

To: William (Bill) McDaniel, Chair of the Graduate Program
 Committee (GPC) for the College of Business and all members
 of the 2014-2015 GPC


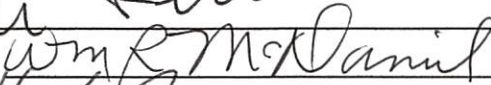


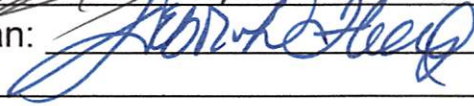
From: Peter Ricci, Director, Hospitality Management Program

Date: Tuesday, September 30, 2014

Re: MBA Certificate

The hospitality management program is pleased to announce the following graduate level "Certificate in Hospitality Management".

Please let me know if you have any questions whatsoever.

Approved by:		Date:	
Director/Chair:			9/23/14
College Curriculum Chair:			9-24-2014
College Dean:			9-24-2014
UGPC Chair:			10/15/14
Graduate College Dean:			10/15/14
UFS President:			
Provost:			

The Hospitality Management Certificate:

The certificate in **Hospitality Management** permits graduate students to combine interests in the hospitality and tourism industry in a complementary manner to their overall graduate studies or as a non-degree seeking student. The certificate 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.

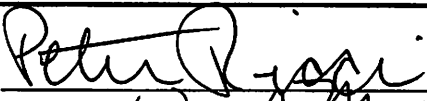
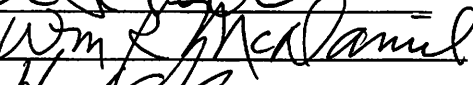
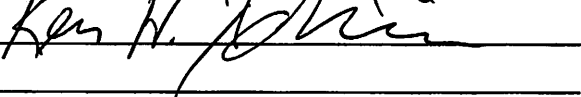
Students electing the **Hospitality Management Certificate** will take the required courses for their master's or doctoral degree as described in the graduate catalog in addition to the hospitality management certificate courses unless they are non-degree seeking; in the event they are non-degree seeking they will only take the hospitality-specific courses. All students pursuing the certificate will choose four 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 certificate*.

Students must be in good standing at FAU, must meet all requirements of their respective graduate program (if enrolled in one), and may use hospitality management courses as electives if permitted by their particular graduate program. Or, as stated above, students may be non-degree seeking. Further, students must have an overall average grade of "B" (3.0 GPA) upon completion of all required courses in order to receive the hospitality management certificate.

Hospitality Management Certificate (12 credits)

Choose any 4 courses from the following list:

Hospitality Operations: A case Approach	HFT 6299	3 credits
Strategic Finance in Hospitality Management	HFT 6467	3 credits
Contemporary Issues in Hospitality Marketing	HFT 6503	3 credits
Strategies for Excellence in Guest Service Management	HFT 6546	3 credits
Meetings & Events Management	HFT 6471	3 credits
Directed Independent Study in Hospitality Management*	HFT 6930	3 credits

Approved by:		Date:	9/23/14
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College Curriculum Chair:			9-24-2014
College Dean:	_____		_____
UGPC Chair:	_____		_____
Graduate College Dean:	_____		_____
UFS President:	_____		_____
Provost:	_____		_____

To: William (Bill) McDaniel, Chair of the Graduate Program Committee (GPC) for the College of Business and all members of the 2014-2015 GPC
From: Peter Ricci, Director, Hospitality Management Program
Date: Tuesday, August 26th, 2014
Re: New Course Proposals

The hospitality management program is pleased to announce course proposals for the new market rate MBA program.

The course titles include:

HFT 6299, Hospitality Operations: A Case Approach
HFT 6467, Strategic Finance in Hospitality Management
HFT 6503, Contemporary Issues in Hospitality Marketing
HFT 6546, Strategies for Excellence in Guest Service Management
HFT 6741, Meetings & Events Management
HFT 6930, Directed Independent Study (DIS) in Hospitality Management

Reasons for these class additions include:

- Lack of Hospitality Management MBA programs in the state of Florida; currently only Lynn University can be identified.
- High demand for a hospitality management MBA versus a master of science (MS) which is what is currently offered in the state university system (SUS) and by many proprietary institutions
- A lack of offering for our own FAU students. Between 2006 and 2014 over 40 students have pursued FIU, UCF, Lynn University, or others for hospitality management graduate education since FAU was not yet prepared to offer such coursework; tracking of interested students was kept from 2007-2009 and it became obvious that demand was ever-increasing year over year. There has been no reduction to this level.
- The program now has 60% of its full time faculty members already approved/certified in the graduate faculty

- Ability to offer a concentration in the MBA as well as a certificate at the graduate level by fall, 2015
- The market rate program was approved by the provost, state, board of governors, and is now in motion.
- Several students already *admitted* and *enrolled* in the MBA courses have indicated a desire to enroll in hospitality management courses

In accordance with the Graduate Programs Committee the following are included for the committee's review:

- The required and completed New Course Proposal (NCP) forms for each course
- Intended course numbering as those already in use with the State of Florida Course Numbering System (these can be modified at our own FAU administration's desire)
- Full and complete Syllabi for each course

Also of importance to note:

- There are *no departments* which are impacted by the offering of these courses as required when debuting new course proposals.
- The hospitality management faculty at its recent faculty retreat unanimously agreed with these courses as the basic foundation to begin a master's level offering at FAU. Course content, materials, and readings were unanimously agreed to by vote of the faculty. Adjunct faculty members and instructors were also included in this discussion.
- Although a syllabus for HFT 6930, Directed Independent Study, is *not* required per the New Course Proposal guidelines, it was included for the committee's convenience

The required forms and syllabi follow separately for individual review by the committee members.

Please let me know if you have any questions whatsoever.
peter.ricci@fau.edu or (561) 297-3666