Department\* 

Program Type:\* 

Degree Type:\* 

Program Name:\* 

Provide a brief summary of the proposed program changes and describe the rationale for the change(s):

Going forward, the MS in Hospitality Business Management program seeks to provide two separate options namely, "Non-Thesis" and 'Thesis" options. The "Non-Thesis" option will be a 1 Year, 30 Credits Program and the "Thesis" option, a 39 Credits, 2-Year Program. The purpose of expanding to offer a 2-Year Thesis option in addition to the one year option being provided now is twofold: First is to meet a market need of applicants who seek to progress into terminal degrees and subsequently, academic careers. Second, offering this program enables the department to leverage and build on the department's research profile more effectively by providing research-oriented faculty with opportunities to work on cutting edge research projects. The provision of both "Thesis" and "Non-Thesis" options enables us to service two types of applicants: ones that need a fast-paced operational management focus that equips them with problem-solving skills relevant for industry and those aspiring for academic careers as described above.

Broadly speaking, the two options will have 27 Credits (9 Courses) in common. They are listed in the outline and also in the Program Policy Statement. The Non-Thesis option will have an additional 3 Credits course (HOSP864 - Advanced Lodging Practicum). The Thesis option will have HOSP848 - Research Methods in Hospitality, a research methods elective (3 Credits) and the Thesis (6 Credits).

Following are the changes being proposed from a courses perspective list wise, which will serve both "Non-Thesis" the 'Thesis" options

1. One entirely new course namely "Advanced Restaurant Management - (HOSP845)" to be offered at the Hospitality Business Management department itself.

2. STAT608 - Statistical Research Methods will be a required core course in both options.

3. HOSP648 will be renumbered and renamed as “HOSP848 - Research Methods in Hospitality” from the earlier name of "Data Analysis in the Hospitality Industry". The focus of this course will be redirected at methods employed in the conceptualization and execution of research in the hospitality management area. It will not include data analysis techniques anymore. Data analysis through statistical techniques will be drawn from STAT608 listed above. HOSP648 will be offered only in the Thesis option.

4. HOSP601 to be renumbered as HOSP801 and to be renamed as “Hospitality Industry Foundations” from the existing name of "Advanced Hospitality and Tourism Product Management". This course retains its existing purpose of serving as an introductory course to the program, but will also include compulsory orientations to performance metrics and an overall understanding of these measures to manage hospitality operations.

5. HOSP602  to be renumbered as HOSP802 and to be renamed as “Customer Experience Management” from the existing name of “Customer Service Management”. The objective here is to retain the existing framework of covering concepts related to the service and engagement of customers. However, it will address these concepts by emphasizing the customer experience and their journeys with the firm. This course is for both Non-Thesis and Thesis options.

6. HOSP642 will be renumbered as HOSP842 and to be renamed as “Projects and Valuations in Hospitality” from the existing name of “Project Management Applications in Hospitality”. Its content will be modified to focuses on understanding project management concepts and techniques and applying in domain feasibility projects and hotel valuations as opposed to interactive technology applications as listed earlier. Skills in feasibility analysis and the valuations of hotel properties are crucial at the Masters level as it increases their employability for consulting roles in the industry, and also serves as inputs for research oriented activities. This course is for both Non-Thesis and Thesis options.

7. HOSP604 will renumbered as HOSP804 and to be renamed as HOSP804 - Hospitality Finance from the existing name of "Issues in Hospitality Financial Management". The intent and content of the course will remain the same as it is currently. This course is for both Non-Thesis and Thesis options.

8. HOSP687 will be renumbered as HOSP887 and renamed as HOSP887 - Revenue Management in Hospitality from the earlier name of "Management Systems in the Hospitality Industry". The course will continue to serve the broader purpose of examining issues related to the implementation of systems to improve decision making, but will focus primarily on revenue management and not information technology only as listed earlier. Revenue management is a critical skill for Masters level graduates to demonstrate for improved employability, and this course seeks to fill that void in the curriculum.

9. BUAD870 , which is Managing People, Teams, and Orgs will now be a required course in both thesis and non-thesis options. This course is important because of its emphasis on people and their roles in organizations. The hospitality industry is people-intensive.

11. HOSP603 to be renumbered as HOSP803.

12. HOSP764 to be renumbered as HOSP864.

10. Students in the "Thesis" option will be required to take a 3-Credit course in data analysis in consultation with their advisors. This should be a graduate level course that covers statistics or qualitative techniques offered in the School of Education or Business Administration.

Identify other units affected by the proposed changes and provide letters of support from those units. :

The units affected will be

1. Department of Applied Economics and Statistics for the STAT608 course.

2. School of Education for the research elective that students may take for the "Thesis" option.

3. Department of Business Administration for the research elective that students may take for the "Thesis" option as well as BUAD870. Note that our students already take BUAD870 as part of the Lerner Elective in the program now.

Resolutions:

Whereas, the Department of Hospitality Business Management (HSBM) in the Lerner College of Business and Economics has offered a successful program leading to an MS-Hospitality Business Management offering students analytically-oriented problem-solving skills that enable effective decision making for hospitality businesses, and

Whereas, HSBM has received many inquiries over the last several years from individuals who are also interested in a business-oriented hospitality Master’s degree that is focused on analytical and/or academic careers in the hospitality industry,

Whereas, HSBM has proposed a Thesis option for the existing Non-Thesis MS-Hospitality Business Management program. This “Thesis” option will offer students a path towards pursuing terminal degrees in hospitality management and subsequently academic careers that is underpinned with strong decision-making capabilities and analytical skills pertinent to the information age, and

Whereas, the existing graduate program in HSBM already provides a majority of all the courses and administrative framework for such a degree, and

Whereas, the proposed additional thesis option for the Master’s Degree contributes to one of the milestones on the University’s strategic direction to achieve excellence in research; be it therefore

Resolved, that the Faculty Senate recommends approval of the addition of a Thesis option to the Master of Science in Hospitality Business Management.

**Requirements For The Non-Thesis Option**

Candidates for the UD MS in Hospitality Business Management must complete 30 credit hours as specified below. Full time MS in Hospitality Business Management students can complete the degree in 12 months and are admitted for the Fall semester only. Part-time candidates should begin in the fall semester only. The part-time program is not available to international students.

Courses

HOSP 601 Advanced Hospitality and Tourism Product Management (3cr.)

HOSP 602 Customer Service Management (3cr.)

HOSP 687 Management Systems in the Hospitality Industry (3cr.)

STAT 608 Statistical Research Methods (3cr.)

HOSP 604 Issues in Hospitality Financial Management (3cr.)

HOSP 642 Project Management Applications in Hospitality (3cr.)

HOSP 764 Advanced Lodging Practicum (3cr.)

BUAD 870 Managing People, Teams, and Organizations (3cr.)

HOSP 603 Strategic Hospitality Management (3cr.)

HOSP 845 Advanced Restaurant Management

Total: 30 credits

**Requirements for the Thesis Option**

Courses

BUAD 870 Managing People, Teams, and Organizations (3cr.)

HOSP 601 Advanced Hospitality and Tourism Product Management (3cr.)

HOSP 602 Customer Service Management (3cr.)

HOSP 603 Strategic Hospitality Management (3cr.)

HOSP 604 Issues in Hospitality Financial Management (3cr.)

HOSP 642 Project Management Applications in Hospitality (3cr.)

HOSP 648 Data Analysis in the Hospitality Industry (3cr.)

HOSP 687 Management Systems in the Hospitality Industry (3cr.)

HOSP 845 Advanced Restaurant Management

STAT 608 Statistical Research Methods (3cr.)

HOSP 869 Master's Thesis (1 to 6cr.)

A 3 Credits research methods elective at the graduate level to be taken by the student in consultation with advisor. The course should be from either the Department of Applied Statistics, School of Education or the College of Business and Economics.The course serves the purpose of strengthening the candidate’s research expertise from a technique and or methodological standpoint.

Total Credits 39