KENT STATE UNIVERSITY

Name: Anna Luci Wymer   Submission Date: 11/10/2014   ⊠

Organization: Admin Affairs & Graduate Education

Course Catalog Update

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Course Catalog Update Information: **STU0004**

Reference Number: CCU007619   **Date:** 12-SEP-14

Level: 2.00 **of** 2.00   **Currently On The Worklist Of:** Catherine Hackney, chackne1

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: 53040
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: Graduate	**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 43040) 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: Graduate standing.
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 to fulfill the focus area course requirements, 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):

☑ Course Content	☐ Number
☐ Credit by Exam	☐ Prerequisites
☐ Credit Hours	☐ Schedule Type
☐ Cross-Listed / Slash	☐ Subject
☐ Description	☑ Title
☐ Diversity	☑ Title Abbreviation
☐ Grade Rule	☐ Writing-Intensive (WIC)
☐ Liberal Education Requirement (LER)	☑ Other

Comments (500 Character Maximum):

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

[ ]

[Approve]   [Return To Initiator]   [Return To Prior Approver]   [Deny]

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