**LETTER OF NOTIFICATION – 3**

NEW OPTION, EMPHASIS, CONCENTRATION or MINOR

(Maximum 21 semester credit hours of theory courses and 6 credit hours of practicum courses)

1. Institution submitting request: University of Arkansas Fayetteville

1. Contact person/title: Dr. Terry Martin, Vice Provost for Academic Affairs
2. Phone number/e-mail address: (479) 575-2151/tmartin@uark.edu
3. Proposed effective date: Fall 2018
4. Title of existing degree program:

(Indicate if the degree listed above is approved for distance delivery)

Bachelor of Science in Human Environmental Sciences

1. CIP Code: 19.0501
2. Degree Code:
3. Proposed name of new option/concentration/minor (circle one):

Minor: Hospitality Management

1. Reason for proposed action:

Due to overwhelming student requests from outside the program for a minor in hospitality management, the program has developed and is requesting to implement this minor. In addition, there is a huge demand for graduates in the field of hospitality management and the board of advisors for the hospitality program fully encourage and support this new minor.

1. New option/emphasis/concentration/minor objective:

The minor in Hospitality Management offers a professional educational opportunity as an entry to the world's largest industry, hospitality and tourism. Students designating the minor will have opportunities to interview with major hospitality companies for staff and management training positions. In addition, students will be better able to secure meaningful work experiences in the many job opportunities in the hospitality industry during their college career as they progress towards the minor.

1. Provide the following:
   1. Curriculum outline - List of courses in new option/emphasis/concentration/minor – Underline required courses

HOSP 1603 Introduction to Hospitality Management (3)  
HOSP 2633 Lodging Property Management (3)  
HOSP 3653 Hospitality, Dietetic Management and Human Resources (3)

HOSP 3623 Introduction to Meetings and Events Management (3)

HOSP 4653 Global Travel and Tourism Management (3)

* 1. Provide degree plan that includes new option/emphasis/concentration/minor

**Minor in Hospitality Management**

This minor degree is designed to give students the expertise needed to pursue careers in the growing hospitality management industry. Students must complete 15 credit hours to earn this minor, including courses on tourism, finance, event management, and human resources. This minor degree is open to all students at the University of Arkansas.

**Requirements**

Core (15 units):

* HOSP 1603 Introduction to Hospitality Management (3)  
  Prerequisites: None
* HOSP 2633 Lodging Property Management (3)  
  Prerequisites: None
* HOSP 3653 Hospitality, Dietetic Management and Human Resources (3)

Prerequisites: NUTR 1213, HOSP 1603, 2603 & Junior Standing

* HOSP 3623 Introduction to Meetings and Events Management (3)  
  Prerequisites: HOSP 1603
* HOSP 4653 Global Travel and Tourism Management (3)  
  Prerequisites: HOSP 1603, PSYC 2003 or SOCI 2013

To earn a minor in Hospitality Management, a student must earn a C or better in the five courses required for the minor.

* 1. Total semester credit hours required for option/emphasis/concentration/minor

(Option range: 9–27 semester credit hours)

15 credit hours

* 1. New courses and new course descriptions

HOSP 3623 Introduction to Meetings and Events Management

Focuses on the planning and management of meetings and events in the hospitality industry. Includes developing event goals and objectives, site planning and management, event set up, risk management, food and beverage planning and management, budgeting, working with event services vendors, and marketing and promotion of events and meetings.

* 1. Goals and objectives of program option/emphasis/concentration/minor
* The minor in Hospitality Management will allow students across the University of Arkansas to enhance their major degrees with additional exposure to a program that prepares students to lead and succeed in one of the world's largest and most exciting industries.
* The hospitality management program integrates foundational business principles with innovative concepts related directly to the distinct industry of tourism and hospitality.
* The required courses serve to provide students an overview of different foundational elements of the industry, in addition, the course offer more in-depth exposure of the support segments across a number of sectors within the industry.
  1. Expected student learning outcomes
* Foundational knowledge in the hospitality industry including food service, lodging and other hospitality venues.
* Learn how to manage venues, and best practices for customer service.
* Knowledge of the hospitality management field from a financial, economic, marketing and management point of view.
* Effectively use analytical, technical and critical thinking skills to organize and communicate in their business environment.
* Analyze, understand, and solve human resource problems and challenges.
  1. Documentation that program option/emphasis/concentration/minor meets employer needs (if applicable)

Hospitality and tourism is a top industry in the state of Arkansas, and students can increase their career opportunities and earnings potential by adding the minor in hospitality management to their resumes. There are many ample opportunities to enter this industry, and the faculty at the University of Arkansas feel we owe it to our students to adequately prepare them for such a career.

According to The National Association of Colleges and Employers, hospitality management salaries for college graduates are growing more quickly than in any other industry in the United States. Growing by nearly 10 percent last year alone, relates Jeffrey Catrett, Dean, The School of Hospitality Management at Kendall College.

In addition to the statistics listed above, the Hospitality Innovation (Management) board of advisors has recommended the minor and have been an immense help in designing this minor. Furthermore, the board of advisors is steadfast in their feeling that this minor will highlight the University of Arkansas hospitality program when compared to other hospitality programs featured at universities in the state of Arkansas.

* 1. Student demand (projected enrollment) for program option/ emphasis/concentration/minor

Projected enrollment for the minor is estimated at 15-20 new students per semester.

* 1. Name of institutions offering similar program or program option/ emphasis/concentration/minor and the institution(s) used as a model to develop the proposed program option/emphasis/concentration/minor (if applicable)

University of Nevada, Las Vegas

Florida State University

University of Central Florida

Temple University

1. Institutional curriculum committee review/approval date:

November 8, 2017

1. Will the new option/emphasis/concentration/minor be offered via distance delivery? If yes, indicate mode of distance delivery:

No

1. Explain in detail the distance delivery methods/procedures to be used:

N/A

1. Specify the amount of additional costs required for program implementation, the source of funds, and how funds will be used.

None

1. Provide additional program information if requested by ADHE staff.

President/Chancellor Approval Date: January 8, 2018

Board of Trustees Notification Date: March 29, 2018

Chief Academic Officer: James S. Coleman Date: January 2, 2018