
USF Sarasota-Manatee - Substantive Undergraduate Course Proposal Form

1. College/School Contact Information

<u>Tracking Number</u> 51	<u>Date & Time Submitted</u> 2016-01-15 10:53:17.0	
<u>Discipline</u> Hotel/Restaurant Management	<u>College/School</u>	<u>Budget Account Number</u> 380600004
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2. Course Information

<u>Prefix</u> HFT	<u>Number</u> 4945	<u>Full Title</u> Hospitality Leadership & Internship	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			N
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)	<u>Grading Option</u> Regular	

Abbreviated Title (30 characters maximum)
Hospitality Ldrshp & Intrnshp

5. Prerequisites

6. Corequisites

7. Co-Prerequisites

8. Course Description

Hospitality Leadership is a lecture/discussion/seminar course designed to outline historic, theoretical, and practical viewpoints on leadership; it covers issues such as power, authority/influence, team building, coalitions, diversity, ethics and values.

9. New Course Information

<u>New Prefix</u> N/A	<u>New Number</u> N/A	<u>New Full Title</u> Hospitality Advanced Internship	
Is the course title variable?			N
Is a permit required for registration?			N
Are the credit hours variable?			Y
<u>New Credit Hours</u> 1-3	<u>New Section Type</u> Internships (Including Practicum)	<u>New Grading Option</u> S/U Only	

New Abbreviated Title (30 characters maximum)
Hospitality Internship

12. New Prerequisites

N/A

13. New Corequisites

N/A

14. New Co-Prerequisites

N/A

15. New Course Description

Coordinated hospitality training combines practical experience with didactic academic analysis. Principles, theory and standard practices applied to operational situations. S/U only.

16. **Justification**

A. Nature of change(s)

The 3-credit option remains unchanged as the capstone for students under a catalog prior to AY 2016-2017. The 1-credit option is changed as follows: the leadership component currently in HFT 4945 will be covered in-depth in the new Capstone, HFT 4295, Hospitality Leadership and Strategic Management, and as such, should be removed from HFT 4945. The credit hour value had been reduced from three to one so as to allow the creation of HFT 4295, and to prevent excess student hours. Students starting under the 2016-2017 AY catalog will take the 1-credit option internship, and HFT 4295 as their capstone. Finally, for the 1-credit option, while the total internship and work experience hourly requirement remains at 1,000, the breakdown has changed as follows: 50 service learning hours -- no longer required at the College level -- in accordance with USFSM's new strategic plan and the creation of the Office of Community Engagement, service learning hours will be managed through this new office. The new requirement shall be 700 work experience hours required by graduation, and 300 Internship hours to be completed during HFT 4945. This course focuses on industry experience and experiential learning in the hospitality industry and the changes will allow the creation of HFT 4295, which will bring our program in much better alignment with USFSM's new strategic plan, CHTL's vision, and mission statement, program learning outcomes, and ACPHA accreditation, which we are in the process of seeking. One of ACPHA's requirements is a substantial internship program.

B. Indicate how this course will strengthen the Undergraduate Program.

This change allows for the creation of a dynamic new Capstone without incurring excess hours. Students will continue with in-depth leadership exposure, while gaining real world experience. Additionally, our consultant regarding our

professional accrediting body, ACPHA, as strongly urged our program to add strategic management.

C. What specific area of knowledge is covered by this change that is not covered by courses currently listed.

This course change does not impact and substantive area of knowledge.

D. What is the need or demand for this course? {Here you must indicate if this course is part of a required sequence in the major} What other programs would this course?

There is great need and demand for this course - it is a core requirement for the B.S. Degree Program.

E. What qualifications for training and/or experience are necessary to teach this course?

Qualifications are a Master's or Doctorate in Hospitality Administration or equivalent and industry experience.

F. What will be the effect of this change on the program and on the students? Do you plan to drop a course if this change is made? (If dropping/deleting a course please complete the nonsubstantive course change form.)

This change will not impact students.

17. Other Course Information

A. Objectives

1. Describe the generally-accepted concepts associated with the hospitality industry. 2. Analyze current and developing trends in order to evaluate alternative practices in the hospitality industry.

B. Learning Outcomes

Upon completion of this course, students will be able to: 1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management; (Aligns with PLO 1) 2. Demonstrate the leadership ability to provide incentives that will motivate empowered employees to deliver unsurpassed guest service; (Aligns with PLO 2) 3. Design specific delivery systems that translate plans, employee skills, and resources into an experience that meets guest expectations and perhaps even “wows” the guest; (Aligns with PLO 2) 4. Describe, inspire, challenge, and create a shared purpose among employees; (Aligns with PLO 2) 5. Demonstrate the ability to convey the importance of trust and empowerment to all employees; (Aligns with PLO 3) USFSM HFT 4945 Syllabus Page 2 6. Develop an organized, structured, and well-written case study

response with clear focus and mechanical correctness that demonstrates effective written communication skills; (Aligns with PLO 3) 7. Defend a leader employed in an open-door policy where the employee challenges leadership authority, refuses discipline and exhibits insubordination; (Aligns with PLO 4) 8. Evaluate the benefits in employing a diverse, non-discriminatory workforce, by tapping all available segments of the general labor pool. (Aligns with PLO 5)

C. Major Topics

1. Experience gained through hands-on learning and work in industry. 2. Application of accumulated program knowledge as it relates to various industry segments.

D. Textbooks

No required textbook for the 1-credit option - 3-credit option remains unchanged.

18. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca,
moraca@sar.usf.edu.
