**Full Name of Current Program**: Hospitality Tourism and Event Mangement Studies

**Stockton Program Acronym**: HTMS

**Degree/Level of Current Program**: B.S.

**CIP Code**: 52.09 ?

**Name(s) and signature of Faculty Proposing New Option**:

Jane Bokunewicz: HTMS Program Coordinator

*[signature]*

**Date of Program Faculty Vote to Approved the Proposed New Option**:
October 13, 2020  (program approval in HTMS)
October 9, 2020  (program approval in BUSN)

**Text Description of Proposed New Option**:

*This is a proposal for a new concentration within the HTMS  (track), which would allow students to earn a B.S. in Hospitality Tourism and Event Management and a Masters in Business Administration (M.B.A.) in 5 years.*

*The proposal requests that the four M.B.A. classes completed during the student's senior year (at least 96 credits earned and a 3.5 G.P.A. in the HTMS major) be counted as BSNS Foundation classes and HTMS Electives. These four graduate courses would also fulfill requirements in the M.B.A.  program. In other words, these four BSNS graduate courses will double count for the B.S. in Hospitality and the M.B.A. degree.*

*HTMS will work with the School of Business on strategies to enhance diversity and inclusion in recruitment and acceptance into the program.*

*We are uncertain how many students this program will ultimately serve.  During advising for spring 21 we had 4 current HTMS students express interest.  New students coming into the program may be interested but if so, we will have time to assess resource needs before they qualify.*

*The HTMS Coordinator will serve as coordinator of the program.*

**Resources and Impact:**

- No new faculty lines
- No new Subcoordinator
- Existing HTMS faculty will advise students
- No additional library resources
- No additional space needs

*Additional details about the curriculum are included at the end of this document.*

**Date of Faculty Senate Committee on Academic Programs and Planning Approval**:

**Date of Provosts' Council Approval:**

**Date of the Faculty Senate Approval:**

*To be eligible for admission into the BS HTMS/MBA 4+1 concentration, students must have a 3.5 G.P.A. in the HTMS Major. Students should apply to the program as early as possible and if qualified they will receive a conditional acceptance. Upon earning 96 credits they may begin taking graduate classes.*

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**BSNS CORE: 6 COURSES, 24 CREDITS TOTAL**

**CSIS 1206 STATISTICS**
**HTMS 2111 OR ACCT 2110 FINANCIAL ACCOUNTING**
**HTMS OR ACCT 2120 MANAGERIAL ACCOUNTING**
**FINA 3110 INTRO TO FINANCIAL MGMT**
**HTMS 3101 OR MKTG 2110 MARKETING PRINCIPLES**
**HTMS 3111 HUMAN RESOURCE MGMT**

These classes are required of BSNS and HTMS majors.

**For HTMS Majors**

**HTMS 2122 Hotel Administration and Operation**
**HTMS 3120 Facilities Management**

**will take the place of**

**BSNS 2120 Quantitative Business Methods**
**MGMT 3120 Operations Mangement**

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**MBA REQUIRED COURSES TO BE TAKEN SENIOR YEAR, IF POSSIBLE: 4 COURSES, 12 CREDITS TOTAL**
- BSNS 5250 Employment Law and Ethics (3)
- HTMS 5900 Internship (3) Cross Listed with HTMS 4970 HTMS Internship
  - Students enrolled in the HTMS 5900 internship will be supervised by the same professor teaching the HTMS 4970 but will complete the additional requirements for the graduate level class including the research paper and other graduate level requirements.
- BSNS 5310 Management Issues in the Hospitality Industry (3)
- Another core MBA course (BSNS 5205, 5215, 5220, 5225, 5230, or 5245)
*Other MBA courses may be taken if space in these courses is not available, except HTMS 5900 which should be completed during senior year.

The 4 classes listed above will replace the following undergraduate course requirements (12 credits) in the HTMS major
- PLAW or HTMS 3110 Legal Social Ethical Environments of Business
- HTMS 4112 Business Policy and Strategy
- HTMS 4970 HTMS Internship

**HTMS BS/MBA 4+1 Concentration: Participation in this concentration is open to students who have earned 96 credits 3.5 GPA in HTMS courses**

**First Year – 32 credits**

| Course | Credits | Grade | | Course | Credits | Grade |
|---|---|---|---|---|---|---|
| CIST 1206 Statistics | 4 | | | HTMS 2110 Food and Bev | 4 | |
| HTMS 2101 Intro to HTMS | 4 | | | HTMS 2122 Hotel Admin | 4 | |
| General Studies | 4 | | | General Studies | 4 | |
| At Some Distance | 4 | | | At Some Distance | 4 | |

**Second Year – 32 Credits**

| Course | Credits | Grade | | Course | Credits | Grade |
|---|---|---|---|---|---|---|
| HTMS 2111/ACCT 2110 Financial Acct. | 4 | | | HTMS/ACCT 2120 MGR Acct. | 4 | |
| HTMS 3101/MKTG 2110 Marketing | 4 | | | HTMS 2131 Event Mgt. | 4 | |
| HTMS Undergraduate Elective 1 | 4 | | | HTMS Undergraduate Elective 2 | 4 | |
| At Some Distance | 4 | | | At Some Distance | 4 | |

**Third Year – 32 credits**

| Course | Credits | Grade | | Course | Credits | Grade |
|---|---|---|---|---|---|---|
| FINA 3110 Financial Management | 4 | | | HTMS 3126 Economics of Tour | 4 | |
| HTMS 3120 Facilities Mgt | 4 | | | HTMS 3127 Career Develop. | 4 | |
| HTMS/MGMT 3111 Human Resources Mgt. | 4 | | | HTMS Undergrad Elective 3 | 4 | |
| General Studies | 4 | | | General Studies | 4 | |
| | | | | Eligible to enroll in 4+1 concentration (96 credits) | | |

**Fourth Year –  32 credits**

| Course | Credits | Grade | | Course | Credits | Grade |
|---|---|---|---|---|---|---|
| General Studies | 4 | | | BSNS 5205 Accounting Analysis for MGRS | 3 | |
| HTMS 5900 Internship (May be taken in the summer) | 3 | | | General Studies | 4 | |
| PLAW 5250 Law Ethics | 3 | | | HTMS 5xx Current Issues in Restaurants, Resorts and Events | 3 | |
| HTMS Under Grad Elective 4 | 4 | | | General Studies | 4 | |
| General Studies | 4 | | | | | |

GENERAL STUDIES OUTCOME REQUIREMENT: These courses are listed as attributes and should be completed within the 128 credits needed to graduate.

| | | |
|---|---|---|
| (A) Arts | | (V) Values/Ethics |
| (H) Historical Consciousness | | (I) International/Multicultural |

GENERAL STUDIES WRITING REQUIREMENT:(4 courses) Two W1 courses may be in transfer. W2 courses must be taken at Stockton.  W1_____W1/2_____   W1/2_____W1/2 at 3000 level _____

**"The student is responsible for insuring that all graduation requirements are met" (Bulletin). Consult with your preceptor**
GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses) Two Q1 courses may be in
**and/or the Center for Academic Advising on a regular basis.**
transfer. Q2 courses must be taken at Stockton.  Q1_____Q1/2_____      Q1/2 _____

*All Bachelor Programs require a minimum of 128 credits and a 2.00 cumulative average. M.B.A. courses require a B
or better to satisfy the degree requirements.

Fifth Year – 24 credits

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| Course | Credits | Grade | | Course | Credits | Grade |
|---|---|---|---|---|---|---|
| BSNS 5230 Business Decision Analysis | 3 | | | BSNS 5245 Business Info Systems and Technology | 3 | |
| BSNS 5215 MGMT:Theory, Practice and Vision | 3 | | | BSNS 5505 Strategic MGMT | 3 | |
| BSNS 5220 Applied Marketing MGMT | 3 | | | HTMS 5xxx Hospitality Entrepreneurs and Leadership | 3 | |
| BSNS 5225 Applied Financial Analysis | 3 | | | HTMS 5xxx Hospitality and Tourism Research Methods | 3 | |
| | | | | | | |

**Learning Outcomes and Program Goals**

**Hospitality and Tourism Management Studies (HTMS) Learning Goals**

**1. Knowledge and Abilities Goal**:

HTMS Students will be able to understand hospitality and tourism management.

   1a) Graduates will be able to demonstrate an understanding of important management
concepts        for various segments of hospitality and tourism including:

      1a.1. Economic, legal, and social environments;

      1a.2. Corporate social responsibility and sustainability;

      1a.3. Financial management;

      1a.4. Organizational systems and processes;

      1a.5. Hospitality and tourism business strategies.

   1b) Graduates will be able to connect experiences in their profession and be able to
   translate knowledge of business and management into practice and in society.

2. **Ethics Goal**:

HTMS Students will be able to give examples of and evaluate ethical situations and issues in order to make good management decisions.

2a) Graduates will demonstrate ethical decision making skills through analytical analysis of ethical issues and situations.

3. **Diversity and Global Issues Goal**:

HTMS Students will develop respect for diversity in the international community as they attend classes in the program and work side by side with various cultures.

3a) Graduates will develop global and cross-cultural understanding that contributes to a globalized society.

3b) Graduates will be able to demonstrate an understanding of workforce and customer diversity in organizations.

4. **Communication Skills Learning Goal:**

HTMS Students will communicate and present content effectively in a professional manner

4a) Oral Communication: graduates will deliver information in an organized, persuasive and logical manner using supportive documentation and visual aids.

4b) Written Communication: graduates will create documents that are technical, analytical, relevant in content and well organized.

4c) Computer Literacy: graduates will demonstrate knowledge of information technology relative to HTMS professional practice that requires adaptation and innovation to solve problems.

5. **Research, Analytic and Decision-Making Goal**:

HTMS Students will be able to research hospitality and tourism topics and make decisions about goals, objectives and company strategies.

5a) Graduates will demonstrate the ability to frame and analyze problems.

5b) Graduates will develop HTMS research methods.

6. **Group Dynamic and Teamwork Development Goal**:

HTMS Students will become proficient in the development of group dynamic and teamwork abilities.

6a) Graduates will be able to work effectively in teams.

*Note: Not every HTMS course will address all the above learning outcomes.*

**Program Assessment**
Each of the HTMS program goals and subgoals is assessed at least every three years.  The following table shows each goal/subgoal and in which course it is assessed.

| LGNum | Goal | Subgoal | Course in Which Assessed |
|---|---|---|---|
| HTMS-1a.2 | Knowledge and Abilities | Corporate social responsibility and sustainability | HTMS 3120 Facilities Manageent |
| HTMS-1a.1 | Knowledge and Abilities | Economic, legal, and social environments | HTMS 3110 Legal Social Ethical or HTMS 4112 P&S |
| HTMS-1a.3 | Knowledge and Abilities | Financial management | HTMS 2120 Mangerial Accounting |
| HTMS-2a | Ethics | Ethical decision making | HTMS 3110 Legal Social Ethical |
| HTMS-3a | Diversity and Global Issues | Global and cross cultural understanding | HTMS 2143 Contemporary Intl. Tourism |
| HTMS-3b | Diversity and Global Issues | Workforce and customer diversity | HTMS 3111 Human Resources |
| HTMS-4a | Communication Skills | Oral communication | HTMS 3101 Marketing |
| HTMS-4b | Communication Skills | Written communication | HTMS 3127 Career Development |
| HTMS-4c | Communication Skills | Computer literacy | HTMS 2122 Hotel Admin |
| HTMS-5a | Research, Analytic and Decision-Making | Frame and analyze problems | HTMS 2122 Hotel Admin |
| HTMS-5b | Research, Analytic and Decision-Making | Develop HTMS research methods | HTMS 4110 Hosp and Tourism Research Methods |
| HTMS-6a | Group Dynamic and Teamwork Development | Work effectively in teams | HTMS 4870 Internship |
| HTMS-1a.4 | Knowledge and Abilities | Organizational systems and processes | HTMS 2110 F&B MGT. |

| HTMS-1a.5 | Knowledge and Abilities | Hospitality and tourism business strategies | HTMS 4112 Policy and Strategy |
|-----------|------------------------|---------------------------------------------|-------------------------------|
| HTMS-1b | Knowledge and Abilities | Reflective thinking on experiences | HTMS 3127 Career Development |