



Name: Hilda A Pettit

Submission Date: 11/10/2014



Organization: Vacca Office of Student Services

Course Catalog Update

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Course Catalog Update Information:

STU0004

Reference Number: CCU007618

Date: 12-SEP-14

Level: 2.00 of 2.00

Currently On The Worklist Of: Joanne Arhar, jarhar

Owner: Office of Curriculum Services, 330-672-8558 or 330-672-8559, curriculum@kent.edu

Basic Course Data		
Change type: Revise		
Faculty member submitting this proposal:		
Requested Effective Term: 201580		
Campus: Kent		
College: EH-Education, Health and Human Services		
Department: FLA-Foundations, Leadership and Administration		
Course Subject: HM-Hospitality Management		
New Course Subject:		
Course Number: 43040		
New Course Number:		
Course Title: STRATEGIC HOTEL MANAGEMENT		
Title Abbreviation: STRATEGIC HOTEL MANAGEMENT		
Slash Course and Cross-list Information: HM 43040+HM 53040		
Credit Hours		
Minimum Credit/Maximum Credit: 3 to 3		
Contact Hours: Lecture - Minimum Hours/Maximum Hours: 2 to 2		
Contact Hours: Lab - Minimum Hours/Maximum Hours: 1 to 1		
Contact Hours: Other - Minimum Hours/Maximum Hours:		
Attributes		
Is this course part of the LER, WIC or Diversity requirements: No		
If yes, course attributes: 1. 2. 3.		
Can this course be repeated for credit: No Repeat	Course Limit:	OR Maximum Hours:
Course Level: Undergraduate	Grade Rule: B-Standard letter	
Rationale for an IP grade request for this course (if applicable):		
Schedule Type(s): 1. LLB-Combined Lecture and Laboratory 2. 3.		
Credit by Exam: N-Credit by exam-not approved		
Prerequisites & Descriptions		
Current Prerequisite/Corequisite/Catalog Description: (Cross-listed with HM 53040) The hotel manager's role as a strategic thinker is emphasized. Techniques such as co-alignment model, brand strategy, competitor analysis, market research, risk management and finance options are used to develop strategic plans in hotels. Prerequisite: HM 23030 and HM 33026.		
Catalog Description (edited):		
Prerequisites (edited):		
Corequisites (edited):		
Registration is by special approval only: No		
Content Information		
Content Outline:		
Content Hours per Course Topic	Topic Description	
35	HOTS (Hotel) Simulation Software exercises	
10	Strategic management, environment and external stakeholders, strategic direction and formulation, organizational resources,	

	and competitive advantage
3	Corporate level strategy
3	Entrepreneurship and innovation
3	Global management
3	Technology innovations in the lodging industry
3	Sustainable practices used in the lodging industry
Display/Hide Delimited Course Outline	
Total Contact Hours: 60	
Textbook(s) used in this course: Enz, C.A. (2010). Hospitality Strategic Management: Concepts and cases (2nd ed.). Wiley.	
Writing Expectations: Business plans and performance evaluation reports In addition, graduate Students will complete a research paper on a topic related to hotel management	
Instructor(s) expected to teach: Seon Jeong Lee, PhD	
Instructor(s) contributing to content: Seon Jeong Lee, PhD	
Proposal Summary	
Explain the purpose for this proposal:	
The purpose of the proposal is to revise the title of the course from Strategic Lodging Management to Strategic Hotel Management. "Hotel" is used more often in titles of similar courses in other hospitality programs. Students will more readily understand the context of the course with the new title and hence select this course as an elective if they are interested in a career in hotel management. The textbook information, writing expectations, course content, and instructor information were also updated.	
Explain how this proposal affects program requirements and students in your unit:	
None	
Explain how this proposal affects courses, program requirements and student in other units:	
None	
Explain how this proposal affects enrollment and staffing:	
None	
Units consulted (other departments, programs or campuses affected by the proposal):	
None	
Revisions made to form (if applicable):	
<input checked="" type="checkbox"/> Course Content <input type="checkbox"/> Number <input type="checkbox"/> Credit by Exam <input type="checkbox"/> Prerequisites <input type="checkbox"/> Credit Hours <input type="checkbox"/> Schedule Type <input type="checkbox"/> Cross-Listed / Slash <input type="checkbox"/> Subject <input type="checkbox"/> Description <input checked="" type="checkbox"/> Title <input type="checkbox"/> Diversity <input checked="" type="checkbox"/> Title Abbreviation <input type="checkbox"/> Grade Rule <input type="checkbox"/> Writing-Intensive (WIC) <input type="checkbox"/> Liberal Education Requirement (LER) <input checked="" type="checkbox"/> Other	

Comments (500 Character Maximum):

NOTE: Please do not use the following restricted characters: (~ * / \ --)

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Comments:

Date	User	Comment
10/29/2014	Swathi Ravichandran	Other revisions include updates to instructor and textbook information and writing expectations.

History:

Date	User	Status
10/29/2014	Mark A Kretovics	Approved
10/29/2014	Swathi Ravichandran	Submitted