

Status: PENDING

**PROGRAM REQUEST**  
Hospitality Management

Last Updated: Zircher, Andrew Paul  
01/22/2011

<b>Fiscal Unit/Academic Org</b>	Dept Of Consumer Sciences - D1255
<b>Administering College/Academic Group</b>	Education & Human Ecology
<b>Co-administering College/Academic Group</b>	
<b>Semester Conversion Designation</b>	Converted with minimal changes to program goals and/or curricular requirements (e.g., sub-plan/specialization name changes, changes in electives and/or prerequisites, minimal changes in overall structure of program, minimal or no changes in program goals or content)
<b>Current Program/Plan Name</b>	Hospitality Management
<b>Proposed Program/Plan Name</b>	Hospitality Management
<b>Program/Plan Code Abbreviation</b>	HSPMGT-BS
<b>Current Degree Title</b>	Bachelor of Science in Hospitality Management

**Credit Hour Explanation**

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program		181	120.7	120	0.7
Required credit hours offered by the unit	Minimum	68	45.3	43	2.3
	Maximum	68	45.3	49	3.7
Required credit hours offered outside of the unit	Minimum	97	64.7	64	0.7
	Maximum	102	68.0	70	2.0
Required prerequisite credit hours not included above	Minimum	0	0.0	0	0.0
	Maximum	0	0.0	0	0.0

**Program Learning Goals**

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

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**Program Learning Goals**

- a. Incorporate the development of marketable skills while focusing on the key competencies of communication, financial and accounting skills, ethics and problem solving.
- b. Identify and analyze consumer needs, perceptions, and experiences to influence consumer decision-making.
- c. Recognize global economic, social, and environmental issues that impact consumer and business decisions.
- d. Explain the functional areas of different hospitality organizations by outlining operational systems, their differences and commonalities as well as analyze problem areas and design solutions.
- e. Integrate knowledge of operational practices to implement tools for effective human resource management.
- f. Understand the relationship between costs and revenue and the controls associated with both as well as outline their impact on financial resource management and solvency of hospitality enterprises.
- g. Identify and explain the various facets of marketing and how they contribute to service delivery and meeting customer expectations as well as support the hospitality organization's strategic plan.
- h. Learn and demonstrate the importance of correct and proper communication using oral and written skills, visual presentations and electronic media.
- i. Identify and apply developments in technology and its role in the management information systems of the hospitality management industry.
- j. Critically analyze and evaluate one's professional strengths and opportunities for further development.
- k. Exercise effective judgment and decision-making by utilizing reliable and accurate accounting and statistical techniques

**Assessment**

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

**Is this a degree program (undergraduate, graduate, or professional) or major proposal? Yes**

**Does the degree program or major have an assessment plan on file with the university Office of Academic Affairs? Yes**

**Summarize how the program's current quarter-based assessment practices will be modified, if necessary, to fit the semester calendar.**

Assessment plan is on file with the university Office of Academic Affairs. The courses that had been identified under quarters as sources for measures have been changed to corresponding semester courses. Learning goals were expanded further defined as part of the semester conversion process.

**Program Specializations/Sub-Plans**

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

**Pre-Major**

**Does this Program have a Pre-Major? Yes**

Consumer Sciences requires that students complete 15 semester hours of course work with a 2.00 cumulative point hour ratio or better to enter the Hospitality Management pre-major.

Consumer Sciences requires that students complete 15 semester hours of course work with a 2.00 cumulative point hour ratio or better and MATH 130 or higher or level M on placement test to enter the Hospitality Management major.

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**Attachments**

- HM Chair Letter Rationale Courses Semester Advising Sheet Quarter Advising Sheet Transition Policy Concurrence Letter Curric.pdf: All attachments from program-offering unit  
*(Letter from Program-offering Unit. Owner: Montalto,Catherine P)*
- EHE Dean's Approval - Semester Conv - Consumer Sciences - 010911.docx: College Approval Letter  
*(Letter from the College to OAA. Owner: Zircher,Andrew Paul)*

**Comments**

- Typos corrected and Credit hour explanation updated *(by Mitchell,Erica N on 10/24/2010 02:33 AM)*
- "Principals" should be "Principles"

Appreciate transition policy statement!

Credit hour explanation off- number of credit hours required for proposed program *(by Zircher,Andrew Paul on 10/12/2010 09:19 PM)*

**Workflow Information**

Status	User(s)	Date/Time	Step
Submitted	Fox,Jonathan Jay	09/22/2010 07:19 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	09/22/2010 07:38 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	10/12/2010 09:19 PM	College Approval
Submitted	Mitchell,Erica N	10/24/2010 01:41 PM	Submitted for Approval
Revision Requested	Fox,Jonathan Jay	10/24/2010 04:14 PM	Unit Approval
Submitted	Mitchell,Erica N	10/24/2010 04:49 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	10/24/2010 05:01 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	11/22/2010 09:28 AM	College Approval
Submitted	Montalto,Catherine P	12/03/2010 03:21 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	12/03/2010 04:00 PM	Unit Approval
Approved	Zircher,Andrew Paul	01/22/2011 11:35 AM	College Approval
Pending Approval	Soave,Melissa A	01/22/2011 11:35 AM	CAA Approval



Office of Academic Affairs  
172 Arps Hall, 1945 N. High Street  
614 688-4571

**Date:** January 9, 2011

**To:** Randy Smith, Vice Provost for Academic Programs  
Elliot Slotnick, Associate Dean, Graduate School

**From:** Jackie Blount, Associate Dean, EHE Academic Affairs

**RE:** Semester Conversion Package for Department of Consumer Sciences

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I am pleased to present the complete package of semester conversion materials for the Department of Consumer Sciences. In what follows, I will outline unique college and department contexts that have shaped this package. I will include tables summarizing constituent programs/courses and describe any other pertinent considerations. Finally, you will find Dean's level approval.

### College Contexts

The College of Education and Human Ecology was formed in 2006 by merging two colleges (Human Ecology and Education). Curriculum across the new college, however, has remained relatively unchanged. Given this situation, we view the semester conversion process as a fresh opportunity to deepen the merger by building curricular collaborations among our units. We also wish to rethink our pre-existing programs and find ways to make them stronger, more coherent, and streamlined.

To these ends, we have asked faculty in our units to purge their curricula of little-used or less-than-relevant courses. We have challenged faculty to reach across unit lines to forge curricular collaborations by creating new degrees, interdisciplinary specializations, or co-taught courses. We are re-instituting a number of undergraduate teacher preparation programs (B.S.Ed.), each of which draws from courses in units around our college as well as across the university. We have encouraged five of our six units to address findings of the 2008 OSU Doctoral Program Assessment and Plan by strengthening their Ph.D. programs and making them more coherent. They have responded by: 1) defining their Ph.D. programs in alignment with their units -- rather than with their pre-merger college (i.e., Ph.D. in Consumer Science rather than Ph.D. in Human Ecology); and 2) creating true cores for their Ph.D. programs if they did not previously exist. Additionally, an Ed.D. degree in Educational Leadership is being proposed to address the need of school administrators to pursue advanced degrees geared for practitioners. With approval of the Ed.D. and also with recent B.O.R. approval of our other practitioner-oriented programs, an Ed.S. (Education Specialist) program in School Psychology and another in Teaching and Learning, fewer graduate students in the college will pursue Ph.D.s by default than in the past.

We believe that, taken together, these changes will greatly strengthen our programs and clarify our new college identity.

## Departmental Notes

Consumer Sciences (CS) is one of five units in the college to change its Ph.D. program to align with departmental boundaries rather than those of its previous college. CS faculty have proposed that the degree name change from “Ph.D. in Human Ecology” to “Ph.D. in Consumer Sciences.” The “Human Ecology” designation no longer makes sense because the college of that name does not exist. Also, Ph.D. degrees from other units with the “Human Ecology” designation have very little in common with each other as there is no common core. However, with the proposed Ph.D. in Consumer Science, a 12-credit hour common core will provide greatly enhanced cohesion to the degree program that will span three separate specializations. For similar reasons, CS faculty also are proposing that the name of their master’s degree change from “M.S. in Human Ecology” to “M.S. in Consumer Sciences.”

Finally, CS faculty likewise have chosen to improve the coherence of their B.S. degrees. Previously, the three main programs in the department each offered essentially independent majors. Now, though, the B.S. degrees have a true common core of courses shared by three majors. Not only will this improve quality and coherence for students, but it also will increase efficiencies in the department.

## Summary Tables

Program	Extent of Change	Notes	Approval by EHE Curr. Committee	Approval by EHE College Council
<b>Ph.D. Consumer Sciences</b>	New	Name changed to align with unit. Otherwise, straight conversion. Includes a 12-credit hour common core.	Nov. 19, '10	Dec. 3, '10
<b>M.S. in Consumer Sciences</b>	New	Name change to align with unit. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
<b>Major in Consumer and Family Financial Services</b>	Converted	Have new common core with other undergraduate majors in dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
<b>Major in Fashion and Retail Studies</b>	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
<b>Major in Hospitality Management</b>	Converted	Have new common core with other undergraduate majors in Dept. Otherwise, straight conversion.	Nov. 19, '10	Dec. 3, '10
<b>Minor in Consumer Sciences</b>	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10
<b>Minor in Fashion and Retail Studies</b>	Converted	Straight conversion.	Nov. 19, '10	Dec. 3, '10

Courses	Number	Extent of Change	Approval by EHE Curr. Committee	Approval by EHE College Council
New graduate courses	3	New	Nov. 19, '10	Dec. 3, '10
New undergraduate courses	9	New	Nov. 19, '10	Dec. 3, '10
<b>Total new Courses</b>	<b>12</b>			
Re-envisioned graduate courses	12	Re-envisioned	Nov. 19, '10	Dec. 3, '10
Re-envisioned undergraduate courses	21	Re-envisioned	Nov. 19, '10	Dec. 3, '10
<b>Total re-envisioned courses</b>	<b>33</b>			
Graduate courses	17	Converted	Nov. 19, '10	Dec. 3, '10
Undergraduate courses	28	Converted	Nov. 19, '10	Dec. 3, '10
<b>Total converted courses</b>	<b>45</b>			
<b>Total number of all courses</b>	<b>90</b>			

### College Approval

I have carefully reviewed all semester conversion materials for the Department of Consumer Sciences, having done so conjointly with the EHE Curriculum Committee. I also have discussed these materials with Dean Achterberg. This memo signifies Dean's level approval of the entire semester conversion package for the Department of Consumer Sciences.



Department of Consumer Sciences

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November 12, 2010

Dear Curriculum Review Committee,

The Department of Consumer Sciences in the College of Education and Human Ecology is presenting a total of five degree programs and two minors for semester conversion in Summer of 2012. Of the five degree programs, three are undergraduate programs including: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services and two are graduate programs in Consumer Sciences (MS and Ph.D.). Two minors will be converted taking new names: Consumer Sciences and Fashion and Retail Studies. The current programs in the department and college are:

- a. Undergraduate majors: BS in Hospitality Management, BS in Human Ecology with majors in Fashion and Retail Studies, and Consumer and Family Financial Services
- b. Undergraduate minors: Consumer Services and Textiles & Clothing
- c. Graduate programs: MS and Ph.D. in Human Ecology with specializations in Hospitality Management, Fashion and Retail Studies, and Family Resource Management

The faculty in the Department of Consumer Sciences have participated in a year long review of curriculum, commencing with research on programs at benchmark institutions and a review of survey information from program alumni. Much of the work on our undergraduate programs was done within program groups representing the interests of the three areas of study in Consumer Sciences: Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services. The graduate faculty worked as a committee of the whole. At the start of Autumn 2009 each program faculty committee redefined program learning goals and linked these goals to a formal assessment plan. With this background, a curricular map of existing programs was drafted to identify any holes in coverage and redundancies. These maps served as the basis for program modifications.

For the undergraduate programs, common changes were the addition of new courses to cover gaps in the curriculum as seen through examination of the curricular maps, elimination of courses considered redundant, merging of existing courses facilitated by the extra time in semesters, and/or identification of courses from other units that complement learning goals in each program. Each of the three undergraduate programs and two minors is presented as a conversion to semesters with minimal changes to program goals and curricular requirements.

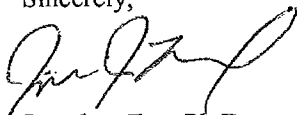
For the graduate programs, the department's situation is somewhat unique. Our proposal is for two new graduate programs (MS and Ph.D.) in Consumer Sciences. Previously our graduate degree programs were in Human Ecology, encompassing students working in Human Nutrition, Human Development and Family Science, and Consumer Sciences. Faculty from all three units agreed that one single degree is not adequately representative of these three areas of study as there is no common core of study amongst the

programs. To be more representative of the core area of study, each of the three units that previously contributed to graduate degrees in Human Ecology is proposing a new graduate program. In Consumer Sciences the proposed graduate program parallels our undergraduate program with a set of core requirements in consumer sciences followed by courses derived from 3 areas of study: Hospitality Management, Fashion and Retail Studies, and Family/Consumer Economics. These are not tracks and represent only an advanced treatment of consumer sciences within a specific market setting.

Faculty approval for the five degree programs and new (or significantly modified) courses was recorded through a formal vote on each program and course at one of two day-long retreats held in early June and mid-September 2010. At these meetings the undergraduate proposals drafted by program area groups were presented, discussed and put forward for full faculty vote. The Fashion and Retail Studies and Consumer and Family Financial Services programs were approved unanimously in these retreats. The Hospitality Management proposal required more significant revision as a result of faculty discussion and the subsequent vote was conducted online with all Consumer Sciences faculty voting and approving the final proposal. The MS and Ph.D. programs in Consumer Sciences were also reviewed and voted upon in the September retreat and the approval was unanimous through a formal and recorded vote. The two minor conversions were voted upon electronically by faculty in early November.

The faculty in Consumer Sciences submitted a strong rationale for programmatic changes, appropriate transition plans, and a plan to meet the resource requirements that come with these five degree and two minor proposals. I recommend approval of the BS degrees in Hospitality Management, Fashion and Retail Studies, and Consumer and Family Financial Services; minors in Consumer Sciences and Fashion and Retail Studies; and the two graduate degrees (MS and Ph.D.) in Consumer Sciences.

Sincerely,



Jonathan Fox, Ph.D.  
Interim Chair  
Consumer Sciences



### Bachelor of Science in Hospitality Management - Program Rationale

The Hospitality Management program was established in 1946 as a program in Restaurant Management, and was renamed and reorganized in 1983 as a B.S. tagged degree with the name Hospitality Management. The program was approved by the Board of Regents as a specialized business management program focused on development of managers for the hospitality industry. This includes restaurants and other food service operations, hotels and lodging facilities, travel/tourism, and the support/supply systems and vendors specialized to this industry.

In 2001 the Hospitality Management Program moved from the Department of Human Nutrition and Food Management (HNFM) to the Department of Consumer Sciences. This administrative relocation enabled HNFM to narrow its focus on human nutrition and dietetics, and concurrently placed the Hospitality Management program into a department focused on professions serving the consumer of goods and services, with special emphasis on the customer services aspects of hospitality businesses.

The HM program was reviewed and updated in 2007, with the support and advice of the Ohio State University Hospitality Management Industry Advisory Board. During this process, courses were developed or modified to ensure that the HM program graduates were prepared to lead and manage in all segments of the hospitality industry.

Semester conversion provides another opportunity to upgrade and strengthen the HM curriculum. The enhanced HM program consists of a strong core of hospitality and consumer sciences courses matched with selection of relevant business courses. This program will also provide the students with electives in advanced hospitality courses in their areas of interest. In addition to this, students will also have the option to choose from various minors such as: business, international business studies, entrepreneurship; offered through other units within OSU. The program is further enhanced through a partnership with Campus Dining Services which allows our students to gain experience in a real operating restaurant and kitchen.

The new semester HM curriculum benefits students in that it will improve the quality of their education by providing a more comprehensive and in-depth knowledge base of the entire hospitality industry.

List of semester courses

Department	Title	Cr Hrs
<u>Math</u>		
MATH 130	Mathematical Analysis for Business I	3
<u>Data Analysis</u>		
STAT 135	Elementary Statistics	3
<u>Natural Sciences</u>		
BIOLOGY 101	Introductory Biology	4
HUMN NTR 210	The Science of Human Nutrition	3
Phys Sci with lab		4-5
<u>Social Sciences</u>		
ECON 200	Principles of Microeconomics	3
PSYCH 100	General Psychology	3
<u>Department Core</u>		
CON SCI 2910	Consumer Problems and Perspectives	3
CON SCI 3910	Consumer Service and Satisfaction	3
CON SCI 3930	Consumer Decision Making	3
CON SCI 3940	The Multicultural Consumer: Methods and Analysis	3
CON SCI 2990	Professional Development	1
<u>Supporting Courses</u>		
ACCT&MIS 310	Foundations of Accounting	3
BUS MHR 400	Foundations of Management and Human Resources	3
BUS FIN 420	Foundations of Finance	3
BUS ML 450	Foundations of Marketing Management	3
COMM 321	Principles of Effective Public Speaking	3
COMM 367	Persuasive Communication	3
AGR COM 390	Oral Expression in Agriculture	3
CS&E 101	Computer-Assisted Problem Solving	3
<u>Required Major</u>		
CSHSPMG 1600	Introduction to Hospitality Management	2
CSHSPMG 2610	Beverage Management	2
CSHSPMG 2700	Principles of Food Production Management	3
CSHSPMG 2710	Principles of Food Production Management Laboratory	1
CSHSPMG 3700	Controlling Food, Beverage, and Labor Costs	3

CSHSPMG 3720	Food Service Systems	3
CSHSPMG 3730	Food Service Systems Laboratory	1
CSHSPMG 4800	Hotel Systems	3
CSHSPMG 4810	Hotel Systems Laboratory	1
CONSCI 3191	Internship	3
CONSCI 4191	Internship Portfolio Experience	3
CSHSPMG 5780	Hospitality Management Advanced Applications	3
<u>Required Major</u>	Selection Courses	
CSHSPMG 4600	Special Events Planning and Management	3
CS HSPMG 4620	Principles of Tourism	3
CS HSPMG 4650	Advanced Mgt Skills for Hosp Supervisors	3
CS HSPMG 4710	Foodservice Facilities Design	3
CS HSPMG 4750	Casino Operations	3
CSHSPMG 4820	Advanced Hotel Systems	3
CSHSPMG 4680	Strategies and Issues in Hospitality Management	2
CS HSPMG 4640	Advanced Marketing in Hospitality Enterprises	3
CON SCI 5140	Topics in Consumer Science	3
CS CFMFNS 2260	Family Financial Management	3
CS CFMFNS 5130	Solutions to Consumer Problems	3
CS FSNRTS 4577	Fashion and Retail Promotions	3
CS FSNRTS 4585	Merchandise Buying and Management	3
CS FSNRTS 4575	Retail Environments	3
COMM 331	Business and Professional Speaking	3
BUS MHR 290	Innovation and Entrepreneurship in Modern Business	3
BUS MGT 430	Intro to Operations Management	3
BUS MHR 490	New Venture Creation	3
BUS FIN 510	Business Law	3
BUS ADM 555	Intro to International Business	3
INTSTDS 540	International Com & World Econ	3
INTSTDS 650	International Law	3

Edited: 12-3-2010

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**

**Semester curriculum advising sheet**

Effective for NFQF or Transfer students admitted to the College of Education and Human Ecology SU 12 - SP 13 Name \_\_\_\_\_ Advisor \_\_\_\_\_

COURSE & NUMBER	HRS	GR	QT/YR	COURSE & NUMBER	HRS	GR	QT/YR
<b>UNIVERSITY REQUIREMENTS (48-49)</b>				<b>MAJOR CORE REQUIREMENTS (25)</b>			
Writing (6)				CS HSPMG 1600 Intro to Hospitality Management	2		
English 1110.01 or 1110.02 or 1110.03	3			CS HSPMG 2700 Principles of Food Production Management	3		
2 <sup>nd</sup> Level Writing Course (2367)	3			CS HSPMG 2710 Principles of Food Production Mgt Laboratory	1		
Literature (3)	3			CS HSPMG 2610 Beverage Management	2		
Arts (3)	3			CS HSPMG 3700 Controlling Food, Beverage, and Labor Costs	3		
Math (3)				CS HSPMG 3720 Food Service Systems	3		
Math Placement R or higher	0			CS HSPMG 3730 Food Service Systems Laboratory	1		
Equivalent of MATH 130 or 148	3			CS HSPMG 4800 Hotel Systems& Operation	3		
Data Analysis (3)				CS HSPMG 4810 Hotel Systems Laboratory	1		
Equivalent of STAT 135 OR 145	3			CON SCI 3191 Internship OR CON SCI 4191 Intern Portfolio	3		
<sup>1</sup> Natural Sciences (11-12)				CS HSPMG 5780 Hospitality Mgt Advanced Applications	3		
Biological Science with lab	4			<b>MAJOR ADVANCED COURSES Select 11 Credits from below</b>			
HUMN NTR 2310	3			<b>Group A(at least 5 credits from Group A):</b>			
Physical Science with lab	4-5			CS HSPMG 4600 Special Events Planning & Management	3		
Historical Study (3)	3			CS HSPMG 4820 Advanced Hotel Systems	3		
Social Sciences (6)				CS HSPMG 4650 Advanced Mgt Skills for Hosp Supervisors	3		
Equivalent of ECON 200	3			CS HSPMG 4620 Principles of Tourism	3		
Equivalent of PSYCH 100	3			CS HSPMG 4710 Foodservice Facilities Design	3		
Cultures & Ideas or Historical Study (3)	3			CS HSPMG 4750 Casino Operations	3		
<b>Open Option (6)</b>				CS HSPMG 4680 Strategies and Issues in Hosp Mgt	2		
Choice	3			CS HSPMG 4640 Advanced Marketing in Hospitality Enterprises	3		
Choice	3			<b>Group B:</b>			
HEC 100	1			CON SCI 5140 Topics in Consumer Science	3		
<b>DEPARTMENT REQUIREMENTS (13)</b>				CS CFMFNS 2260 Family Financial Management			
CON SCI 2910 Consumer Problems and Perspectives	3			CS CFMFNS 5130 Solutions to Consumer Problems	3		
CON SCI 3910 Consumer Service and Satisfaction	3			CS FSNRTS 4577 Fashion and Retail Promotions	3		
CON SCI 3930 Consumer Decision Making	3			CS FSNRTS 4585 Merchandise Buying and Management	3		
CON SCI 3940 The Multicultural Consumer: Methods and Analysis	3			CS FSNRTS 4575 Retail Environments	3		
CON SCI 2990 Professional Development	1			Equivalent of COMM 331 Business and Professional Speaking	3		
<b>SUPPORTING COURSES (18)</b>				Equivalent of BUS MHR 290 Inno and Entrep in Mod Business			
Equivalent of ACCT&MIS 310	3			Equivalent of BUS MGT 430 Intro to Operations Management	3		
Equivalent of BUS MHR 400	3			Equivalent of BUS MHR 490 New Venture Creation	3		
Equivalent of BUS FIN 420	3			Equivalent of BUS FIN 510 Business Law	3		
Equivalent of BUS ML 450	3			Equivalent of BUS ADM 555 Intro to International Business	3		
Equivalent of COMM 321 or 367 or AGR COMM 390	3			Equivalent of INTSTDS 540 International Com & World Econ	3		
Equivalent of CS&E 101 OR 200	3			Equivalent of INTSTDS 650 International Law	3		
<b>ELECTIVES (4-5)</b>				<b>CREDIT HRS REQUIRED</b>	<b>120</b>		

<sup>1</sup>BS students must take one Biological Science with lab and one Physical Science with lab

Prerequisites			
Consumer Sciences Core		Major Advanced Course Selections – Department of Consumer Sciences Course Options	
		CON SCI 5140 Topics in Consumer Science	Senior Standing in Consumer Sciences or Permission
CON SCI 2910 Consumer Problems and Perspectives	None	CS CFMFNS 2260 Family Financial Management 1	None
CON SCI 3910 Consumer Service and Satisfaction	None	CS CFMFNS 5130 Solutions to Consumer Problems	CON SCI 2910, CON 5CI 3940 and introductory microeconomics
CON SCI 3930 Consumer Decision Making	Equivalent of BUS ML 450	CS FSNRTS 4585 Merchandise Buying and Management	Equivalent of BUS MHR 400, MATH 130, ACCT&MIS 310
CON SCI 3940 The Multicultural Consumer: Methods of Data Analysis	Introductory statistics class (STAT 135 or 145)	CS FSNRTS 4575 Retail Environments	CS-FSNRTS 2370, CON SCI 3930
CON SCI 2990 Professional Development	2nd level standing, CS Major: CFFS, FRS, HM	CS FSNRTS 4577 Fashion and Retail Promotions	CS-FSNRTS 3474, C5 2980, C5 3930
Major Core Requirements		Major Advanced Course Selections – Other Departments Course Options	
CS HSPMG 1600 Intro to Hospitality Management	None	BUS MHR 290 Entrepreneurship	GEC social science human, natural, and economic resources course
CS HSPMG 2700 Principles of Food Production Management	Concurrent with CS HSPMG 2710	BUS MHR 490 New Venture Creation	BUS MHR 290
CS HSPMG 2710 Principles of Food Prod Mgt Lab	Concurrent with CS HSPMG 2700	BUS FIN 510 Legal Environment of Business	Junior Standing
CS HSPMG 2610 Beverage Management	CS HSPMG 1600	Equivalent of INTSTDS 650 International Law	Sophomore standing or higher, or permission of instructor
CS HSPMG 3700 Controlling Food, Beverage, and Labor Costs	CS HSPMG 1600, 2700, 2710	BUS MGT 430 Foundations of Operations Mgt	MATH 130, CS&E 101, and ECON 200
CS HSPMG 3720 Food Service Systems	CS HSPMG 2700, 2710, concurrent with 3730	COMM 331 Business and Professional Speaking	COMM 321
CS HSPMG 3730 Food Service Systems Lab	CS HSPMG 2700, 2710, concurrent with 3720	BUS ADM 555 Intro to International Business	Econ 201 or 400
CS HSPMG 4800 Hotel Systems & Operation	CS HSPMG 1600, ACCT MIS 310, concurrent with 4810	INTSTDS 540 International Com & World Econ	Econ 200, or permission of instructor
CS HSPMG 4810 Hotel Systems Laboratory	CS HSPMG 1600, ACCT&MIS 310, concurrent with 4800	Supporting Courses	
CON SCI 3191 Internship OR CON SCI 4191 Intern Portfolio	Major in CS (CFFS, FRS, HM); Con Sci 3990, 2.0 GPA	BUS FIN 420 Foundations of Finance	MATH 130, CS&E 101, and ECON 200
CS HSPMG 5780 Hospitality Management Advanced Applications	Equivalent of BUS ML 450, CON SCI 2910 or 2920. Rank 4 or permission of Instructor	BUS ML 450 Foundations of Marketing Management	MATH 130, CS&E 101, and ECON 200
Major Advanced Course Selections – Hospitality Management Course Options		BUS MHR 400 Foundations of Management and Human Resources	MATH 130, CS&E 101, and ECON 200
CS HSPMG 4600 Special Events	CS HSPMG 2700 and 2710 or permission of Instructor	COMM 367 Persuasive Communication	English 1110.01, 1110.02, 1110.03 or equiv, and sophomore standing or above.
CS HSPMG 4620 Principles of Tourism	CS HSPMG 1600	COMM 321 Principles of Effective Public Speaking	None
CS HSPMG 4650 Adv Mgt Skills Hosp Mgt	CS HSPMG 3700, 3720, 4800, BUS MHR 400	AGR COM 390 Oral Expression in Agriculture	Second level writing course.
CS HSPMG 4680 Strategies and Issues in Hosp Mgt	Rank 4 or permission of Instructor	ACCT&MIS 310	MATH 130, CS&E 101, and ECON 200
CS HSPMG 4710 Foodservice Facilities Design	CS HSPMG 2700, 2710, and 3700	Minor Opportunities	
CS HSPMG 4750 Casino Operations	CS HSPMG 3720, 4800	General Business Minor from Fisher College of Business: For the Option Courses take: Equivalent of BUS MGT 430	Interdisciplinary Entrepreneurship Minor from Fisher College of Business: For the Option Courses take: Equivalent of BUS MHR 290 & Equivalent of BUS MHR 490
CS HSPMG 4640 Advanced Marketing in Hospitality Enterprises	Equivalent of BUS ML 450, CON SCI 2910 or 2920		
CS HSPMG 4820 Advanced Hotel Systems	CS HSPMG 4800		
Suggested Focus Opportunities			
<b>Hospitality Marketing:</b> CS HSPMG 4780 Adv Marketing in Hosp Enterprises & CS HSPMG 4680 Strategies & Issues in Hosp Mgt, CS HSPMG 4600 Special Events Planning & Management & CS HSPMG 4650 Adv Mgt Skills for Hosp Super	<b>International Business and Studies:</b> 2 of 3 choices: Equivalent of BUS ADM 555 Intro to International Business & Equivalent of INTSTDS 540 International Com & World Econ Equivalent of INTSTDS 650 International Law	<b>Retail and Operations:</b> CS HSPMG 4650 Advanced Mgt Skills for Hosp Supervisors & CS HSPMG 4820 Advanced Hotel Systems 2 of 3: CS FSNRTS 4577 Fashion and Retail Promotions, CS FSNRTS 4585 Merchandise Buying and Management, CS FSNRTS 4575 Retail Environments	<b>Special Events:</b> CS HSPMG 4600 Special Events Planning & Management & CS HSPMG 4780 Adv Marketing in Hospitality Enterprises & CS HSPMG 4650 Adv Mgt Skills for Hosp Supervisors & CS FSNRTS 4577 Fashion and Retail Promotions

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT**  
Effective for NFQF or Transfer students admitted to the College of Education and Human Ecology SU 10 - SP 11

Name \_\_\_\_\_ Advisor \_\_\_\_\_

COURSE & NUMBER	HRS	GR	QT/YR	COURSE & NUMBER	HRS	GR	QT/YR
<b>UNIVERSITY REQUIREMENTS (80-85)</b>				<b>MAJOR REQUIREMENTS ( 67)</b>			
<b>SKILLS (19-24 hours)</b>				CS HSPMG 230 Intro Hosp Mgt	2		
Writing and Related Skills (10)				CON SCI 310 Consumer Service & Satisfaction	3		
ENGLISH 110.01 or 110.02 or 110.03	5			CS HSPMG 350.01 Food Productn Mgt	5		
<sup>1</sup> LEVEL 2 WRITING COURSE	5			CS HSPMG 370 Cost Mgt & Menu Plan	5		
				CS HSPMG 400 Beverage Mgt	3		
<b>Quantitative and Logical Skills (9-14)</b>				CS HSPMG 460 Pers & Org-Hosp Mgt	4		
MATH 130 OR Level M	0-4			CS HSPMG 480 Intro Hospitality Marketing	4		
CS&E 101 OR 200 OR 201 OR 211	4-5			CS HSPMG 551 Intro Food Service/Restaurants	3		
STAT 135 OR 145	5			CS HSPMG 552 Intro Lodging/Hotel	3		
				CS HSPMG 560 Hotel Sys 1-Operation	4		
<b>BREADTH (50 hours)</b>				CS HSPMG 561 Hotel Sys 2-Mgr AC	4		
<b>Natural Sciences (20)</b>				CS HSPMG 570 <sup>2</sup> Advanced Internship OR	12		
PHYSICAL SCIENCE CHOICE	5			CS HSPMG 571 Advanced Internship	12 (4+4+4)		
CHOICE	5			CS HSPMG 650 Adv Mgt Skills Hosp Mgt	3		
BIOL 101	5			CS HSPMG 661 Special Events	2		
HUMN NUT 210	5			CS HSPMG 680 Hosp Mktg	4		
				CS HSPMG 700 Issues-Hosp Mgt	3		
<b>Social Sciences (20)</b>				HUMN NUT 450 Food Serv Sanitation & Safety	3		
PSYCH 100 ( or HDFS 364)	5						
POLIT SCI 101	5			<b>SUPPORTING COURSES (14)</b>			
ECON 200	5			ACCT&MIS 310 <sup>3</sup>	5		
SOCIOL 101 •	5			BUS FIN 420 <sup>3</sup>	4		
				COMM 367 Or 321 OR AGR COM 390	5		
<b>Art &amp; Humanities (10)</b>							
<sup>1</sup> LITERATURE	5						
<sup>1</sup> VISUAL/PERF ARTS	5						
<b>HISTORICAL STUDY (10 hours)</b>				<b>SUGGESTED ELECTIVES</b>			
<sup>1</sup> Choice	5			BUS MHR 400 <sup>3</sup>	4		
<sup>1</sup> Choice	5			BUS MGT 430 <sup>3</sup>	4		
				BUS M&L 450 <sup>3</sup>	4		
<b>HEC 100</b>	1						
				<sup>3</sup> ACCT&MIS 310, BUS FIN 420, BUS MHR 400, BUS MGT 430 and BUS M&L 450 are the required courses for the General Business minor. To declare the minor, make an appointment with staff in 201 Campbell Hall			
<b>DEPARTMENT REQUIREMENTS (4)</b>							
CON SCI 300	2						
CON SCI 595	2						
<b>ELECTIVES (11-16)</b>				<b>CREDIT HRS REQUIRED</b>	<b>181</b>		

<sup>1</sup>From EHE -GEC list. Three diversity courses are required and they may be met through other requirements. Take one with a bullet, one with a star, and one with a diamond; or one with a bullet and two stars. <sup>2</sup>Level 3 writing course within major pending approval.  
N: Undergraduate Programs/CS Program Sheets/2010-2011 Program Sheets; Revised 5/10

### Transition Policy Statement

Students in the Hospitality Management Program who began their degree under the quarter system and must transition to the semester system will not be delayed nor disrupted toward progress to their degree if they

- decide on their major and degree within a time compatible with four-year graduation;
- meet the standards for progress defined by their academic unit and continue to complete appropriate course loads successfully; and
- actively develop and follow academic plans in consultation with their academic advisors.

The following policies may be used by HM advisors when working with students to assure their progress toward the degree:

- a. Allow students to move from their original quarter program to the new semester program sheet.
- b. The 2011-2012 Program Sheets will not be changed in a way that would make the transition more difficult from 2010-2011 sheets to allow more consistency for at least two years of students.
- c. Waive prerequisites for newly formed semester courses when necessary.
- d. Encourage current Freshmen and Sophomore students interested in Hospitality Management to take the semester appropriate general education (GEC) courses when possible.
- e. Advisors will have a "suggested list" of appropriate substitution courses for those students who have taken parts of courses that may be combined for the semester conversion. Advising for these will be on an individual basis.

For courses that have minimal changes and have gone from 5 quarter hours to 3 semester hours automatic transfer of credits may be used.



September 22, 2010

To: Jonathan Fox  
From: Steve Mangum  
RE: Request for concurrence from Fisher College

Thank you for the materials received with regard to your concurrence request. Also, thank you for providing additional context for the request and helping me better understand the two justifications offered: a. courses relating specifically to the hospitality/fashion/retail industries, and b. courses dealing with the consumer decision making process presented from the consumer perspective. This has been very helpful as we have sought to carefully consider your request.

For organizational purposes the following discussion proceeds first with the proposed undergraduate courses, followed by the proposed graduate courses.

#### **I. Proposed Undergraduate Courses**

**CS 2980; CS3950; CS3960:** We are unable to provide concurrence on these courses. These proposed courses are largely duplicative of basic business courses offered to the broad OSU campus in our Business Minor program. In both the textbooks used and the topics covered we do not see these CS courses as being sufficiently focused on unique industry content to warrant separate course offerings.

**CS FNRTS4577:** This course proposal was the subject of spirited debate about the extent to which its topics and materials are industry specific and differentiable from promotion strategy courses offered here at Fisher. Given the course title and the specification of course segments, (e.g. "fashion identity", "fashion events") we will proceed with concurrence on this course.

**CS CFMFNS 4260 Family Tax Planning:** The assessment of our faculty is that this course overlaps to a significant degree (perhaps as much as 75%) with our AMIS 626 Tax Accounting 1 course which has the following description:

Fundamentals of the federal income tax, and how it influences taxpayer decisions. Emphasis is on individuals and businesses organized as proprietorships, but the rules generally applicable to all taxpayers are covered. H626 (honors) may be available to students enrolled in an honors program or by permission of department or instructor. Prereq: 521 or equiv.

Recognizing that the prerequisites to our course may restrict access by students from the Department of Consumer Sciences we will proceed with concurrence on this course while noting the high degree of content overlap. We appreciate the Department of Consumer Sciences moving to a title (Family Tax Planning) that helps accentuate any difference in underlying focus between the courses offered by the two different departments/colleges.

Senior Associate Dean



**CS 3920 Consumer Relationship Building:** This course proposal attracted significant attention in the review of your concurrence request. The course is on sales/personal selling as reflected in the course topics and in the title of the proposed text, "Selling Today: Creating Customer Value." The course duplicates personal selling coursework offered by Fisher's Department of Marketing and Logistics. Fisher faculty reviewing the course proposal in the context of Consumer Sciences' stated justification felt that this course does not meet the spirit of justification #2, "courses dealing with the consumer decision making process from the consumer perspective" with a "consumer protection and consumer education emphasis." Faculty voiced the view that the course is on selling to consumers (businesses and households alike) and that the course is more focused on the business side of the exchange than it is any notion of consumer protection or consumer education. Consequently we are not in a position to give concurrence on this course at this time. Additional direct conversation between CS and Fisher's Department of Marketing and Logistics could be pursued if desired.

**CS CFMFNS 4130 Consumer Decision Making II:** The content of this proposed course is covered, in greater detail, across three courses within Fisher College's core curriculum. As such these existing courses do not meet the needs of students envisioned in the proposed CS course. Consequently, despite the overlap in content, we are comfortable providing concurrence on this course.

**CS CFMFNS 5140 Topics in Consumer Sciences:** This proposed course is envisioned as one having flexible content based on topics of interest at a given point in time. Given this there is little for us to evaluate in the context of the supporting materials (e.g. no sample syllabus was provided). The general description of the course mentions "topics of most relevance to consumers" and uses as current examples "health care and the Consumer Financial Protection Agency." Having no basis on which to concur or not concur but generally trying to be supportive, we have gone ahead with concurrence.

## II. Proposed Graduate Courses

Based on earlier communications my understanding is that the CS graduate program is small (5 to 7 graduates per year) and primarily focused on Ph.D. education (with 2 to 4 MS graduates per year but this being a research MS leading to the Ph.D.). Given this, our working assumption is that the relevant comparison in terms of Fisher offerings is to our Ph.D. program rather than to our MBA program offerings.

Rather than commenting individually on each of the four graduate course proposals sent, I offer a couple of general observations based on conversations with Fisher faculty in the various discipline areas. In doing this I recognize that clustering the comments risks criticism because any comment may apply differentially to the individual course proposals. In general: a) in content depth we see the four proposed courses as falling somewhere in between what we believe we offer at the MBA and the Ph.D. levels; b) we find the proposals to not be particularly targeted to hospitality or related industries nor particularly focused on a consumer perspective and therefore not well justified under either justification presented as the basis for the concurrence request; and c) while

certainly not wanting to offend any one, we generally believe that CS Ph.D. students in some cases might be better served enrolling in Ph.D. offerings found here in Fisher rather than in the proposed course about which we were invited to comment. We believe that PH.D. courses offered at Fisher are generally accessible to Ph.D. students in programs outside Fisher and that we are generally welcoming of such students.

Having made this observation, we do not believe it appropriate for us to seek to place constraints on the preparation of Ph.D. students and future faculty members in disciplines other than our own. Consistent with this philosophy we are offering our concurrence on the four graduate courses requested (CS HSPMG 8610, 8620, 8630, and 8640) while reiterating that “our door is generally open” to Consumer Science Ph.D. students interesting in participating in our Ph.D. level seminars.

Courses:	Incorporate the development of marketable skills while focusing on the key competencies of communication, financial and accounting skills, ethics and problem solving.	Identify and analyze consumer needs, perceptions, and experiences to influence consumer decision-making.	Recognize global economic, social, and environmental issues that impact consumer and business decisions.	Explain the functional areas of different hospitality organizations by outlining operational systems, their differences and commonalities as well as analyze problem areas and design solutions.	Integrate knowledge of operational practices to implement tools for effective human resource management.	Understand the relationship between costs and revenue and the controls associated with both as well as outline their impact on financial resource management and solvency of hospitality enterprises.	Identify and explain the various facets of marketing and how they contribute to service delivery and meeting customer expectations as well as support the hospitality organization's strategic plan.	Learn and demonstrate the importance of correct and proper communication using oral and written skills, visual presentations and electronic media.	Identify and apply developments in technology and its role in the management information systems of the hospitality management industry.	Critically analyze and evaluate one's professional strengths and opportunities for further development.	Exercise effective judgment and decision-making by utilizing reliable and accurate accounting and statistical techniques
<b>General Education Courses</b>											
MATH 130						Beginning					
CS&E 101	Intermediate							Intermediate			Advanced
STAT 135	Intermediate										
BIOLOGY 101			Beginning								
HUMN NTR 210			Beginning								
ECON 200			Intermediate								
PSYCH 100					Beginning					Beginning	
<b>Department Core - Required (Offered by the department)</b>											
CON SCI 2910		Beginning	Beginning								
CON SCI 3910	Beginning	Beginning	Beginning				Intermediate		Beginning		
CON SCI 3930	Beginning	Intermediate	Intermediate				Intermediate		Intermediate		Intermediate
CON SCI 3940	Intermediate	Intermediate	Intermediate								Intermediate
CON SCI 2990	Intermediate								Intermediate		Intermediate
<b>Supplemental Courses - Required (Offered outside the department)</b>											
ACCT&MIS 310	Intermediate					Advanced			Beginning		Advanced
BUS MHR 400	Intermediate				Intermediate						
BUS FIN 420	Intermediate					Advanced			Beginning		Advanced
BUS ML 450	Intermediate	Intermediate	Intermediate				Intermediate				
COMM 321	Intermediate									Intermediate	
COMM 367	Intermediate									Intermediate	
COMM 390	Intermediate									Intermediate	



Required Hospitality Options (Offered outside the department)											
Courses:	Incorporate the development of marketable skills while focusing on the key competencies of communication, financial and accounting skills, ethics and problem solving.	Identify and analyze consumer needs, perceptions, and experiences to influence consumer decision-making.	Recognize global economic, social, and environmental issues that impact consumer and business decisions.	Explain the functional areas of different hospitality organizations by outlining operational systems, their differences and commonalities as well as analyze problem areas and design solutions.	Integrate knowledge of operational practices to implement tools for effective human resource management.	Understand the relationship between costs and revenue and the controls associated with both as well as outline their impact on financial resource management and solvency of hospitality enterprises.	Identify and explain the various facets of marketing and how they contribute to service delivery and meeting customer expectations as well as support the hospitality organization's strategic plan.	Learn and demonstrate the importance of correct and proper communication using oral and written skills, visual presentations and electronic media.	Identify and apply developments in technology and its role in the management information systems of the hospitality management industry.	Critically analyze and evaluate one's professional strengths and opportunities for further development.	Exercise effective judgment and decision-making by utilizing reliable and accurate accounting and statistical techniques
CON SCI 5140	Advanced	Advanced	Advanced			Beginning		Intermediate			Beginning
CS CFMFS 2260	Beginning					Intermediate					
CS CFMFS 3270	Intermediate	Intermediate	Intermediate		Intermediate	Intermediate		Intermediate			Intermediate
CS CFMFS 5130	Advanced	Advanced	Advanced								
CS FSNRTS 4577	Intermediate	Intermediate	Intermediate		Intermediate		Advanced	Intermediate	Intermediate		Advanced
CS FSNRTS 4585	Intermediate			Advanced	Advanced		Advanced	Intermediate	Intermediate		
CS FSNRTS 4575	Intermediate	Intermediate	Intermediate		Intermediate		Advanced	Advanced	Advanced		
COMM 331	Advanced										
BUS MHR 290	Intermediate	Intermediate	Intermediate	Intermediate							
BUS MGT 430	Intermediate			Intermediate	Intermediate						
BUS MHR 490	Advanced	Advanced			Advanced		Intermediate		Intermediate		
BUS FIN 510	Advanced										
BUS ADM 555	Intermediate	Intermediate	Intermediate					Intermediate			
INTSTDS 540	Intermediate	Intermediate	Intermediate					Intermediate			
INTSTDS 650	Intermediate	Intermediate	Intermediate					Intermediate			