

LSC Use Only Proposal No: _____ LSC Action-Date: _____
 UWUCC Use Only Proposal No: 14-609 UWUCC Action-Date: AP 9/16/14 Senate Action Date: APP 10/7/14

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hospitality Management	Phone 724-357-2626

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

New Course
 Course Prefix Change
 Course Deletion
 Course Revision
 Course Number and/or Title Change
 Catalog Description Change

Current course prefix, number and full title: HOSP 250 Resort Management

Proposed course prefix, number and full title, if changing: _____

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

Learning Skills
 Knowledge Area
 Global and Multicultural Awareness
 Writing Across the Curriculum (W Course)
 Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)

Global Citizenship
 Information Literacy
 Oral Communication
 Quantitative Reasoning
 Scientific Literacy
 Technological Literacy

3. Other Designations, as appropriate

Honors College Course
 Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

Catalog Description Change
 Program Revision
 Program Title Change
 New Track
 New Degree Program
 New Minor Program
 Liberal Studies Requirement Changes
 Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Jeffrey Miller</i>	4-10-14
Department Chairperson(s)	<i>Jeffrey Miller</i>	4-10-14
College Curriculum Committee Chair	<i>Janice Wachtel</i>	6-10-14
College Dean	<i>M J S L</i>	9.4.14
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Sedquist</i>	9/17/14

Received Received
 SEP 17 2014 SEP 9 2014
 Liberal Studies Liberal Studies

1. Catalog Description

HOSP 250 Resort Management

3 class hours
3 credit hours
0 lab hours
(3c-0l-3cr)

Identifies characteristics of hospitality industry resort operations. Includes resort history, resort planning and development, food and beverage operations, lodging operations, recreational activities, and other relevant operational characteristics.

II. Course Outcomes

Students will be able to

1. Describe the international and domestic developmental history of resort operations.
2. Identify typical planning and developmental steps of resort operations.
3. Describe characteristics of various resort markets.
4. Identify recreational provisions as are common to resort operations.
5. Understand resort rooms division and food and beverage operational characteristics.
6. Explain promotional and marketing techniques and strategies as used by resort hotel personnel.
7. Understand the responsibilities and characteristics of resort managers.

III. Course Outline

A. The Resort Concept (2 hours)

1. Characteristics of the Lodging Sector within the Hospitality Industry
2. General Characteristics of Resort Operations

B. Resort History (3 hours)

1. European Origins of Resorts
2. Resorts in America

C. Resort Planning and Development: Special Considerations (2 hours)

1. Investment Considerations
2. Social, Economic, Environmental Impact of Resorts

D. Process of Resort Planning and Development (3 hours)

1. Planning and Development Phases, Considerations, and Challenges

Exam One (1 hour)

E. Planning the Facilities (2 hours)

1. The Leisure Market
2. Planning Concepts
3. Resort Concept Elements

F. Recreational Activities and Facilities (2 hours)

1. Golf, Tennis, Skiing, Swimming, and Other Recreational Activities
2. Health and Spa Facilities

G. Resort Rooms Division Characteristics (4 hours)

1. Reservation Specifics and Characteristics
2. Front Desk Functions
3. Uniformed Services
4. Concierge Services
5. Housekeeping Services
6. Physical Plant Management Services

Exam 2 (1 hour)

H. Resort Food and Beverage Characteristics (3 hours)

1. Services
2. Personnel
3. Menu Characteristics
4. Meal Plans
5. Room Service

I. Resort Security Characteristics (2 hours)

1. Facilities and Rooms Security
2. Grounds Security

J. Resort Marketing, Promotion, and Sales (2 hours)

1. Market Segmentation
2. Promotional Methods and Strategies

K. Resort Management Characteristics (2 hours)

1. Management Positions
2. Responsibilities of Resort Managers
3. Resort Management Employment Procurement

L. In-Class Resort Profile Presentations (12 hours)

1. Profile Assignment Discussion
2. In-Class Resort Profile Presentations

Exam 3 (1 hour)

Final Exam – During Final Exam Week (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

75% Three tests – 100 points each – true/false and multiple choice format

25% Written / In-Class Resort Profile – 100 points – researched report / presentation pertaining to a student-selected domestic or international resort of their choice.

V. Grading Scale

Grading Scale:

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
< 60%	F

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussions, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Gee, C.Y. (2013). *World of Resorts*, Lansing MI, American Hotel & Lodging Association Educational Institute

VIII. Special resource requirements

None

IX. Bibliography

Hayes, D., Ninemeier, J., and Miller, A. (2012). *Foundations of Lodging Management, 2nd ed.* New Jersey: Prentice Hall.

Ismail, A. (2002). *Front Office Operations and Management*. Independence KY: Delmar Centage Learning.

Kasavana, M. (2014). *Managing Front Office Operations, 9th ed.* Lansing MI: American Hotel & Lodging Association Educational Institute.

Lattin, G. (2015). *The Lodging and Food Service Industry, 8th ed.* Lansing MI: American Hotel & Lodging Association Educational Institute.

Mill, R.(2006). *Managing the Lodging Operations*. New Jersey: Prentice Hall.

Mill, R. (2012). *Resorts: Management and Operation, 3rd ed.* New Jersey: Wiley.

Ninemeier, J. (2014). *Planning and Control for Food and Beverage Operations, 8th ed.* Lansing MI: American Hotel & Lodging Association Educational Institute.

Nitschke, A., and Frye, W. (2008). *Managing Housekeeping Operations 3rd ed.* Lansing MI: American Hotel & Lodging Association Educational Institute.

Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

Course will be positioned within the Hotels & Lodging Track of the Hospitality Management curriculum. Depth and specific knowledge points do not enable content to be incorporated into an existing course.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in existing courses or program requirements.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course was offered as a special topics course during the Spring 2006 semester with a student enrollment of 40.

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course is not a dual-level course.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course may not be taken for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Ferris State University -- HDMT 405 Resort-Recreation Management – Tourism

Methodist University -- RMT 3600 Resort Management and Operations

Colorado Mountain College -- HOS 231 Resort Facilities Management and Design

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

Course content / skills are not recommended or required by any society, accrediting authority, law, or external agency.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will not be taught by more than one instructor

- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

There is no relationship between the content of this course and the content of courses offered by other departments.

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed with other departments.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

Faculty resources are adequate to teach this course within required workload parameters as per the approved addition of one faculty member, to begin Fall 2014.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

No other resources will be needed to teach this course.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No course resources are funded by a grant.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course is anticipated to be taught once per academic year. It is not designed or restricted to a certain seasonal semester.

- C5 How many sections of this course do you anticipate offering in any single semester?

One section of this course will be offered.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

Anticipated course enrollment is 45, based upon the seating capacity of the classroom in which this course will be scheduled.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits for a course of this nature.

C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course is not a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No additional information is necessary.