



# The University of Georgia

University Council  
Athens, Georgia 30602

March 17, 2017

## UNIVERSITY CURRICULUM COMMITTEE – 2016-2017

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Dear Colleagues:

The attached proposal from the College of Agricultural and Environmental Sciences for a new major in Hospitality and Food Industry Management (B.S.A.) will be an agenda item for the March 24, 2017, Full University Curriculum Committee meeting.

Sincerely,

Alison F. Alexander, Chair  
University Curriculum Committee

cc: Provost Pamela S. Whitten  
Dr. Rahul Shrivastav

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

**Institution:** University of Georgia

**Date Completed at the Institution:** March 1, 2017

**Name of Proposed Program/Inscription:**

**Degree:** BSA

**Major:** Hospitality & Food Industry Management

**CIP Code:** 52.0901

**Anticipated Implementation Date:** Fall, 2018

**Delivery Mode (check the most appropriate delivery mode in the box below):**

On-campus, face-to-face only	<input checked="" type="checkbox"/>
Off-campus location, face-to-face only (specify the location):	<input type="checkbox"/>
Online Only	<input type="checkbox"/>
Combination of on-campus and online (specify whether 50% or more is offered online for SACS-COC )	<input type="checkbox"/>
Combination of off-campus and online (specify whether 50% or more is offered online for SACS-COC)	<input type="checkbox"/>
Hybrid, combination delivery, but less than 50% of the total program is online based on SACS-COC	<input type="checkbox"/>
Contractual Location (specify the location):	<input type="checkbox"/>

**School/Division/College:** Agricultural and Environmental Sciences

**Department:** Agricultural and Applied Economics

**Departmental Contact:** Dr. Octavio Ramirez, Department Head

**Approval by President or Vice President for Academic Affairs:**

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**Approval by Vice President for Finance/Business (or designee) and contact information:**

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**Approval by Vice President for Facilities (if different from VP- Finance or designee) and contact information:**

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1) **Rationale:** *Provide the rationale for proposing the new academic program.*

The tourism industry is the fifth largest employer in the state of Georgia with a total economic impact in the state of over \$50 billion dollars. Thus, the tourism industry is “big business” in the state (<http://www.georgia.org/industries/georgia-tourism/industry-research/>). UGA can contribute to the tourism industry and economic growth in Georgia by adding to the number of students in the state graduating with training in hospitality. That is, based on a feasibility analysis conducted by an external consulting firm we anticipate that this program will attract a new pool of students in to the hospitality major and industry rather than just shifting students from other in-state institutions offering similar programs. However, having this major at UGA may encourage some in-state students who may have otherwise enrolled in an out-of-state institution who have similar majors (such as the University of South Carolina in Columbia) to stay in-state. In addition, we anticipate that this new major will increase out-of-state student enrollment at UGA and result in a net increase in out-of-state enrollment across USG institutions.

With this new major, we believe a larger pool of students will be attracted to the College of Agricultural and Environmental Sciences (CAES) and UGA. Some of these new students will come from currently enrolled UGA students in other majors, including undecided majors. However, because UGA does not currently have a major with “hospitality” in the name, a significant number of new students should also be attracted outside of UGA including out-of-state students (e.g., because the major and UGA will pop-up when prospective students do internet searches with the term “hospitality”). Since UGA does not currently offer a hospitality major, this new major will also provide an avenue for students who have already selected UGA as their first-choice and have been admitted to obtain a degree in hospitality and contribute to the food and hospitality industry in Georgia.

This new major will strongly contribute to the UGA’s Third Strategic Priority (c), which is to provide students with experiential research, service, international and cooperative learning opportunities integrated with their area of study. Specifically, this program will support this priority in the areas of Service Learning and Cooperative Learning. In Service Learning, it will offer undergraduates opportunities to engage with the community through academic service learning activities. In Cooperative Learning, it will help increase the number of students who participate in experiential activities such as internships and cooperative education programs.

2) **Mission Fit and Disciplinary Trends:** *Description of the program’s fit with the institutional mission and nationally accepted trends in the discipline (explain in narrative form). If the program is outside of the scope of the institutional mission and sector, provide the compelling rationale for submission.*

Under President Morehead, economic development in the state of Georgia has become a top priority for the teaching, research and outreach missions of the University of Georgia. In a 2013 article entitled “UGA receives designation as Innovation and Economic Prosperity,” University President Morehead is quoted as follows: “As a land-grant institution, UGA is charged with serving the citizens of Georgia in ways that improve

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their lives. Economic opportunity, job creation and the support of existing businesses and industries in this state create opportunities for Georgians, and UGA can and should aid in those efforts.” (<http://ecdev.uga.edu/news/uga-receives-designation-as-innovation-and-economic-prosperity-university/>). One way UGA can contribute to economic development in the state is to educate and train students to fill jobs needed to support the tourism industry in the state.

People employed in the “hospitality industry” in the State of Georgia directly support the tourism industry in the state. Employment in the hospitality industry includes a wide variety of jobs including those in hotel management, food and beverage management, event planning, marketing and sales, and financial services. At this point in time, UGA does not have a designated “hospitality major”.

Because of our existing faculty expertise and teaching, research and outreach programs related to applied business management, sales and marketing, finance, food, and economic development, the Department of Agricultural and Applied Economics recognized that our department would be a good fit for a new major at UGA in Hospitality and Food Industry Management (HFIM). We anticipate having no problems recruiting and retaining faculty in our department needed to support this major, including providing an environment where these faculty members can excel not just in teaching, but also in applied research and outreach targeted at supporting and growing the hospitality industry in Georgia.

The closest existing major at UGA to the proposed HFIM major is the Natural Resources, Recreation, and Tourism (NRRT) major within the Warnell School of Forestry and Natural Resources. The focus of this major is on management of natural resources for outdoor recreation and nature-based tourism opportunities (<http://warnell.forestry.uga.edu/nrrt/undergradapply.html>). While some graduates with this major may end up taking jobs in the hospitality industry, these jobs would most likely fall into a specialized segment of the hospitality industry related to nature-based tourism and ecotourism (for example, see <https://ugaresearch.uga.edu/2016/01/26/ecotourism-natural-resource-conservation-proposed-as-allies-to-protect-natural-landscapes/>). The proposed HFIM major will prepare students for jobs in the hospitality and food industry across a much broader spectrum including in urban areas (e.g., Atlanta, Augusta, Macon, Savannah) where most hospitality and food industry jobs are located because of the high concentration of hotels and restaurants catering to both residents and visitors (e.g., business conferences, sporting events).

Of course, the Terry College of Business also has majors in general business management, marketing and finance. However, these majors do not have concentration areas in hospitality and food management, marketing and finance. Thus, the HFIM major will complement the general business-related majors in the Terry College. For example, a Terry College student majoring in business management could minor in HFIM if he or she has a special interest in hospitality and food. There is precedent for this type of

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synergy – for example, Terry College students with a special interest in environmental issues may minor in Environmental Economics and Management (EEM), a major and minor offered by the Department of Agricultural and Applied Economics (AAE). Currently, there are four Terry students minoring in Agribusiness and 11 minoring in Environmental Economics and Management.

With respect to nationally accepted disciplinary trends, the top 10 programs in the field were reviewed and this program was developed based on that review. In addition, a consultant was hired from a school that has a hospitality program with an enrollment of over 300 students. She performed a thorough review of the proposed program, met with faculty from our department and another department that may be impacted from this major, and personnel from the Georgia Center to determine the curriculum and potential for success. She suggested substantial changes from our original proposal which are incorporated into the current program listed in this document (See Bloomquist, 2015 report in Appendix A).

3) ***Description and Objectives: Program description and objectives (explain in narrative form).***

The goal of the program is to education students who will work in the broad hospitality industry. The department of Agricultural & Applied Economics (AAE) already educates students to work in agriculture-related tourism industry such as wineries and corn mazes. This major will train students to work in businesses not directly tied to agriculture such as hotels and resorts. Hotels and resorts have many indirect connections to agriculture through the meals and beverages they serve and the golf courses and landscaping which guests enjoy. Hotels and resorts are also increasing their direct connections to agriculture by using fresh, locally produced and processed food and beverage products (which are sometimes produced and processed on their own grounds). AAE will also recruit students who will obtain jobs in a broader set of agricultural-related food processing and retailing businesses which include, in the state of Georgia, for example, Anheuser-Busch, Chicken of the Sea, Frito-Lay, Hostess, Kikkoman, Terrapin microbrewery, Jittery Joe's coffee shops, Whole Foods grocery stores, and various small-scale cottage food businesses (e.g., breads, cakes, candies, fruit pies, jams and preserves), and "pick your own" operations (e.g., blueberries, strawberries, pumpkins).

As stated in a consultant report commissioned by the Department of Agricultural and Applied Economics (AAE), hospitality degrees across the U.S. are essentially applied business degrees with common-core required classes in statistics, economics, accounting, marketing, and finance (See Bloomquist, 2015 report in Appendix A). Existing courses in AAE with the AAEC prefix and new hospitality industry-specific management, marketing and finance courses with a new HFIM prefix will be used to fulfill these common-core required courses in business-related courses. Students will also take required courses in human nutrition and food (offered in the Food and Nutrition Department), a travel and tourism course (offered in the School of Forestry), and food science course (offered in the Food Science Department).

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Experiential learning courses will be directed by new HFIM faculty hires and completed at the Georgia Center of Continuing Education (GA Center) where laboratory settings for experiential learning courses already exist. Students will also be required to take at least one communication course. In order to meet their own particular career goals, students will select major electives among related courses in Agricultural and Applied Economics (AAEC), Food Science (FDST), Food and Nutrition (FDNS), and Natural Resources, Recreation, and Tourism (NRRT).

The program will be located on the main campus to take full advantage of GA Center facilities. Potential experiential learning courses may be taught at UGA branch campuses where students can take advantage of internships and practicums with local businesses involved in the hospitality and food industry similar to what is currently being done through a potential HFIM collaborator, the UGA Culinary Institute (<http://www.fcs.uga.edu/events/event/school-nutrition-culinary-institute-i>)

4) **Need:** *Description of the justification of need for the program.*

As discussed above, graduates with the HFIM major will help to fill needed jobs in the hospitality and food industry in the state of Georgia thereby contributing to economic development and growth in the state. Within the state, Georgia State University currently offers a B.B.A. in Hospitality, Kennesaw State University currently offers a B.S. in Culinary Sustainability and Hospitality, and Georgia Southern University currently offers a B.B.A. in Management with a specialization in Hospitality Management. A consulting report commissioned by the UGA College of Agricultural and Environmental Sciences concluded that because of healthy growth in hospitality related employment opportunities, the Georgia market can likely support an additional undergraduate degree program focusing on hospitality and food industry management (See Hanover Research, 2014 report in Appendix B).

The program manager at the University of South Carolina suggested that the Atlanta market alone could support as many as three programs yet only one currently exists in the region. In the southeast, completion of bachelor's degrees in hospitality management grew by 9.5 percent per year on average between 2009 and 2013. Representatives from new programs elsewhere in the southeast have reported strong growth in student enrollment in recent years.

5) **Demand:** *Description of how the program demonstrates demand.*

While we have not done an exhaustive survey to determine interest in the program, we have asked students informally and there does seem to be interest in the program. We project this program will have 80 students within four years (87.5% freshmen, 12.5% transfers from other programs within UGA and other schools). According to the Hanover Research, 2014 report (Appendix B), interviews with program faculty and administrators suggest that student interest in hospitality management has been stable in recent years. Combine that and the likelihood that the Georgia market is likely to support this program, the outlook is very good for a successful program.

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- 6) **Duplication:** *Description of how the program does not present duplication of existing academic offerings in the geographic area and within the system as a whole. If similar programs exist, indicate why these existing programs are not sufficient to address need and demand in the state/institution's service region and how the proposed program is demonstrably different.*

According to the Hanover report, bachelor's degrees in hospitality/hotel management-related programs in 2013 was approximately 12,500. Using 2015 data to calculate population, U.S. population was 321.4 million and Georgia population was 10.21 million, making Georgia 3.17% of U.S. population. Based on that data, approximately 400 students should be from the state of Georgia. The Georgia colleges that offered this major graduated only 115, leaving a deficit of 285 students. This is a deficit that UGA could fulfill.

Currently Georgia State University graduates the most hospitality majors within our state. However, their major is a business major that only specializes in hospitality. The training in the UGA major will be much more comprehensive. In addition, the hospitality major at UGA will be unique because it will be housed in the Department of Agricultural and Applied Economics in the College of Agricultural and Environmental Sciences. In the College of Agricultural and Applied Economics at UGA, hospitality majors will have exposure to faculty in teaching, research and extension with expertise in rural development and rural-based hospitality businesses such as those involved in agri-tourism. In addition, students will have exposure to faculty in teaching, research and extension with expertise in food safety and food production and marketing.

- 7) **Collaboration:** *Is the program in collaboration with another USG Institution, TCSG institution, private college or university, or other entity?*  
Yes \_\_\_ or No X (place an X beside one)
- 8) **Forecast:** *If this program was not listed on your academic forecast for the 2016 – 2017 academic year, provide an explanation concerning why it was not forecasted, but is submitted at this time.* N/A
- 9) **Admission Criteria:** *List the admission criteria for the academic program.*  
Admission to UGA required. No other specific admission requirements.

### **10) Curriculum (See the form below this series of questions and please complete.)**

- a) *List the entire course of study required to complete the academic program. Include the course prefixes, course numbers, course titles, and credit hour requirement for each course. Indicate the word "new" beside new courses.*

#### AREA I – Foundation Courses (9 credits)

ENGL 1101 English Comp I – 3 hrs  
ENGL 1102 English Comp II – 3 hrs  
MATH 1113 Precalculus – 3 hrs



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## AREA II – Sciences (8 credits)

### Life Science

PBIO 1210-1210L OR BIOL 1107 -1107L – 4 hrs

### Physical Science

CHEM 1211-1211L – 4 hrs

## AREA III – Quantitative Reasoning (4 credits)

STAT 2000 Introductory Statistics – 4 hrs

## AREA IV – World Languages & Culture, Humanities and the Arts (12 credits)

Choose 9 hours from WLC

COMM 1100 Introduction to Public Speaking – 3 hrs

## AREA V – Social Sciences (9 credits)

HIST 2111 or 2112 - 3 hrs

POLS 1101 -3 hrs

Other course approved for social science – 3 hrs

## AREA VI – Related to Major (18 credits)

AAEC 2580 Applied Microeconomic Principles or ECON 2106 – 3 hrs

ECON 2105 Principles of Macroeconomics – 3 hrs

ACCT 1160 or ACCT 2101 Principles of Accounting I – 3 hrs

FDNS 2100 Human Nutrition and Food – 3 hrs

NRRT 1100E Introduction to Travel and Tourism – 3 hrs

*HFIM 2500 Introduction to Hospitality Management* [NEW] – 3 hrs

## Major Requirements (31 credits)

*HFIM 3000 Hospitality Marketing (3 hrs)* [NEW]

*HFIM 3150 Hospitality Human Resource Management (3 hrs)* [NEW]

*HFIM 3160 Hospitality Professional Development (1hr)* [NEW]

*HFIM 3180 Hospitality Law OR AAEC 4051E Food Law and Reg (3 hrs)*

[NEW]

*HFIM 3210 Hospitality Financial Management (3 hrs)* [NEW]

*HFIM 3560 Hospitality Facilities Management (3 hrs)* [NEW]

*HFIM 4060 Hotel Operations (3 hrs)* [NEW]

*HFIM 4080 Food & Beverage Operations (3 hrs)* [NEW]

AAEC 3600 Applied Macroecon & Food Policy (3 hrs)



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FDST 3000 Introduction to Food Science & Technology (3 hrs)  
*HFIM 4910 Hospitality Senior Capstone (3 hrs) [NEW]*

Experiential Learning (6 credits) - Choose 2

*HFIM 3914 Hotel Management Internship (3 hrs) [NEW]*  
*HFIM 3912 Food and Beverage Management Internship (3 hrs) [NEW]*  
*HFIM 3913 Facilities Management Internship (3 hrs) [NEW]*  
*HFIM 3910 Hospitality Management Internship (3 hrs) [NEW]*

Major Electives (9 credits) – Choose 3

*HFIM 4580 Meetings and Event Planning (3 hrs) [NEW]*  
*HFIM 4670 Hotel Sales and Revenue Management (3 hrs) [NEW]*  
 FDST 4090 Food Quality Control (2 hrs)  
 FDST 4320 HAACP (3 hrs)  
 FDNS 3600-3600L Food Principles (4 hrs)  
 FDNS 4640 Food Sanitation and Safety (3 hrs)  
 AAEC 4980 Agribusiness Management (3 hrs)

Communications (3 credits) -- Choose 1

AAEC 3200 Selling in Agribusiness (3 hrs)  
 AGCM 3600 Event and Instructional Planning (3 hrs)  
 AGCM 3820 Branding and Marketing for Ag Comm (3 hrs)  
 ADPR 3850 Public Relations (3 hrs)  
 ALDR 3900S Leadership and Service (3 hrs)  
 COMM 3500 Interpersonal Communication Theory (3 hrs)

*b) Provide a sample program of study that includes the course prefixes, course numbers, and course titles and credit hour requirement for each course. Indicate the word “new” beside new courses.*

Fall Year 1		
MATH 1113	Precalculus	3
ENGL 1101	English Composition I	3
Choice	Area IV World Language and Culture (WLC)	3
COMM 1100	Public Speaking	3
HIST 2111 or 2112	American History to 1865 or American History Since 1865	3
Spring Year 1		
Choice	Area IV WLC	3
CHEM 1211-1211L	Freshman Chemistry I	4
ENGL 1102	English Composition II	3
POLS 1101	American Government	3
AAEC 2580	Applied Microeconomic Principles	3
Fall Year 2		

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PBIO 1210-1210L	Principles of Plant Biology	4
ECON 2105	Principles of Macroeconomics	3
ACCT 1160 or 2101	Survey of Accounting or Principles of Accounting I	3
HFIM 2500	Intro to Hospitality Management (NEW)	3
FDNS 2100	Human Nutrition and Food	3
Spring Year 2		
NRRT 1100E	Introduction to Travel and Tourism	3
Choice	Area V Social Science	3
Choice	Area IV WLC	3
STAT 2000	Introductory Statistics	4
HFIM 3160	Hospitality Professional Development (NEW)	1
Choice	PEDB	1
Fall Year 3		
HFIM 3150	Hospitality Human Resource Mgmt (NEW)	3
HFIM 3000	Hospitality Marketing (NEW)	3
HFIM 3560	Hospitality Facilities Mgmt (NEW)	3
Choice	Major Elective	3
Choice	General Elective	3
Spring Year 3		
Choice	Communications Course	3
Choice	Experiential Learning (NEW)	3
HFIM 4060	Hotel Operations (NEW)	3
HFIM 3210	Hospitality Financial Mgmt (NEW)	3
Choice	Major Elective	3
Fall Year 4		
HFIM 4080	Food & Beverage Operations (NEW)	3
FDST 3000	Introduction to Food Science & Technology	3
Choice	Experiential Learning (NEW)	3
Choice	Major Elective	3
Choice	General Elective	3
Spring Year 4		
AAEC 3600	Applied Macro & Food Policy	3
HFIM 3180	Hospitality Law (NEW)	3
HFIM 4910	Hospitality Senior Capstone (NEW)	3
Choice	General Elective	3
Choice	General Elective	2

- c) *List and reference all course prerequisites for required and elective courses within the program. Include the course prefixes, numbers, titles, and credit hour requirements.*

See expanded Course Catalog Descriptions in Appendix C.

- d) *State the total number of credit hours required to complete the program, but do not include orientation, freshman year experience, physical education, or health and wellness courses per the Academic and Student Affairs Handbook, Section 2.3.1.*

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120 hours

- e) *If this is a doctoral program, provide the names of four external reviewers of aspirational or comparative peer programs complete with name, title, institution, e-mail address, and telephone number. External reviewers must hold the rank of associate professor or higher in addition to other administrative titles. N/A*
- f) *If internships, assistantships, or field experiences are required to complete the academic program, provide information documenting internship or field experience availability and how students will be assigned, supervised, and evaluated.*

Students will be required to complete two of four internships: Hotel Management, Facilities Management, Hospitality Management, or Food and Beverage Management. While students are free to seek out internships outside of campus, most of the internships will be done at the GA Center's hotel and conference center facilities (200-room hotel, 22 conference rooms and a computer lab, ballroom facilities, 3 executive boardrooms, 2 multi-functional spaces, an auditorium, 8 dining facilities). Part of the GA Center's vision to carry out their mission is to "develop needs-based educational programs." To do that, they depend on student labor to fulfill positions that are very service-oriented. Those students have the opportunity to earn real-life experience that will teach them the skills they need in the hospitality and food industry. HFIM faculty will work closely with GA Center personnel to direct the internships.

- g) *Within the appendix, append the course catalog descriptions for new courses. Include the course prefixes, course numbers, course titles, and credit hour requirements.*

See Appendix C

- 11) **Waiver to Degree-Credit Hour** (if applicable): *State whether semester credit-hours exceed maximum limits for the academic program and provide a rationale.*

N/A

- 12) **Student Learning Outcomes:** *Student Learning outcomes and other associated outcomes of the proposed program (provide a narrative explanation).*

Students who complete the Hospitality and Food Industry Management major at the University of Georgia are expected to have a proficient understanding of applied economics and the main business disciplines of accounting, finance, management and marketing, in the context of the hospitality and food industries. They are expected to be able to effectively communicate both in oral and written forms. They are expected to be competent with computer applications common to the hospitality industry.

A Student Learning Outcomes Assessment Plan can be found in Appendix E.

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**VI. Additional comments.** Please provide any additional comments you may have below.

13) **Accreditation:** Describe disciplinary accreditation requirements associated with the program (if applicable, otherwise indicate NA).

Accreditation is not required for this program, but there is a governing body for accreditation in this discipline -- Accreditation Commission for Programs in Hospitality Administration (ACPHA). According to guidelines on ACPHA's website (shown in Appendix F), a program has to be in continuous operation for at least four years and have had at least three years of graduating classes by the time of review. At the appropriate time, ACPHA accreditation will be sought.

14) **Enrollment Projections:** Provide projected enrollments for the program specifically during the initial years of implementation.

a) Will enrollments be cohort-based? Yes\_\_\_ or No\_\_x\_\_ (place an X beside one)  
Projections are cohort-based, but major will not be cohort-based.

b) Explain the rationale used to determine enrollment projections.

Enrollment projection conservatively based on a market study done by Hanover Research.

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	Yr 1	Calculations	Year 2	Calculations	Year 3	Calculations	Year 4	Calculations
<b>I. ENROLLMENT PROJECTIONS</b>	FY 18	FY 18 (Fall17-Spr18)	FY 19	FY 19	FY 20	FY 20	FY 21	FY 21
<b>Student Majors</b>								
<b>I. ENROLLMENT PROJECTIONS</b>								
<b>Student Majors</b>	10*	This number would include students switching majors or adding a double major.	0		0		0	
Shifted from other programs								
New to the institution	10	10 new Freshmen	15	15 new Freshmen	20	20 new Freshmen	25	25 new Freshmen
<b>Total Majors</b>	20		35		55		80	
		$10 + 10 = 20$		(All FY18 are now existing) + (FY19 shifted + FY19 new) = $(10 + 10) + (0 + 15) = 35$		(All FY18 are now existing) + (All FY19 are now existing) + (FY20 shifted + FY20 new) = $(10 + 10) + (0 + 15) + (0 + 20) = 55$		(All FY18 are now existing) + (All FY19 are now existing) + (All FY20 are now existing) + (FY21 shifted + FY21 new) = $(10 + 10) + (0 + 15) + (0 + 20) + (0 + 25) = 80$
<b>Course Sections Satisfying Program Requirements</b>								

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Previously existing	0	How many major courses will students be taking each year, not including electives?	1		2		3	
New	2		5		10		14	
<b>Total Program Course Sections</b>	2		6		12		17	
<b>Credit Hours Generated by Those Courses</b>								
Existing enrollments  <i>Per Sample Program of Study</i> <i>1st year: 2 courses</i> <i>2nd year: 4 courses</i> <i>3rd year: 6 courses</i> <i>4th year: 5 courses</i>						(Note: assumes 3 hour courses)		(Note: assumes 3 hour courses)
New enrollments	60	FY18 Shifted (assumed freshmen to simplify calculations): 2 courses x 3 hrs. x 10 students = 60	240	FY18 Shifted (now sophomores): 4 courses x 3 hrs. x 10 students = 120  FY18 New (now sophomores): 4 courses x 3 hrs. x 10 students = 120  120 + 120 = 240	500	FY18 Shifted (now juniors): 5 courses x 3 hrs. x 10 students = 150 1 course x 1 hr x 10 students = 10 FY18 New (now juniors): 5 courses x 3 hrs. x 10 students = 150 1 course x 1 hr x 10 students = 10	780	FY18 Shifted (now seniors): 5 courses x 3 hrs. x 10 students = 150  FY18 New (now seniors): 5 courses x 3 hrs. x 10 students = 150

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						<p>FY19 New (now sophomores): 4 courses x 3 hrs. x 15 students = 180</p> <p>180 + 180 + 180 = 500</p>		<p>FY19 New (now juniors): 5 courses x 3 hrs. x 15 students = 225 1 course X 1 hr x 15 students = 15 FY20 New (now sophomores): 4 courses x 3 hrs. x 20 students = 240</p> <p>150 + 150 + 225 + 15 + 240 = 780</p>
<b>Total Credit Hours</b>	60	2 courses x 3 hrs. x 10 students (FY18 new) = 60	90	2 courses x 3 hrs. x 15 students (FY19 new) = 90	120	2 courses x 3 hrs. x 20 students (FY20 new) = 120	150	2 courses x 3 hrs. x 25 students (FY21 new) = 150



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<p>*It is assumed that an average of 3-4 students will transfer into this major each year as freshmen (in year 1) sophomores (in year 2) and juniors (in year 3), but they are all (10) counted as freshman shifting in year 1 to simplify the calculations. We assume that no students will transfer out.</p>	120	$60 + 60 = 120$	330	$240 + 90 = 330$	620	$500 + 120 = 620$	930	$780 + 150 = 930$
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Enrollment projection conservatively based on a market study done by Hanover Research, an organization that specializes in market studies for academic programs.

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### 16) Faculty

- a) Provide the total number of faculty members that will support this program: Five AAEC faculty and two FDST instructors
- b) Provide an inventory of faculty members directly involved with the administration and instruction of the program. Annotate in parentheses the person who holds the role of department chair. For each faculty member listed, provide the information below in tabular form. Indicate whether any positions listed are projected new hires and currently vacant. (Multiple rows can be added to the table.) Note: The table below is similar to the SACS-COC faculty roster form.

Faculty Name	Rank	Courses Taught (including term, course number & title, credit hours (D, UN, UT, G))	Academic Degrees & Coursework (relevant to courses taught, including institution & major; list specific graduate coursework, if needed)	Current Workload	Other Qualifications & Comments (related to courses taught)
Octavio Ramirez	Professor (dept head)	AAEC 6610 (G)	PhD, Food & Resource Econ, Univ of Florida	Teaches 1 course annually	HFIM Administration only
John C. Bergstrom	Professor & AAE Dept Undergraduate Coordinator	ENVM 3060 (U), AAEC 8100 (G)	PhD, Texas A&M Univ	Teaches 2 courses annually	HFIM – peripheral administration only.
New hire	Assoc or Full Professor & Coordinator	4 HFIM courses (to be determined after hire)			
New hire	Asst Prof	6 HFIM courses (to be determined after hire)			
Travis Smith	Asst Prof	AAEC 3600 (U), AAEC 2580 (U)	PhD, Applied Economics, Univ of Minnesota	Teaches 2.5 courses annually	
Greg Colson	Assoc Prof	AAEC 2580 (U), AAEC 6650 (G), AAEC 8150 (G – 50%)	PhD, Economics, Iowa State Univ	Teaches 2.5 courses annually	
Terry Centner	Professor	AAEC 4050/6050 (U/G), AAEC (ENVM) 4930/6930	LLM, University of Arkansas	Teaches 2 courses annually	

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		(U/G), ENVM (EHSC) 4250/6250 (U/G)			
Ronald Pegg	Professor	FDST 3000 (50%) (U), FDST 4080/4080L – 6080/6080L (U/G)	PhD	Teaches 1.5 courses annually	
Fanbin Kong	Associate Profesor	FDST 3000 (50%) (U), FDST 4011/6011- 4011L/6011L (U/G), FDST 8060-8060L (G)	PhD	Teaches 2 courses annually	

*F, P: Full-time or Part-time; D, UN, UT, G: Developmental, Undergraduate Non-transferable, Undergraduate Transferable, Graduate*

*c) Explain how faculty workloads will be impacted by the proposed new program.*

Dr. Smith will be teaching AAEC 3600 as a major requirement, but the only impact will be higher enrollment in a class he already teaches. Dr. Centner will have to develop and teach another law course (HFIM 3180). His teaching EFT may change or there may be a change in how often his other courses are offered (one is offered every year and two others are offered every other year). Drs. Pegg and Kong co-teach FDST 3000 but the only impact for them will be higher enrollment. For the current AAE Undergraduate Coordinator (Bergstrom), only peripheral administration will be required after the program is running smoothly. As Undergraduate Coordinator, he is chair of the Undergraduate Committee and in that role responsible for review of new courses, change to curriculum, etc. The new HFIM Coordinator will also be part of the Undergraduate Committee. The Department Head (Ramirez) will have one more program to oversee in this department.

*d) Explain whether additional faculty will be needed to establish and implement the program. Describe the institutional plan for recruiting additional faculty members in terms of required qualifications, financial preparations, timetable for adding faculty, and whether resources were shifted from other academic units, programs, or derived from other sources.*

Two new faculty positions will be permanently funded by the College of Agricultural and Environmental Sciences. One at the associate/full professor level (\$120,000/year from year 1 onwards) and one at the assistant professor level (\$80,000/year from year 2 onwards). The more senior hire will serve as the program director and teach four courses per year. The junior hire will teach six courses per year.

CAES will provide startup funds in the amounts indicated in the budget under “reallocation of existing funds.” These will come from recent increases in credit hour

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

generation and thus will not affect other teaching programs in the College. These startup funds will be gradually replaced by the additional tuition/credit hour revenues generated by the new major, which are expected to cover all programs costs by the fourth year of operation (please see budget spreadsheet for the details).

Qualifications for new hires are listed in Appendix A along with information about recruitment of these individuals. The faculty coordinator position needs to be in place by June, 2018 and the assistant professor position should be in place by January, 2019.

## 17) Fiscal and Estimated Budget

a) *Describe the resources that will be used specifically for the program.*

Two new faculty positions will be created. All other resources, employee and facilities, already exist.

b) *Budget Instructions: Complete the form further below and **provide a narrative to address each of the following:***

c) *For Expenditures:*

i. *Provide a description of institutional resources that will be required for the program (e.g., personnel, library, equipment, laboratories, supplies, and capital expenditures at program start-up and recurring).*

**New Personnel:** Two new faculty positions will be permanently funded by the College of Agricultural and Environmental Sciences. One at the associate/full professor level (\$120,000/year from year 1 onwards) and one at the assistant professor level (\$80,000/year from year 2 onwards). The more senior hire will serve as the program director and teach four courses per year. The junior hire will teach six courses per year.

**Existing Personnel:** Five existing faculty members in the Department of Agricultural and Applied Economics and, two existing faculty in Food Science will be teaching major courses.

**Administration and Staff Support:** The budget spreadsheet includes 5% of the AAE Department Head and 5% of the AAE Undergraduate Coordinator's time as well as 15% of the time of the current AAE Administrative Manager/Undergraduate Student Advisor and 15% of the time of an existing AAE Administrative Assistant. No extra compensation will be provided as this will be incorporated as part of their regular duties. The new senior (associate/full professor) hire will be the program director and assume the day-to-day coordination and most organizational responsibilities associated with the new major.

## ONE-STEP ACADEMIC PROGRAM PROPOSAL

**Facilities:** The AAE courses have regular classroom space already assigned in Conner Hall and available seats to accommodate the additional students anticipated in this major. There is some availability to schedule additional courses at Conner Hall but some of the new major courses will be scheduled at the GA Center facilities which are fully suited for this purpose. The hotel, restaurant, conference, beverage services and commercial kitchen facilities of the GA Center will be utilized for the practicum and internship courses. No new capital, laboratory or other equipment expenditures are anticipated.

- ii. *If the program involves reassigning existing faculty and/or staff, include the specific costs/expenses associated with reassigning faculty and staff to support the program (e.g., cost of part-time faculty to cover courses currently being taught by faculty being reassigned to the new program, or portion of full-time faculty workload and salary allocated to the program).*

**AAE Faculty:** For the AAE faculty, the only additional work will be due to the increased enrollment in the courses they already teach and no extra compensation will be required. However, the prorated costs of accommodating the new major students in each of their courses have been included in the budget spreadsheet as instructed.

**Administration and Staff Support:** Although there will be no extra compensation involved, the prorated costs of the time the AAE Department Head (5%), Undergraduate Coordinator (5%) and Staff (2 x 15% each) will have to devote to the new major has been included in the budget spreadsheet.

**GA Center Staff:** Although there will be no extra compensation involved, the prorated costs of the time four GA Center staff members will have to devote to assist students during their internship and experiential learning courses (\$5,000 each) has been included in the budget spreadsheet. This will be done under the supervision of HFIM faculty.

d) *For Revenue:*

- i. *If using existing funds, provide a specific and detailed plan indicating the following three items: source of existing funds being reallocated; how the existing resources will be reallocated to specific costs for the new program; and the impact the redirection will have on units that lose funding.*

**Startup Funds:** The College of Agricultural and Environmental Sciences will provide startup funds in the amounts indicated in the

## ONE-STEP ACADEMIC PROGRAM PROPOSAL

budget under “reallocation of existing funds.” These will come from recent increases in credit hour generation and thus will not affect other teaching programs in the College. These startup funds will be gradually replaced by the additional tuition/credit hour revenues generated by the new major, which are expected to cover all programs costs by the fourth year of operation (please see budget spreadsheet for the details).

- ii. *Explain how the new tuition amounts are calculated.*
- iii. *Explain the nature of any student fees listed (course fees, lab fees, program fees, etc.). Exclude student mandatory fees (i.e., activity, health, athletic, etc.).*
- iv. *If revenues from Other Grants are included, please identify each grant and indicate if it has been awarded.*
- v. *If Other Revenue is included, identify the source(s) of this revenue and the amount of each source.*

**Tuition and Fees and other Revenue Sources:** As instructed, the tuition/credit hour revenues are calculated at \$312 per additional credit hour being generated. The details are provided in the enrollment/credit hour generation and budget spreadsheets. No special student (course, lab or program) fees are being proposed at this time. No other revenue sources are anticipated.

- e) *When Grand Total Revenue is not equal to Grand Total Costs:*
  - i. *Explain how the institution will make up the shortfall. If reallocated funds are the primary tools being used to cover deficits, what is the plan to reduce the need for the program to rely on these funds to sustain the program?*
  - ii. *If the projected enrollment is not realized, provide an explanation for how the institution will cover the shortfall.*

**Revenue Shortfalls:** Given the startup funds to be provided by the College, the expected Grand Total Revenue is always equal to or greater than the Grand Total Costs and thus no revenue shortfalls are anticipated. It is expected that the additional tuition/credit hour revenues generated by the major will cover all programs costs by the fourth year of operation (please see budget spreadsheet for the details). If enrollment growth is less than expected and there is still the need for some level of College support by the end of year four, the College’s administration will have to decide on whether to continue to partially support the major until the break-even enrollment of about 50 students is realized.

## ONE-STEP ACADEMIC PROGRAM PROPOSAL

<b>I. EXPENDITURES</b>	First FY Dollars	Second FY Dollars	Third FY Dollars	Fourth FY Dollars
<b>Personnel – reassigned or existing positions</b>				
Faculty (see 15.a.ii)	\$0	\$2,000	\$6,000	\$10,500
Part-time Faculty (see 15 a.ii)	\$0	\$0	\$0	\$0
Graduate Assistants (see 15 a.ii)	\$0	\$0	\$0	\$0
Administrators(see 15 a.ii)	\$17,000	\$17,000	\$17,000	\$17,000
Support Staff (see 15 a.ii)	\$11,250	\$11,250	\$11,250	\$11,250
Fringe Benefits	\$0	\$0	\$0	\$0
Other Personnel Costs	\$0	\$0	\$10,000	\$20,000
<b>Total Existing Personnel Costs</b>	\$28,250	\$30,250	\$44,250	\$58,750

<b>EXPENDITURES (Continued)</b>				
<b>Personnel – new positions (see 15 a.i)</b>				
Faculty	\$120,000	\$200,000	\$200,000	\$200,000
Part-time Faculty	\$0	\$0	\$0	\$0
Graduate Assistants	\$0	\$0	\$0	\$0
Administrators	\$0	\$0	\$0	\$0
Support Staff	\$0	\$0	\$0	\$0
Fringe Benefits	\$0	\$0	\$0	\$0
Other personnel costs	\$0	\$0	\$0	\$0
<b>Total New Personnel Costs</b>	\$120,000	\$200,000	\$200,000	\$200,000
<b>Start-up Costs (one-time expenses) (see 15 a.i)</b>				
Library/learning resources	\$0	\$0	\$0	\$0
Equipment	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0
Physical Facilities: construction or renovation (see section on Facilities)	\$0	\$0	\$0	\$0
<b>Total One-time Costs</b>	\$0	\$0	\$0	\$0
<b>Operating Costs (recurring costs – base budget) (see 15 a.i)</b>				
Supplies/Expenses	\$1,000	\$1,500	\$1,500	\$1,500
Travel	\$10,000	\$12,500	\$12,500	\$12,500
Equipment	\$3,000	\$6,000	\$6,000	\$6,000
Library/learning resources	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0
<b>Total Recurring Costs</b>	\$0	\$0	\$0	\$0
	\$14,000	\$20,000	\$20,000	\$20,000
<b>GRAND TOTAL COSTS</b>	\$162,250	\$250,250	\$264,250	\$278,750



## ONE-STEP ACADEMIC PROGRAM PROPOSAL

III. REVENUE SOURCES				
<b>Source of Funds</b>				
Reallocation of existing funds (see 15 b.i)	\$124,810	\$147,290	\$70,810	\$0
New student workload			\$0	\$0
New Tuition (see 15 b.ii)	\$37,440	\$102,960	\$193,440	\$290,160
Federal funds	\$0	\$0	\$0	\$0
Other grants (see 15 b.iv)	\$0	\$0	\$0	\$0
Student fees (see 15 b.iii) Exclude mandatory fees (i.e., activity, health, athletic, etc.).	\$0	\$0	\$0	\$0
Other (see 15 b.v)	\$0	\$0	\$0	\$0
New state allocation requested for budget hearing	\$0	\$0	\$0	\$0
<b>GRAND TOTAL REVENUES</b>	\$162,250	\$250,250	\$264,250	\$290,160
<b>Nature of Revenues</b>				
Recurring/Permanent Funds	\$162,250	\$250,250	\$264,250	\$290,160
One-time funds	\$0	\$0	\$0	\$0
<b>Projected Surplus/Deficit</b> (Grand Total Revenue – Grand Total Costs) (see 15 c.i. & c.ii).	\$0	\$0	\$0	\$11,410

### 17) Facilities/Space Utilization for New Academic Program Information

Facilities Information — Please Complete the table below.

			Total GSF
a.	<b>Indicate the floor area required for the program in gross square feet (gsf). When addressing space needs, please take into account the projected enrollment growth in the program over the next 10 years.</b>		
b.	<b>Indicate if the new program will require new space or use existing space. (Place an “x” beside the appropriate selection.)</b>		
	<b>Type of Space</b>	<b>Comments</b>	
i.	Construction of new space is required	no	
ii.	Existing space will require modification	no	

## ONE-STEP ACADEMIC PROGRAM PROPOSAL

iii.	If new construction or renovation of existing space is anticipated, provide the justification for the need.	
iv.	Are there any accreditation standards or guidelines that will impact facilities/space needs in the future? If so, please describe what the impact will be.	
v.	Will this program cause any impacts on the campus infrastructure, such as parking, power, HVAC, etc. If so, indicate the nature of the impact, estimated cost and source of funding.	
vi.	Existing space will be used as is	x
<b>c. If new space is anticipated, provide information in space below.</b>		
i.	Estimated construction cost	
ii.	Estimated total project budget cost	
iii.	Proposed source of funding	
iv.	Availability of funds	
v.	When will the construction be completed and ready for occupancy? (Indicate semester and year).	
vi.	How will the construction be funded for the new space/facility?	
vii.	Indicate the status of the Project Concept Proposal submitted for consideration of project authorization to the Office of Facilities at the BOR. Has the project been authorized by the BOR or appropriate approving authority?	
<b>d. If existing space will be used, provide information in space below.</b>		
Provide the building name(s) and floor(s) that will house or support the program. Indicate the campus, if part of a multi-campus institution and not on the main campus. Please do not simply list all possible space that could be used for the program. We are interested in the actual space that will be used for the program and its availability for use.		
Conner Hall, 3 <sup>rd</sup> floor. We have four interior offices to use for new faculty offices (312F, 313F, 314F, 315F) and one large office (322). The interior offices are currently used to house visiting scholars and emeritus faculty. There is no obligation to those who are currently using the office. The understanding is that they can use the space as long as we don't need it for permanent faculty. Room 322 was used by our IT personnel but is currently being prepared for new faculty.		
<b>e. List the specific type(s) and number of spaces that will be utilized (e.g. classrooms, labs, offices, etc.)</b>		

## ONE-STEP ACADEMIC PROGRAM PROPOSAL

i.	<b>No. of Spaces</b>	<b>Type of Space</b>		<b>Number of Seats</b>	<b>Assignable Square Feet (ASF)</b>
	4	Classrooms		183	?
		Labs (dry)			
		Labs (wet)			
		Meeting/Seminar Rooms			
		Offices			
		Other (specify)	Georgia Center conference center and dining facilities (200 room hotel, 22 conference rooms and a computer lab, ballroom facilities, 3 executive boardrooms, 2 multi-functional spaces, an auditorium, 8 dining facilities) to be used for internships		
<b>Total Assignable Square Feet (ASF)</b>					
ii.	If the program will be housed at a temporary location, please provide the information above for both the temporary space and the permanent space. Include a time frame for having the program in its permanent location.				
<b>Chief Business Officer or Chief Facilities Officer Name &amp; Title</b>		<b>Phone No.</b>		<b>Email Address</b>	
		<b>Signature</b>			
<p><i><b>Note: A Program Manager from the Office of Facilities at the System Office may contact you with further questions separate from the review of the new academic program.</b></i></p>					

**ONE-STEP ACADEMIC PROGRAM PROPOSAL**

**APPENDIX A. Consultant Report (Bloomquist 2015)**

HOSPITALITY & FOOD INDUSTRY MANAGEMENT

PROGRAM OF STUDY &  
POSITION DESCRIPTIONS

DECEMBER 2015

*Priscilla Bloomquist, Ph.D.*

# BACKGROUND

In the following report, as requested by the University of Georgia's, College of Agricultural and Environmental Science, Department of Agricultural and Applied Economics, the consultant provides a recommended program of study for the proposed major in Hospitality and Food Industry Management, as well as position descriptions for a Program Coordinator and an Instructor for the major.

A meeting with two faculty members in the Foods and Nutrition Department, as well as a review of the 1989 – 1990 undergraduate catalogue, revealed that UGA previously had a large (400+ students) Hotel and Restaurant Management program located in what was then the College of Home Economics within the Department of Foods and Nutrition. The inability to hire qualified faculty was the explanation given for the dissolution of the program.

Interest in developing the major was initiated by the management team at the Georgia Center. This 200 room hotel and conference center, located on campus, is self-operated by UGA. This presents a unique opportunity for the HFIM major to capitalize on access to the physical facilities and staff that can be used as adjunct faculty members in order to support the major.

# CURRICULUM

## METHODOLOGY

The proposed curriculum was developed based on a review of the basic content area requirements for programmatic accreditation and through compiling a table which represents curriculum commonalities across existing programs. Finally, existing course offerings at UGA were considered.

## HOSPITALITY ACCREDITATION - CURRICULUM REQUIREMENTS

The International Council on Hotel, Restaurant and Institutional Education (ICHRIE – “The Hospitality and Tourism Educators”), is the non-profit professional association which provides programs and services to continually improve the quality of global education, research and service in the hospitality and tourism industry. In 1989 it recommended the creation of an accrediting body, the Accreditation Commission for Programs in Hospitality Administration™ (ACPHA) which now accredits hospitality administration programs at the baccalaureate level.

ACPHA has established the accrediting standards which represent those generalized conditions or characteristics determined to be essential in order for program objectives to be achieved. These required “Curriculum” content areas include:

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

1. Overview of the hospitality industry and the profession
2. The operations relative to lodging management
3. The operations relative to food service management
4. Human resources
5. The marketing of goods and services
6. Accounting procedures/practices
7. The legal environment
8. The economic environment
9. Management information systems
10. Organizational theory and foundations of management
11. Exposure to critical thinking skills
12. Facility operations maintenance and management
13. Financial management
14. Ethical considerations and socio-political influences affecting organizations
15. Provisions for allowing students to develop a depth of knowledge or a broad exposure to the diverse segments of the industry
16. Strategic management
17. Leadership theory
18. Provision for an evaluative culminating experience

It should be noted, that although several programs in the region, including Georgia State University and Auburn are accredited, accreditation is not considered a necessity in this discipline with notable programs such as Cornell, Penn State and UNLV opting out of the process. Nevertheless, the content areas provide extremely useful guidance in developing a curriculum.

## COMMONALITIES ACROSS EXISTING PROGRAMS

Although virtually no two hospitality programs require the same coursework, it is useful to review what is commonly required across multiple programs. To this end, a convenience sample of fifteen universities with established programs from across the United States, including five from the region, were reviewed in order to identify commonalities related to required major courses and major related courses in the curriculum.

**COURSES WITHIN MAJOR SORTED BY MOST COMMONLY REQUIRED (required in 3 or more programs)**

CONTENT AREA	GSTATE	GS	AUBURN	U TN	SC	CORNELL	UMASS	MISTATE	UNLV	PENNSY	IOWA	NMSU	UNT	NAU	HOUSTON	#
Capstone/Strats	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	15
Hospitality Law	X		X	X		X	X	X	X	X	X	X	X	X	X	13
Intro. To Hosp. Mgt.	X	X	X		X		X	X	X	X	X	X	X	X	X	13
Hosp. Marketing	X	X	X		X	X		X	X	X	X	X	X	X	X	13
Hotel Operations		X	X	X	X	X		X	X	X	X	X	X	X	X	13
Intern/Work Exp.	X	X	X	X	X		X		X		X	X	X		X	11
F & B Operations		X	X	X		X	X	X	X	X			X	X	X	11
Hospitality HR	X			X		X	X	X	X	X	X		X	X	X	11
Financial Mgt.	X		X		X	X		X	X		X		X		X	9
Fund of Food Prep	X		X				X			X	X	X	X	X	X	9
Managerial Acct.						X	X	X	X	X		X	X	X	X	9
Facilities Mgt.			X			X		X	X			X	X	X	X	8
Quality Service Mgt.			X	X		X		X	X				X		X	7
Cost Controls				X					X		X	X	X	X	X	7
Prof. Development			X	X				X	X	X		X	X			7
Quantity Foods					X			X			X	X	X		X	6
Advanced Rest Ops					X	X	X		X	X			X			6
Sanitation/Safety								X	X	X	X		X		X	6
MIS/IT			X			X		X		X			X		X	6
Fin. Accounting						X			X	X			X	X	X	6
Tourism				X	X							X	X			4
Leadership/Ethics									X			X		X	X	4
Org. Behavior						X			X	X						3

GSTATE – Georgia State

GS – Georgia Southern

U TN – University of Tennessee

SC – South Carolina

UMASS - University of Massachusetts – Amherst

MISTATE – Michigan State

UNLV – University of Nevada Las Vegas

NMSU – New Mexico State University

UNT – University of North Texas

NAU – Northern Arizona University

HOUSTON – University of Houston



# ONE-STEP ACADEMIC PROGRAM PROPOSAL

## COURSES OUTSIDE OF MAJOR SORTED BY MOST COMMONLY REQUIRED

CONTENT AREA	GSTATE	GS	AUBURN	UTN	SC	CORNELL	UMASS	MISTATE	UNLV	PENNSYLVANIA	IOWA	NMSU	UNT	NAU	HOUSTON	
Financial Acctg	X	X	X	X	X		X			X	X	X	X	X		11
Statistics	X	X		X			X	X		X	X	X			X	9
Microecon	X	X	X				X	X	X	X	X					8
Marketing	X	X	X	X	X		X			X		X				8
Bus Comm	X			X	X		X	X				X				6
Intro to MGT		X	X	X	X						X			X		6
Macroecon	X	X	X				X	X								5
Computers/BIS	X	X			X		X	X								5
Finance		X	X	X			X					X				5
Intro. To Econ				X	X							X		X	X	5
Nutrition			X				X			X	X		X			5
Org. Behavior	X	X		X								X				4
Law	X	X			X											3
Managerial Acctg	X	X			X											3
Global Business	X	X												X		3
Human Resources			X									X				2

**NOTES:**

-A review of course descriptions reveals that programs commonly incorporate subjects such as ethics, leadership, MIS and sustainability into other courses rather than offer them as separate courses.

-Programs located within a college of business typically require more standard business courses.

## RELEVANT EXISTING COURSES AT UGA

Before looking at what new courses need to be developed to meet the competency requirements for a hospitality degree, a review of existing UGA courses was conducted.

### **Business Courses**

As seen in the tables above, since hospitality degrees are essentially applied business degrees, business related courses in areas including statistics, economics, accounting, marketing, finance and law are common components.

### **Tourism**

Several hospitality programs require an introductory course in tourism. This is because many hospitality businesses are directly linked to tourism. Knowledge of tourism is helpful in understanding the unique operating characteristics/challenges associated with the hospitality industry. Since the School of Forestry and Natural Resources already offers NRRT 1100E Introduction to Travel and Tourism it should be included as a requirement.

### **Food & Food Production Courses**

Since the Department of Food Science and Technology (FDST) is located within the college and “food” is a major consideration in the hospitality industry, it may seem logical that FDST courses should be included in the proposed curriculum. However, the FDST courses are designed primarily for scientists working in laboratories and/or food processing facilities.

The courses offered in the Department of Foods and Nutrition (FDNS) are more closely aligned with the relevant competencies necessary for successful management (this is not a culinary degree – but a management degree) of food production in commercial kitchens.

A meeting with two FDNS faculty members revealed that while FDNS 2100 (Human Nutrition and Food) and FDNS 4640 (Food Safety and Sanitation) currently have available capacity and should be required of all students. Unfortunately, FDNS3600/L (Food Principles) and FDNS 3610/L (Quantity Food Production) are at capacity.

If this limitation cannot be addressed with additional resources, then at least one required laboratory (commercial kitchen) based course in food production fundamentals will need to be developed and taught within the major. A second course, which would provide additional back of the house, as well as front of the house (service) experience should be offered as a major elective for students choosing to pursue a career in food and beverage operations.

In terms of a facility, the department could work with the Georgia Center or UGA Food Services (Auxiliary Division) which is operated very much like a commercial restaurant. Both are very accustomed to employing/working with students. The lecture component of the class could be taught in a standard classroom. Students could then be sent out to gain experience in key operating areas on a rotational basis for the lab portion of the course.

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

While many established hospitality degree programs operate their own “restaurants” (laboratory facilities) which are open to the public, given the hands-on opportunities provided through the partnership with the Georgia Center and UGA Food Services, this should not be considered a priority concern for the new major.

## RECOMMENDED RELEVANT COURSES OFFERED WITHIN THE COLLEGE

A list of existing courses that can/should be used to meet required competencies includes the following:

- AAEC 2580 APPLIED MICROECONOMIC PRINCIPLES (3)
- AAEC 3600 APPLIED MACROECONOMICS AND FOOD POLICY (3)
- \*AAEC 4051E FOOD LAW AND REGULATION (3)
- \*AAEC 4980 AGRIBUSINESS MANAGEMENT (3)
- \*AAEC 3200 SELLING IN AGRIBUSINESS (3)
- \*AGCM 3600 EVENT AND INSTRUCTIONAL PLANNING (3)
- \*AGCM 3820 BRANDING AND MARKETING FOR AG COMMUNICATION (3)
- \*ALDR 3900S LEADERSHIP AND SERVICE (3)

## RECOMMENDED RELEVANT COURSES OFFERED OUTSIDE THE COLLEGE

A list of existing courses offered outside the college that can/should be used to meet required competencies includes the following:

- ECON 2105 PRINCIPLES OF MACROECONOMICS (3)
- ACCT 2101 PRINCIPLES OF ACCOUNTING (3)
- FDNS 2100 HUMAN NUTRITION AND FOOD (3)
- FDNS 3600 AND 3600L FOOD PRINCIPLES (4)
- FDNS 4640 FOOD SANITATION AND SAFETY (3)
- NRRT 100E INTRODUCTION TO TRAVEL AND TOURISM (3)
- \*NRRT PARKS AND ECOTOURISM MANAGEMENT (3)
- \*FDNS 3610 AND 3610L QUANTITY FOOD PRODUCTION (4)
- \*ADPR 3850 PUBLIC RELATIONS (3)
- \*MARK 4210 PROFESSIONAL SELLING AND CUSTOMER RELATIONS (3)
- \*MARK 4600 INTEGRATED MARKETING AND BRAND COMMUNICATION (3)
- \*COMM 3500 INTERPERSONAL COMMUNICATION THEORY (3)
- \* Indicates that the course is a “selective” and not a requirement.

## THE IMPORTANCE OF GENERAL ELECTIVES

It is important to ensure that there are general electives built into the degree for several reasons. As a new major, it facilitates a change of majors. Having general electives will allow existing course work to count toward the degree. Moreover, students should be encouraged to pursue study abroad opportunities such as FDST 4150 “From Bean to Cup” in Costa Rica, learn how to play golf and generally pursue academic interests outside of the major to become more well-rounded students.

## PROPOSED NEW COURSES

Once the above existing courses are used to address relevant competency areas, the following thirteen courses should be developed to address the remaining content areas. Content such as MIS, ethics, leadership and sustainability principles should be integrated into appropriate courses.  
(courses/descriptions removed from report as it is included in Appendix C.)

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

## PROGRAM OF STUDY

(removed from report as it is presented earlier in this document)

## POSITION DESCRIPTIONS

### METHODOLOGY

The proposed position descriptions were developed based on a review of the programmatic needs of the new major, as well as a review of similar current openings nationwide. Although it is important that both of the successful candidates meet certain minimum requirements related to industry experience and academic background, given the tight labor pool, the descriptions are written to ensure that potentially excellent candidates are not inadvertently screened out.

### PROGRAMMATIC NEEDS OF THE NEW MAJOR

The start-up of a new major requires a unique skill set. The successful candidate for the Coordinator's position will become the "face" of the program to the faculty/staff, students and industry. They must have a combination of both industry and academic experiences that will result in the development of a curriculum responsive to industry needs and close ties with industry that will result in a network which provides strong placement opportunities and other programmatic support. This is in addition to the standard requirements for tenure track faculty. Selection of an appropriate candidate is critical to the success of the program. They must also be a good "fit" for the department and college.

The Instructor's position requires someone with a record of successful teaching. They will need to be able to teach a range of hospitality courses.

### CURRENT ACADEMIC OPENINGS

Although there are a number of hospitality programs with a long history, the discipline witnessed a surge in the number of programs in the 1980s. As a result, a number of faculty members that entered academe at that time are at, or near, the point of retirement. This has resulted in a shortage of highly qualified candidates. Current job openings are generally posted on the ICHRIE website ([www.chrie.org](http://www.chrie.org)) and on the Global Hospitality Educators site ([www.globalhospitalityeducators.com](http://www.globalhospitalityeducators.com)). A sample of current openings is provided below.

#### Administrative Positions:

Kansas State University  
Iowa State University  
University of South Carolina  
University of Massachusetts – Amherst  
Rochester Institute of Technology  
University of North Texas  
University of Houston

#### Non-tenure Track Positions:

University of Arkansas  
University of South Carolina  
South Dakota State University

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## GEORGIA CENTER STAFF

The HFIM major is fortunate to have access to both the physical facilities and the human resources that the Georgia Center provides. There is one staff member with a J.D. and three that possess a master's degree. Another staff member has a bachelor's degree in hospitality management from Georgia Southern. Personal interviews should be conducted by the Coordinator in order to finalize adjunct selection and teaching assignments. Initially, the Coordinator will need to work closely with and mentor the GC Adjuncts.

## HOSPITALITY MANAGEMENT PROGRAM COORDINATOR

The Department of Agricultural and Applied Economics (AAE) at the University of Georgia College of Agricultural and Environmental Sciences invites applications and nominations for the position of Program Coordinator (tenure-track Assistant or Associate Professor) of a newly created major in Hospitality and Food Industry Management. The Coordinator will report directly to the Department Head of AAE and will provide leadership for planning and implementing the new major.

### Responsibilities

- Articulate a clear vision to position the major for growth.
- Effectively interact with and coordinate the efforts of the staff of the Georgia Center (a 200-room/suite conference center located on campus) to provide a "hands-on" component to the curriculum.
- Develop relationships with industry related organizations and businesses at the local, regional and national level to include the establishment of an industry advisory board.
- Create and execute a plan to stimulate enrollment.
- Serve as the faculty advisor to students in the program.
- Manage and monitor the curriculum to continuously improve the quality of student learning.
- Teach a minimum of four courses per year.
- Research and service responsibilities will increase after year two as program becomes more established.
- Work cooperatively with administrators, faculty, staff, students and industry.

### Required Qualifications

Applicants must possess the following qualifications and characteristics:

- An earned doctorate with at least one graduate degree in hospitality or closely related area.
- An academic record suitable for appointment as an Assistant or Associate Professor in the college.
- Relevant teaching and industry experience.
- Demonstrated excellence related to teaching, research and service in prior positions.
- Membership and participation in relevant professional organizations.
- Excellent communication skills supporting effective interaction with stakeholders.

### Preferred Qualifications

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- Experience administering academic programs at the post-secondary level.
- Experience providing academic and career advising to students.
- Experience developing and sustaining industry relationships.

The position is a nine-month tenure-track academic year appointment with administrative and summer month's salary supplement: start-up package negotiable. Start date: ?

## HOSPITALITY MANAGEMENT INSTRUCTOR

The Department of Agricultural and Applied Economics (AAE) at the University of Georgia College of Agricultural and Environmental Sciences invites applications for a non-tenure track (Instructor) full-time position in the newly approved major in Hospitality and Food Industry Management. The position is an academic year appointment (9 months).

### Responsibilities

- Teach up to eight undergraduate courses in hotel and restaurant management.
- Assist with recruitment, retention and placement efforts.
- Effectively interact with the staff of the Georgia Center (a 200-room/suite conference center located on campus) in providing a "hands-on" component to the curriculum.
- Develop programmatic relationships with industry related organizations and businesses.
- Work cooperatively with administrators, faculty, staff, students and industry.
- Perform scholarly activities and service appropriate for appointment.

### Required Qualifications

Applicants must possess the following qualifications and characteristics:

- A master's degree with at least one degree in hospitality or closely related area.
- Relevant teaching and industry experience.
- Excellent communication skills supporting effective teaching and interaction with stakeholders.

### Preferred Qualifications

- An earned doctorate with at least one graduate degree in hospitality or closely related area.
- Membership and participation in relevant professional organizations.
- Demonstrated ability to make scholarly contributions to the discipline.

The position is a nine-month academic year appointment. Start date: ?

## PROPOSED COURSE ROTATION AND TEACHING LOADS

The following table demonstrates that all of the proposed HFIM courses can be taught in an academic year, on a regular basis, with just the Coordinator, Instructor and four Georgia Center Adjuncts.

	COORDINATOR	INSTRUCTOR	GEORGIA CENTER A.	GEORGIA CENTER A.	GEORGIA CENTER A.	GEORGIA CENTER A. (JD)
Introduction to Hospitality Management	F/S					
Hospitality Marketing		F/S				
Hospitality Human Resources Management			F/S			
Hospitality Financial Management				F/S		
Hospitality Law & Liability						F/S
Hotel Operations		F/S				
Food and Beverage Operations		F/S				
Hospitality Facilities Management		F/S				
Hospitality Professional Development	S					
Meetings and Event Planning					F	
Hotel Sales of Revenue Management						S
Internships	F/S/SS					
Hospitality Senior Capstone	F/S					

F = Fall, S = Spring, SS = Summer Session

\*Assumes the Coordinator will teach a load of two and three (one of which is the 1 credit Professional Development course) with three preps total. It is recommended that the Coordinator teaches the Introduction course to develop relationships with students and also teaches the Senior Capstone course for quality control purposes. They should also supervise the internships.

\*Assumes the Instructor will teach a load of four and four, with four preps. The exact courses are likely to vary based on their background.

\*Courses currently "assigned" to Georgia Center Adjuncts are based on their academic and industry backgrounds. Personal interviews should be conducted to finalize teaching assignments.

\*HFIM Electives only need to be taught once per year.

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## CONCLUSIONS & RECOMMENDATIONS

The new HFIM major represents a viable option for growing student enrollment in the College of Agricultural and Environmental Sciences.

- Although it is unusual for a hospitality program to be located in a College of Agriculture (particularly within a Department of Agricultural and Applied Economics), early programs commonly grew out of Home Economics departments which were traditionally in Agricultural Colleges. More recently, programs have been moving into, or started in, Business Colleges or as independent schools. It is important that the administration and faculty in the college understand that this is an applied business degree. The issue of “fit” within the college will become a problem if this is not accepted from the onset.
- The location of the major may present a challenge related to recruiting potential students and faculty members. Students are unlikely to look for the major in this college. Potential students and faculty members may be concerned about the major being housed in a nontraditional location, with a title which is awkward but currently necessary. For these reasons, it is advisable to simply refer to the major as the Hospitality Program or the Hospitality Management program.
- The UGA Career Services Center should immediately be notified about the new major as they provide assistance to students who are exploring major/career options in addition to providing placement assistance.
- Successful hospitality programs have developed excellent industry relations. The establishment of an Industry Advisory Board should occur as soon as possible. The Georgia Restaurant Association, the Georgia Hotel and Lodging Association and the Athens Convention and Visitors Bureau should be asked to nominate potential board members. At least one of the members should come from the Georgia Center.
- The Coordinator’s position should be filled as soon as possible. This individual needs to assume the leadership role in developing the Advisory Board and the hiring of the Instructor and adjunct faculty members.
- If it is not possible to hire a Coordinator to begin by the fall of 2016, an adjunct from the Georgia Center could initially be hired to teach the Introduction to Hospitality Management course in order to begin to generate interest.



# **ONE-STEP ACADEMIC PROGRAM PROPOSAL**

## **APPENDIX B. Hanover Report**

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## **APPENDIX C. Course Catalog Descriptions (expanded with prerequisite and corequisite course prefixes, numbers, titles, and credit hour requirements)**

ENGL 1101. 3 hours.

English Composition I

Expository themes on both general and literary topics developed by basic rhetorical methods.

ENGL 1102. 3 hours.

English Composition II

Themes on fiction, poetry, and drama.

Prerequisite: ENGL 1101 (English Composition I – 3 hrs)

MATH 1113. 3 hours.

Precalculus

Preparation for calculus, including an intensive study of algebraic, exponential, logarithmic, and trigonometric functions and their graphs. Applications include simple maximum/minimum problems, exponential growth and decay, and surveying problems.

PBIO 1210. 3 hours.

Principles of Plant Biology

Basic principles of biology, with an emphasis on plants and application of science to daily life.

Topics include plant structure and function, energy metabolism, cell biology, biochemistry, biotechnology, genetics, evolution, and ecology. Lab is not required. This class complements Organismal Plant Biology, but these two classes do not form a sequence. They can be taken independently or in any order, including concurrently.

PBIO 1210L. 1 hour. 2 hours lab per week.

Principles of Plant Biology Laboratory

Provides the opportunity to perform experiments designed to convey the basic principles of plant biology with an emphasis on cell biology, plant structure and function, energy metabolism, genetics, evolution, and ecology.

BIOL 1107. 3 hours.

Principles of Biology I

Biological chemistry, cell structure and function, bioenergetics, mitosis and meiosis, genetics, gene expression and regulation, gene technology, population genetics, evolution.

Prerequisite: (CHEM 1211 and CHEM 1211L – Basics of Chemistry & lab – 4 hrs) or (CHEM 1411 and CHEM 1411L – Advanced Modern Chemistry I – 3 hrs; lab – 1 hr) or (CHEM 1311H and CHEM 1311L – Advanced Freshman Chemistry I Honors – 3 hrs; lab – 1 hr)

Corequisite: BIOL 1107L (Principles of Biology I Lab – 1 hr)

BIOL 1107L. 1 hour. 2 hours lab per week.

Principles of Biology I Laboratory

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Description: Introduction to skills, methods, and tools used for biological research concentrating on cellular and molecular approaches.

Prerequisite: (CHEM 1211 and CHEM 1211L – Basics of Chemistry & lab – 4 hrs) or (CHEM 1411 and CHEM 1411L – Advanced Modern Chemistry I – 3 hrs; lab – 1 hr) or (CHEM 1311H and CHEM 1311L – Advanced Freshman Chemistry I Honors – 3 hrs; lab – 1 hr)

Corequisite: BIOL 1107 (Principles of Biology I)

CHEM 1211. 3 hours.

Freshman Chemistry I

Description: The chemical principles involved in stoichiometry, structure, bonding, and reactivity.

Pre or Corequisite: MATH 1113 (Precalculus – 3 hrs)

Corequisite: CHEM 1211L (Basics of Chemistry Lab – 1 hr)

CHEM 1211L. 1 hour. 3 hours lab per week.

Freshman Chemistry Laboratory I

Description: Students will perform experiments to illustrate the reactions, principles, and techniques presented in Freshman Chemistry I.

Pre or Corequisite: MATH 1113 (Precalculus – 3 hrs)

Corequisite: CHEM 1211 (Basics of Chemistry – 3 hrs)

STAT 2000. 4 hours. 3 hours lecture and 2 hours lab per week.

Introductory Statistics

Description: Introductory statistics including the collection of data, descriptive statistics, probability, and inference. Topics include sampling methods, experiments, numerical and graphical descriptive methods, correlation and regression, contingency tables, probability concepts and distributions, confidence intervals, and hypothesis testing for means and proportions.

COMM 1100. 3 hours.

Introduction to Public Speaking

Description: The fundamental principles and practices of public speaking, including systematic library research, creative analysis and synthesis of topics, organization, language, delivery, audience adaptation, reasoning, arguments, and supporting materials.

HIST 2111. 3 hours.

American History to 1865

American society, politics, thought, institutions, and economic life from the first settlements to the end of the Civil War.

HIST 2112. 3 hours.

American History Since 1865

Development of the American nation from 1865 to the present.

POLS 1101. 3 hours.

American Government

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Government and politics in the United States, including the philosophical and constitutional foundations, political institutions such as Congress and the presidency, political practices such as voting, and civil rights and liberties.

AAEC 2580. 3 hours.

### **Applied Microeconomic Principles**

Economic decisions of consumers and producers are studied, with an emphasis on government policies such as taxes, subsidies, trade barriers, and income redistribution. Efficiency vs. equality and benefits vs. costs of government interventions are common themes. Market failures and contemporary issues in agricultural, energy, environmental, and international economics are covered.

ECON 2106. 3 hours.

### **Principles of Microeconomics**

Laws governing the use of scarce resources by producers and consumers in market economies, with emphasis on the role played by prices. The consequences of government involvement in the economy are studied, with examples taken from current policy issues.

ECON 2105. 3 hours.

### **Principles of Macroeconomics**

Explanations of economic growth and the business cycle, aimed at shedding light on economy-wide problems such as inflation and unemployment, with special attention to the role played by monetary and fiscal policies.

ACCT 1160. 3 hours.

### **Survey of Accounting**

An overview of the basic concepts of financial and managerial accounting. Students are taught how to prepare, read, and analyze corporate financial statements. Additionally, students are taught the tools and techniques necessary for managerial planning, controlling, and decision making.

ACCT 2101. 3 hours.

### **Principles of Accounting I**

Basic accounting systems, concepts, and principles. The primary goals of this course are to develop an understanding of the accounting process and to summarize and communicate information useful in making economic decisions.

FDNS 2100. 3 hours.

### **Human Nutrition and Food**

Nutritional needs and food choices for the optimal health of the individual during the life cycle.

NRRT 1100E. 3 hours.

### **Introduction to Travel and Tourism**

A survey of travel and tourism in a global context. Students will become acquainted with the economic, socio-cultural, demographic, and environmental impacts that tourism has on the world

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community. Special emphasis will be placed on issues faced by tourism developers in businesses and governments of all sizes.

AAEC 3600. 3 hours.

Applied Macroeconomic Theory and Food Policy

Macroeconomics is the study of the whole economy. It deals with aggregate issues such as national output, unemployment, interest rates, and economic growth, as well as allocation and distribution of resources and income in terms of the general characteristics of the markets. Focus will be on policy issues significant to the agribusiness sector.

Prerequisite: ECON 2105 (Principles of Macroeconomics – 3 hrs)

FDST 3000. 3 hours.

Introduction to Food Science and Technology

The sources of raw materials; the processing, storage, and handling of processed foods; and the problems involved in the processing of these products.

Prerequisite: CHEM 1211 and CHEM 1211L (Basics of Chemistry & lab – 4 hrs)

FDST 4090/6090-4090L/6090L. 2 hours. 1 hours lecture and 2 hours lab per week.

Food Quality Control

Designing and implementing food quality and process control programs. Monitoring and controlling process specifications and capabilities. Developing food attribute and variable control charts. Examining food sampling plans and verifying HACCP food safety plans.

Prerequisite: [FDST 2010 – Food Issues and Choices; 3 hrs, or FDST 3000 – Introduction to Food Science and Technology – 3 hrs] and STAT 2000 (Introductory Statistics – 4 hrs)

FDST 4320-4320L. 3 hours. Hazard Analysis Critical Control Point in the Food Industry  
Emphasis on Hazard Analysis Critical Control Point (HACCP) and its prerequisite (e.g., GAP, GMP, SSOP) programs used to promote food safety in the food industry. Upon completion of the course and passing an examination, the students will receive HACCP certification.

Prerequisite: FDST 3000 (Introduction to Food Science and Technology – 3 hrs) or MIBO 3000-3000L (Introductory Applied Microbiology and lab – 4 hrs) or MIBO 3500 (Introductory Microbiology – 3 hrs)

FDNS 3600. 3 hours.

Food Principles

Food selection, preparation, evaluation, and composition.

Prerequisite: (CHEM 1110 and CHEM 1110L – Elementary Chemistry and lab – 4 hrs) or (CHEM 1211 and CHEM 1211L – Basics of Chemistry and lab – 4 hrs)

Corequisite: FDNS 3600L (Food Principles Laboratory – 1 hr)

FDNS 3600L. 1 hour. 3 hours lab per week.

Food Principles Laboratory

Food selection, preparation, evaluation, and composition.

Prerequisite: (CHEM 1110 and CHEM 1110L – Elementary Chemistry and lab – 4 hrs) or (CHEM 1211 and CHEM 1211L – Basics of Chemistry and lab – 4 hrs)

Corequisite: FDNS 3600 (Food Principles – 3 hrs)

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FDNS 4640/6640. 3 hours.

Food Sanitation and Safety

Safe food handling for foodservice and the consumer, with emphasis on causes and prevention of foodborne illness.

Prerequisite: FDNS 3600-3600L (Food Principles and lab – 4 hrs)

AAEC 4980/6980. 3 hours.

Agribusiness Management

Apply and integrate skills into a workable approach to agribusiness management; provide a step-by-step approach to the application of practical management skills in marketing, demand analysis, forecasting, finance, operations, and personnel.

Prerequisite: (ACCT 2101 – Principles of Accounting I – 3 hrs; or ACCT 2101H – Principles of Accounting I Honors – 3 hrs; or AAEC 3300 – Agribusiness Accounting – 3 hrs) and (AAEC 3690 – Agribusiness Finance – 4 hrs; or FINA 3000 – Financial Management – 3 hrs; or FINA 3000H – Financial Management Honors – 3 hrs; or FINA 3001 – Financial Management – 3 hrs) and (AAEC 3040 – Agribusiness Marketing – 3 hrs; or AAEC 3100 – Food and Fiber Marketing – 3 hrs; or MARK 3000 – Principles of Marketing – 3 hrs; or MARK 3000H – Principles of Marketing Honors – 3 hrs or MARK 3001 – Principles of Marketing – 3 hrs)

AAEC 3200. 3 hours.

Selling in Agribusiness

Sales and merchandising techniques appropriate for agricultural selling and marketing. The psychology of selling, the selling process, spatial marketing strategies, and communication skills are emphasized as used in agribusiness.

Prerequisite: AAEC 2580 – Applied Microeconomic Principles – 3 hrs or ECON 2106 – Principles of Microeconomics – 3 hrs or ECON 2106H – Principles of Microeconomics Honors – 3 hrs

AGCM 3600. 3 hours.

Event and Instructional Planning for Agricultural and Environmental Sciences

Identification, application, and evaluation of methods and techniques for planning events, project management, and instruction in formal and non-formal educational settings.

Prerequisite: AGCM 1200 – Communicating in Agricultural and Environmental Sciences – 3 hrs or COMM 1100 – Introduction to Public Speaking – 3 hrs

AGCM 3820. 3 hours.

Branding and Marketing For Agricultural Communication

Branding and marketing are stressed in the context of agricultural and environmental science companies and organizations using Adobe Illustrator to create graphics used in branding and marketing campaigns. Greater understanding and appreciation for the importance of brand formation and marketing practices.

ADPR 3850. 3 hours.

Public Relations

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What does a public relations (PR) professional do? Careers as diverse as consumer relations, media relations, and entertainment PR are explored. Learn to advocate for celebrities, issues, and organizations using traditional and social media. Current events are analyzed from a PR perspective. PR tactics and strategies are discussed.

ALDR 3900S. 3 hours.

Leadership and Service

An interdisciplinary approach to personal leadership development and civic engagement.

Personal leadership exploration and development are accomplished utilizing a service-learning activity.

COMM 3500. 3 hours.

Interpersonal Communication Theory

Description: Major theories of human communication, with special emphasis upon interpersonal communication. The role, function, and assumptions of theoretical approaches will be discussed.

Prerequisite: COMM 1300 – Introduction to Academic Debate – 3 hrs, or COMM 1100 – Introduction to Public Speaking – 3 hrs, or COMM 1500 – Introduction to Interpersonal Communication – 3 hrs, or permission of department

HFIM 2500. Introduction to Hospitality Management (3CR).

Major components and organizational structure of the hospitality industry. An introduction to hospitality management principles, leadership and ethics.

HFIM 3000. Hospitality Marketing (3CR)

Service marketing and its application to the hospitality industry, including the application of fundamental marketing concepts and research methods.

Prerequisite: HFIM 2500 – Introduction to Hospitality Management

HFIM 3150. Hospitality Human Resource Management (3CR)

Application of human resource management in hospitality environments; recruitment, selection, training, compensation, motivation, and performance appraisals; labor relations and government regulations specific to the hospitality industry. Facilitates an understanding of the policies, procedures, and systems required to attract, select, develop, and retain quality employees.

Prerequisite: HFIM 2500 – Introduction to Hospitality Management

HFIM 3160. Hospitality Professional Development (1CR)

Professional development preparation to facilitate effective career management. Must be completed prior to internships.

HFIM 3180. Hospitality Law & Liability (3CR)

Survey of the primary laws and regulations that apply to the hospitality industry and how to effectively manage the common legal issues/liabilities faced by hospitality managers.

Prerequisite: HFIM 2500 – Introduction to Hospitality Management

HFIM 3210. Hospitality Financial Management (3CR)

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Common financial statements, accounting ratios, and financial techniques used in the development, management and control of hospitality establishments.

Prerequisites – (ACCT 1160 – Survey of Accounting – 3 hrs or 2101 – Principles of Accounting I – 3 hrs) and HFIM 2500 – Introduction to Hospitality Management

### HFIM 3560. Hospitality Facilities Management (3CR)

Introduction to building systems and facilities management for hospitality establishments. Explores the engineering and maintenance requirements peculiar to the hospitality industry. Special emphasis on sustainability, building operating systems, and resource management.  
Prerequisite: HFIM 2500.

### HFIM 3910. Hospitality Management Internship (3CR)

Application of principles and theories of hospitality in a professional hospitality setting. Restricted to majors.

Prerequisites: HFIM 2500 – Introduction to Hospitality Management, HFIM 3160 – Hospitality Professional Development and third year standing.

### HFIM 3912. Food and Beverage Management Internship (3CR)

Application of principles and theories of hospitality in a professional hospitality setting. Restricted to majors.

Prerequisites: HFIM 2500 – Introduction to Hospitality Management, HFIM 3160 and third year standing.

### HFIM 3913. Facilities Management Internship (3CR)

Application of principles and theories of hospitality in a professional hospitality setting. Restricted to majors.

Prerequisites: HFIM 2500 – Introduction to Hospitality Management, HFIM 3160 – Hospitality Professional Development and third year standing.

### HFIM 3914. Hotel Management Internship (3CR)

Application of principles and theories of hospitality in a professional hospitality setting. Restricted to majors.

Prerequisites: HFIM 2500 – Introduction to Hospitality Management, HFIM 3160 – Hospitality Professional Development and third year standing.

### HFIM 4060. Hotel Operations (3CR)

An overview of the components of hotel operations; a historical view of the development of the hotel industry; an understanding of the functions of front and back-of-the-house hotel operations; classifications of hotel products/services; and trends in hotel development and operations.

*Completion of a rooms division practicum that exposes students to the housekeeping and front desk operations at the Georgia Center hotel is a required course activity.*

Prerequisite: HFIM 3560 – Hospitality Facilities Management

### HFIM 4080. Food & Beverage Operations (3CR)

Foodservice operations including; history, types of operations, functions of front and back-of-the-house, facilities design, equipment, basic cooking principles, dining room service, and trends



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in food and beverage operations. *Completion of a practicum in the food and beverage operations of the Georgia Center is a required course activity.*

Prerequisite: HFIM 3560 – Hospitality Facilities Management

HFIM 4580. Meetings and Event Planning (3CR)

Overview of the meeting and event sector of the hospitality industry. Examination of the role of the planner.

Prerequisite: HFIM 2500 – Introduction to Hospitality Management.

HFIM 4670. Hotel Sales and Revenue Management (3CR)

Functions of a hotel sales department including group, transient and banquet sales, selected sales and customer service techniques. Introduces revenue management concepts and the systems utilized to maximize revenue and profit in lodging operations.

Prerequisites: HFIM 2500 – Introduction to Hospitality Management and HFIM 3210 – Hospitality Financial Management.

HFIM 4910. Hospitality Senior Capstone (3CR)

Synthesis of previous coursework. Application of multi-disciplinary principles to the analysis of hospitality business case studies. To be completed final semester.

Prerequisite: Fourth year standing.

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## APPENDIX E. Student Learning Outcomes & Assessment Plan

1. Demonstrate proficiency in modern microeconomic and macroeconomic theory.

Assessment criteria. The percentage of students registered in the current academic year who have attained an average grade of B- or higher across all assignments and exams in AAEC 2580 (Microeconomic Theory) and AAEC 3600 (Applied Macroeconomic Theory and Food Policy).

2. Demonstrate proficiency in marketing concepts and applications related to the hospitality and food industry.

Assessment criteria. The percentage of students registered in the current academic year who have attained an average grade of B- or higher across all assignments and exams in HFIM 3000 (Hospitality Marketing).

3. Demonstrate proficiency in management concepts and applications related to the hospitality and food industries.

Assessment criteria. The percentage of students registered in the current academic year who have attained an average grade of B- or higher across all assignments and exams in core management courses including HFIM 3150 (Hospitality Human Resource Management), HFIM 3560 (Hospitality Facilities Management), and HFIM 4670 (Hotel Sales and Revenue Management).

4. Demonstrate proficiency in finance concepts and applications related to the hospitality industry.

Assessment criteria. The percentage of students registered in the current academic year who have attained an average grade of B- or higher across all assignments and exams in HFIM 3210 (Hospitality Financial Management).

- 15) **Assessment and Quality:** Describe institutional assessments throughout the program to ensure academic quality, viability, and productivity as this relates to post-approval enrollment monitoring, degree productivity, and comprehensive program review.

The following questions are designed to provide the Department with a continuous program assessment for making further improvements in the Department's undergraduate program. The faculty and staff in the Department hope you had a positive university experience. Your responses will be kept strictly anonymous.

Please circle the correct answer for each question.

### I. Program Assessment

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1. In which degree program were you enrolled?
  - A. Agricultural & Applied Economics
  - B. Agribusiness
  - C. Environmental Economics and Management
  - D. Hospitality and Food Industry Management

How effective was the undergraduate program in providing you with:

	Not effective	→	Very effective
2. A broad knowledge base of economic theory.	1	2	3 4 5
3. Knowledge of appropriate courses (such as marketing, management, resources, finance) related to economic theory.	1	2	3 4 5
4. The ability to solve issues related to your major.	1	2	3 4 5
5. Communication skills to effectively interact with employers	1	2	3 4 5
6. Communication skills necessary to effectively present concepts regarding your major to the general public.	1	2	3 4 5
7. Instructional skills for classroom teaching.	1	2	3 4 5
8. A high quality undergraduate education.	1	2	3 4 5

9. Would you recommend our undergraduate program to other prospective undergraduate students?
  - A. Yes
  - B. No
  - C. Unsure

10. On a scale from 1 to 10, how would you rate our undergraduate program (with 1 being poor and 10 being outstanding)?  
 Rating \_\_\_\_\_

## II. Faculty and Curriculum

To what extent do you agree with the following statements?

	Strongly Disagree	→	Strongly Agree
1. The faculty in the department demonstrated interest and concern in the students.	1	2	3 4 5

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2. The faculty in the department are very knowledgeable about applied economics and economic theory.	1	2	3	4	5
3. The faculty in the department were readily accessible.	1	2	3	4	5
4. The faculty in the department support diverse student interests and goals.	1	2	3	4	5
5. The faculty in the department used creative teaching methods.	1	2	3	4	5
6. The courses offered by the department are adequate and fill the needs of our students.	1	2	3	4	5
7. The courses offered outside of the department complemented the courses offered in the department so I was able to develop a satisfactory program of study.	1	2	3	4	5
8. The required courses in the program of study are valuable.	1	2	3	4	5
9. The courses offered by the department are intellectually stimulating.	1	2	3	4	5

10. What was the most valuable course you took while in our program?

11. What was the least valuable course you took while in our program?

12. Are there any courses that you think we should offer, but currently do not?

13. If you could change one thing in our curriculum, what would it be?

14. How would you rate the department's courses? Check the appropriate rating.

Course	Excellent	Good	Average	Fair	Poor	N/A
AAEC 2580-Applied Microeconomic Principles						
AAEC 3600-Applied Macroecon Theory & Food Policy						
HFIM 2500 Introduction to Hospitality Management						
HFIM 3150 Hospitality Human Resource Management						
HFIM 3000 Hospitality Marketing						

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HFIM 3160 Hospitality Professional Development						
HFIM 3180 Hospitality Law						
HFIM 3210 Hospitality Financial Management						
HFIM 3560 Hospitality Facilities Management						
HFIM 4060 Hotel Operations						
HFIM 4080 Food & Beverage Operations						
AAEC 4051E Food Law and Reg						
HFIM 4910 Hospitality Senior Capstone						
HFIM 3910 Hospitality Management Internship						
HFIM 3912 Food and Beverage Management Internship						
HFIM 3913 Facilities Management Internship						
HFIM 3914 Hotel Management Internship						
HFIM 4580 Meetings and Event Planning						
HFIM 4670 Hotel Sales and Revenue Management						

15. If you have any specific comments or suggestions regarding faculty or curriculum, please share them here.

### III. Advisement

To what extent do you agree with the following statements?

ADVISOR: _____	Strongly Disagree	→	Strongly Agree
1. My advisor provided me with appropriate advising in selecting courses and planning my program of study.	1	2	3 4 5
2. My advisor respected my personal interests and career goals.	1	2	3 4 5
3. My advisor was available and accessible.	1	2	3 4 5

### IV. Job Placement

1. Have you been hired by a company, government agency, or other organization?

- A. Yes
- B. No
- C. Waiting for final decision

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

Optional: Would you be willing to share the following information with us?

Employer \_\_\_\_\_

Employer location \_\_\_\_\_

Salary or salary range \_\_\_\_\_

2. How did you find out about this position?

- A. Email from department
- B. Career fair
- C. Website/Newspaper
- D. Other \_\_\_\_\_

\_\_\_\_\_

3. The department sends emails to students regarding job or internship opportunities. Did you find these emails valuable?

- A. Yes
- B. No

## V. Demographic Information

1. If you have not already accepted a position, what are your professional goals after leaving this program?

- A. Obtain a position with industry or the private sector
- B. Obtain a position with academia (teaching, research, extension)
- C. Obtain a position in government
- D. Pursue further graduate or professional studies
- E. Other (specify) \_\_\_\_\_

2. When did you begin undergraduate studies at UGA for your most recent degree?

\_\_\_\_\_

3. When is your anticipated graduation date? \_\_\_\_\_

4. Where is your permanent home located?

- A. In Georgia
- B. Outside of Georgia, in the southeastern United States
- C. In another area of the United States
- D. Outside of the United States

5. What is your gender?

- A. Female
- B. Male

# ONE-STEP ACADEMIC PROGRAM PROPOSAL

## APPENDIX F. Accreditation Requirements



### ACPHA ELIGIBILITY REQUIREMENTS FOR PROGRAMS SEEKING ACCREDITED STATUS

Each program applying for affiliation with the Accreditation Commission must initially demonstrate that it satisfies each of the requirements listed below. Taken together, these requirements define the kind of program that the Commission considers a part of its educational universe and within the scope of the accrediting activities for which it assumes responsibility.

The program:

1. Must be part of an educational institution accredited by a regional or national accrediting body recognized by the U.S. Secretary of Education. An international program must be part of a recognized national/government accrediting agency in that country
2. Has a statement of mission and objectives appropriate to a postsecondary program
3. Offers postsecondary educational instruction leading to an associate or baccalaureate degree (or their equivalents) in hospitality administration
4. Must have institutional approval for courses and degree(s) offered
5. Has a formally designated director (or the equivalent) of the program
6. Has been in continuous operation for at least four years and has had at least three years of graduating classes by the time of review
7. Has a teaching faculty assigned to the program
8. Makes freely available to all interested persons (and especially to its potential and enrolled students) an accurate, fair, and substantially complete description of its program and related activities, policies, and procedures
9. Admits students under policies and procedures that are appropriate to the program and does not discriminate with respect to age, sex, ethnic background, race, creed, or disability

Accreditation Commission for Programs in Hospitality Administration  
P.O. Box 400 • Oxford, MD 21654  
Email: [acpha@atlanticbb.net](mailto:acpha@atlanticbb.net) • Phone: 410.226.5527



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# The University of Georgia

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College of Agricultural and Environmental Sciences  
*Office of Academic Affairs*

September 21, 2016

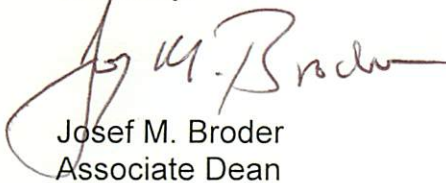
Ms. Fiona Liken  
Assistant Vice President for Instruction  
318 New College  
CAMPUS

Dear Ms. Liken:

Enclosed, please find a proposal requesting a New major and degree program in Hospitality Food Industry Marketing (HFIM). Our CAES Faculty Council has approved the request and we submit this proposal for your review and consideration.

Thank you for your attention. Please contact me if you have any questions.

Sincerely,



Josef M. Broder  
Associate Dean

JMB:skh

Enclosure

cy: Sam Pardue  
Octavio Ramirez



## Approvals on File

**Proposal:** Hospitality and Food Industry Management (B.S.A.)

**Department:** Food Science and Technology

**College:** College of Agricultural and Environmental Sciences

**Proposed Effective Term:** Semester after approval

Department:

- Food Science and Technology Department Head, Dr. Rakesh Singh, 9/22/2016

School/College:

- College of Agricultural and Environmental Sciences Associate Dean, Dr. Josef Broder, 9/21/2016
- College of Agricultural and Environmental Sciences Dean, Dr. Samuel Pardue, 9/23/2016

Additional Support:

- Terry College of Business Dean, Dr. Benjamin Ayers, 2/11/16
- College of Family and Consumer Sciences Dean, Dr. Linda Fox, 2/9/16