

LSC Use Only No: LSC Action-Date: UWUCC USE Only No. 02-112L UWUCC Action-Date: APR 22 2003 Senate Action Date: APR 29 2003

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person <b>DR. Stephen Shiring</b>	Email Address <b>sshiring@iup.edu</b>
Proposing Department/Unit <b>Hotel, Restaurant, and Institutional Management</b>	Phone <b>7-4440</b>

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each 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

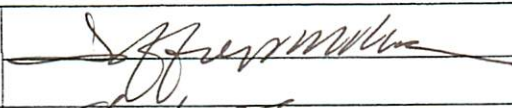
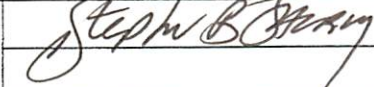
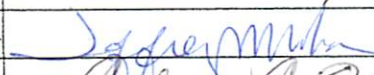
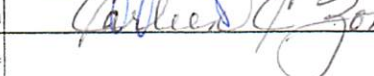

HMGT 470 Hospitality Business Model

*Current Course prefix, number and full title*                      *Proposed course prefix, number and full title, if changing*

2. Additional Course Designations: check if appropriate
- This course is also proposed as a Liberal Studies Course.                       Other: (e.g., Women's Studies, Pan-African)
- This course is also proposed as an Honors College Course.

3. Program Proposals
- New Degree Program                       Program Title Change                       Program Revision
- New Minor Program                       New Track                       Other

*Current program name*                      *Proposed program name, if changing*

4. Approvals		Date
Department Curriculum Committee Chair(s)		1-15-03
Department Chair(s)		1-15-03
College Curriculum Committee Chair		3-21-03
College Dean		28 Mar 03
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs		4/22/03

\* where applicable

## NEW SYLLABUS OF RECORD

- I. Catalog Description**  
**HMG 470 Hospitality Business Model**
- 3 class hours  
0 lab hours  
3 credit hours  
3c-01-3cr

Prerequisites: Senior status and permission of instructor

Course provides the student with the opportunity to integrate and apply hospitality operations management concepts into the development of a working hospitality business model.

### II. Course Objectives

Upon completion of this course, the student will:

1. create a hospitality business model utilizing standard business concepts and objectives.
2. translate conceptual ideas into a professional hospitality business plan.
3. design a management structure to support the hospitality business model.
4. project market growth-rate for the hospitality business industry.
5. utilize computer applications leading to the completion of the hospitality business model.
6. develop professional presentation skills using communication skills in a formal discussion of their hospitality business model.

### III. Course Outline

- A. Course Introduction (2 hours)
- B. Concept Development and Visualization (4 hours)
1. Concept development
  2. Mission statement

- C. Using Market Feasibility/Site Analysis/Industry Analysis (4 hours)
1. Site Selection
  2. Demographic characteristics
  3. Competition analysis (S.W.O.T)
  4. Economic patterns and characteristics
  5. Psychographic segmentation
  6. Industry analysis
  7. The target market
- D. Financial Feasibility (5 hours)
1. Pro Forma balance sheet
  2. Pro Forma income statement
  3. Pro Forma supporting schedules
  4. Capital expenditures
- E. Proposed Business Structure (3 hours)
1. A management plan
  2. Recruitment and human resource management assessment
  3. Job analysis - job descriptions and specifications
  4. Communication system and technology adaption
  5. Uniform design and description
- F. A Five-Year Plan (4 hours)
1. Development of operation business strategies
  2. Horizon and analysis
  3. Long-term development and exit plan
- G. Integrating Menu Development (6 hours)
1. Menu item product mix
  2. Pricing strategies
  3. Specifications
  4. Equipment requirements and specifications
  5. Hazard Analysis Critical Control Plan (HACCP)
  6. Menu design and copy layout

- H. Design, Development and Planning (3 hours)
1. Physical plant considerations
  2. Interior space design considerations - facility layout
  3. External facilities design characteristics - prototype sample
  4. Management of the physical facility
  5. Life Safety Issues
- I. The Construction Phase: Building the Concept (4 hours)
1. Operational layout and design drafting
  2. Material and equipment specification
  3. Code adherence
  4. Bid procedure and strategies
  5. Construction sequence
- J. Integrating a Marketing Plan (4 hours)
1. Consideration of Price, Product, Place, and Promotion
  2. Presentation of Table Top and accessories
- K. Business Plan Review (3 hours)
1. Review of the development process
  2. Evaluation of the complexity of process
- L. Culminating Activity (2 hours)
- Final Model Presentation

#### **IV. Evaluation Method**

The final grade for the course will be determined as follows:

- 50%. Individually completed modules of a business plan. Each team will complete a series of ten-mini assignments leading to the completion of a business plan.
- 25% The final written business plan.
- 15% Final Model Presentation.
- 10% Peer Evaluation of team participants.

## **V. Example Grading Scale**

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and below	F

## **VI. Attendance Policy**

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of the instructor recognizes students' need to miss class because of illness or personal emergency.

## **VII. Required Textbooks, Supplemental Books and Readings**

Required:

Instructor prepared packet

## **VII. Special Resource Requirements**

None

## **IX. Bibliography**

Almanza, B. A., Kotschevar, L., and Terrell, M., Food Service Planning: Layout and Equipment, 4<sup>th</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 2000.

Coltman, M. C., and Jagels, M. G., Hospitality Management Accounting, John Wiley & Sons, New York, New York, 2001.

Kotler, P., Bowen, J., and Makens, J., Marketing for Hospitality and Tourism, 2<sup>nd</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 1999.

Lewis, R. C., & Chambers, R. E. , Marketing Leadership in Hospitality: Foundations and Practices , 3<sup>rd</sup> edition, John Wiley & Sons, New York, New York, 2001.

Mill, R. C., Restaurant Management, Customers, Operations, and Employees., 2nd edition, Prentice Hall, Upper Saddle River, New Jersey, 2001.

Sanders, E., & Hill, T., Foodservice Profitability: A Control Approach., 2<sup>nd</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 2001.

Scarborough, N. M., Effective Small Business Management: An Entrepreneurial Approach., 6<sup>th</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 2000.

## Course Analysis Questionnaire

### HMGT 470 Hospitality Business Model

#### 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.)*

HRIM 470 Hospitality Business Model will strategically compliment the Hospitality Management curriculum as a senior-level required course. This course is not for inclusion in the Liberal Studies Program.

- 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 the context of any other existing courses or a need requiring additional requirements for a major in the Hospitality Management program. This course provides a capstone experience within the hospitality management curriculum. It is designed to integrate and apply concepts gleaned from the Hospitality Management curriculum to the research, design, planning and development of a holistic hospitality operation. This course will currently be offered as an elective course, although it will be proposed as a required course when the Hospitality Management curriculum is revised.

- 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.*

Yes, this course has been offered at IUP for the past three semesters as a special topic course.

- A4. *Is this course to be a dual-level course? If so, what is the approval status at the graduate level?*

No, 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 will not be taken for variable credit.

- A6. *Do other higher education institutions currently offer this course? If so, please list examples.*

Evidence has been found of other hospitality management programs in the United States offering pieces of this course but not of its holistic content.

- 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. Explain why this is content or these skills cannot be incorporated into an existing course.*

Yes, the student will experience the dynamics of working as an individual member of a student-based management team in the progress of designing a hospitality business model. The student will demonstrate appropriate human relations skills and apply critical thinking skills to the decision-making process to write a hospitality business plan.

The demonstration of technical, human relation and conceptual skills required to successfully complete this course are those identified skills recognized by hospitality professionals as being important attributes of successful entry-level hospitality managers. The specific content of this course cannot be incorporated into a current course because of its in-depth coverage and specific hands-on requirements.

#### Section B: Interdisciplinary Implications

- B1. *Will this course be taught by one instructor or will there be team teaching? If the latter, explain the teaching plan and its rationale.*

This course will be taught by one professor

- 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 which clarify their attitudes toward the proposed change(s).*



This is a specialized course for Hospitality Management students. This course requires explicit technical knowledge gleaned from Hospitality Management-specific course work.

B3. *Will seats in this course be made available to students in the School of Continuing Education?*

Yes.

### Section C: Implementation

C1. *Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how course will fit into the schedules of current faculty. What will be taught less frequently or in fewer sections to make this possible?*

Faculty resources in the department are adequate.

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*

The department currently has adequate resources available now 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 the Dean, Provost, ect.)*

No grant funds are associated with this course.

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

Two sections of this course will be offered each Fall and Spring semester.

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

It is anticipated that one section per semester will be offered.

- C6. *How many students do you plan to accommodate in a section of this course? Is this planned number limited by the availability of any resources? Explain.*

This course will comfortably accommodate thirty-five students, if scheduled in Ackerman 110A, the computer lab facility. The nature of the computer lab restricts enrollment.

- 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 limits either the enrollment or parameters for this course.

Section D: Miscellaneous


No additional information is necessary.

**Part III. Letters of Support or Acknowledgement**

Attached.

# Memo

To: Dr. Steven Shiring

From: Joanne B. Steiner 

Date: 2/2/01

Re: HRIM 470 Hospitality Operations Planning and Development

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Thank you for the opportunity to review this new course. To date, the dietetic majors who have elected to enroll have been most positive about the learning opportunities and the culminating management project. Additionally, the course objectives and content contribute to the obtainment of the management competencies for accreditation in dietetics. The Food and Nutrition Department supports the approval of this course.