
Meetings & Events Management credits	HMG 6756	3
Directed Independent Study in Hospitality Management	HMG 6901	3 credits

Any 6000-level graduate marketing course beyond the core
This is the only course to be *added* to the concentration

MAR 6***

3 credits



In summary:

We will be eliminating the course Strategic Finance in Hospitality Management and replacing it with any 6000-level marketing (MAR) course that is not part of the marketing core.

The number of overall courses remains the same at four (4) courses.

There is no need for any additional resources – personnel, funding, or otherwise.

This is a better outcome for our graduate students. It permits us to offer additional marketing (MAR) courses across multiple concentrations/specializations within the Flexible MBA program increasing synergy.

If you have any questions, please reach out to Dr. Peter Ricci, director of the hospitality and tourism management program, at either 561-297-3666 OR peter.ricci@fau.edu

Approved by

Program Director

Department Chair

College Curriculum

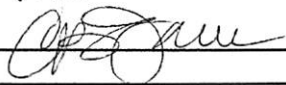
Chair College Dean

UUPC Chair

Undergraduate Studies

Dean UFS President

Provost

Date	Peter Ricci	8/30/18
		8/31/18

HOSPITALITY AND TOURISM MANAGEMENT MBA SPECIALIZATION

The graduate-level concentration in **Hospitality and Tourism Management** permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to the core courses of the MBA. The concentration permits student to gain an understanding of the core areas within hospitality and tourism management, including, but not limited to: guest service, operations, finance, and marketing/revenue management.

Students electing the **Hospitality and Tourism Management Concentration** will take the basic MBA core courses and four elective courses (12 total credit hours) from the following list. Students interested in Directed Independent Study (DIS) must receive permission from both the chair/director and the instructor of record prior to utilizing that course toward the 12-credit-hour concentration*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program, and may use hospitality management courses as electives if permitted by their particular graduate program. Students must maintain an overall average grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality management concentration.

Hospitality and Tourism Management Graduate-Level Concentration (12 credits)

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HMG 6299	3 credits
Contemporary Issues in Hospitality Marketing	HMG 6506	3 credits
Strategies for Excellence in Guest Service Mgmt.	HMG 6546	3 credits
Meetings & Events Management	HMG 6756	3 credits
Directed Independent Study in Hospitality Mgmt.	HMG 6901	3 credits
Any marketing (MAR) course level 6000 or higher beyond the core	MAR 6***	3 credits

THIS IS TENTATIVE AND IS EXPECTED TO BE APPROVED BY FALL, 2018; students may begin enrolling in courses effective summer, 2018 as final approval is sought for this specialization. Please note as a caveat that there is always a small chance of the specialization not making its way to final approval. If that becomes the case, any courses taken will count as graduate-level electives.