TO: The Academic Senate
FROM: Committee on Instruction and Curriculum (CIC)
SUBJECT: 16-17 CIC 14: Revision request for B.S. Hospitality and Tourism
PURPOSE: Information to the Academic Senate
ACTION REQUESTED: That the Senate accept the information that the revision request for B.S. Hospitality and Tourism has been approved by CIC.

BACKGROUND INFORMATION:
The Senate process for approving transformed degree programs for the semester calendar is defined by 14-15 CIC 36. The Committee discussed the B.S. Hospitality and Tourism program at its October 10 meeting, which was attended by representatives from the Department of Hospitality, Recreation and Tourism.

The Committee made specific recommendations to change the program description and to change the requirements to consolidate the core into one section. The Committee also requested that the Department to remove the “Hospitality and Tourism” Concentration so that students do not have to declare an option. The Department Chair, Prof. Chris Chamberlain, indicated that these changes would occur. It was approved by CIC 9-0-1 with the understanding that these changes would take place and the Committee’s acknowledgement that some non-substantive changes may occur in the Catalog copy.

Concerns were expressed by Committee members about the high number of lower division units in the program, but this is not an SB 1440 program. Nonetheless, as most transfer students are not able to take these courses at a community college, graduating in 2 years may not be feasible. (This is what led to the abstention.)

The proposal may be viewed within Curriculog; the summary is attached as a PDF document per ExCom’s request.
Bachelor of Science in Hospitality and Tourism

2. Semester Conversion Request for Approval of Revision of the Undergraduate Degree Program/Major

General Catalog Information

***READ BEFORE YOU BEGIN***

Use this form to request a revision to your Undergraduate Degree Program/Major and its concentration(s).

To change the title of your degree program, a narrative will need to be submitted to APGS for review by CIC and the state chancellor's office. Click here to submit your narrative.

To move an existing degree to online, complete form #7. Semester Conversion Request for Online/Hybrid Program Modification.

To elevate an option to a degree or change the degree type, a narrative will need to be submitted to APGS for review by CIC and the state chancellor's office, Click here to submit your narrative.

Turn on Help Text by clicking the Show Help Text icon above this section of the form.

Effective Term: Fall 2018

Catalog: 2018-2019

Select Shared Core unless otherwise instructed by APGS

Select SHARED CORE

Program
Shared Core

Notes: If you want to move an existing degree program to online (i.e. 50% or more of the program can be completed online (a hybrid course counts as .50 online), elevate an option to a degree, or change the degree type, please e-mail Donna Wiley, Interim Associate Vice President, Academic Programs and Graduate Studies; and copy Sarah Aubert, Catalog and
Curriculum Specialist, Academic Programs and Graduate Studies, for additional instructions as soon as possible.

**Department:**

**Department of Hospitality, Recreation and Tourism**

**Full and exact title of Major including degree earned:**

Bachelor of Science in Hospitality and Tourism

**Has your program received transformation funding?**

- Yes
- No

**If the program received transformation funding, please summarize the transformative changes made:**

The bachelor's program has been transformed into a program that will include three options and provide considerable breadth for our student population to be successful in, within the field of Hospitality and Tourism.
CSU East Bay’s Hospitality and Tourism program prepares student to join and advance in the dynamic, growing and exciting hospitality and tourism industry. Enormous career possibilities are available to students as the hospitality and tourism industry has been rapidly developing and becoming available to more of the world's population.

The Hospitality and Tourism program provides students with the knowledge they need about the various industry sectors such as restaurants/food services, hotels/resorts, special events/meeting planning and other tourism businesses. The program offers four concentrations including: Event Planning and Management; Food & Beverage; and Lodging, Resort and Club Management. Students who wish to add another area of specialization may elect a minor in other fields such as accounting and finance, marketing and entrepreneurship, management, and others.

Our program also provides individuals with skills related to leadership, communication, technology, research, and problem solving along with the creativity they need to be excellent professionals. Combined with work experience, this preparation enables graduates to access enormous professional opportunities in hospitality and tourism companies in the San Francisco Bay area, a highly ranked tourist destination and a major provider of hospitality and tourism services and employment opportunities, and around the world.

CSU Hospitality and Tourism program strives to meet the needs and wants of hospitality and tourism leaders who seek smart, human-driven, quality and practical-oriented and dedicated individuals to help lead the growth of this industry in a booming environment. Graduates will enjoy opportunities for career advancements, contribute to others' quality of life, travel, meet individuals from around the world, and a career in a field characterized as non-routine and exciting.

Students graduating with an B.S. in Hospitality and Tourism from Cal State East Bay will:

- Analyze and generate effective, sustainable solutions based on evidence and technology and provide relevant references (Critical thinking);
- Demonstrate significant knowledge of effective leadership and teamwork strategies, management skills, and evaluation of service quality and consumer needs through investigation and practical experience (Leadership & Service);
- Articulate clearly (speak and write) ethical, philosophical, historical, and current practices and administrative foundations of the profession (Communication & Professional Knowledge);
- Demonstrate techniques that contribute to a culture of dignity and respect in the workplace (Sustainability & Social Justice).
Click here to see instructions before completing the following Major Requirements field.

### Major Requirements:

#### Total Units Required

<table>
<thead>
<tr>
<th>Quarter Based Program:*</th>
<th>Semester Based Program:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>98</td>
<td>60</td>
</tr>
</tbody>
</table>

Total Units should not exceed **120 Semester Units** unless previously approved by Chancellor's Office for exemption.

**B.A. Programs**: Major requirements are a minimum of 24 units with at least 12 upper division units.

**B.S. Programs**: Major requirements are a minimum of 36 units with at least 18 upper division units.

See [Unit Calculator](https://csueastbay.curriculog.com/proposal:3251/print) for assistance.

#### Additional Notes/Information

If the program has a [similar transfer model curriculum (TMC)](https://csueastbay.curriculog.com/proposal:3251/print), please e-mail Kyle Burch, Articulation Officer, Academic Programs and Graduate Studies, to verify that the revised program meets the TMC requirements prior to submitting the program revision request form.

Is the major approved as a "similar" degree under the STAR Act (SB 1440)?*  

- Yes  
- No
- I'm not sure (Articulation Office will contact you)
If yes, explain how this modification will affect the "similar" degree agreement: N/A

Were any concentrations (options) discontinued?* Yes No

If yes, please explain below. If no, please enter "N/A" or "not applicable."* N/A

Is this major approved as an online degree program?* Yes No

If no, is there any pathway in the revised degree that is more than 50% online? Yes No

Resource implications of the proposed revision, if any: None.
Relationship of Revised Program to requirements for teaching credentials, accreditation, and/or licensing, if any:

None.

Consultation with other affected departments and programs:

The following department(s) has (have) been consulted and raised no objections:

Did not consult any departments outside of my own.

The following department(s) has (have) been consulted and raised concerns:

Attachments

Please scroll to the top of this form and select the Files icon to attach the following documents to your proposal:

- Bachelor's Degree Roadmap
- Curriculum Map 1 - PLOs to Courses
- Curriculum Map 2 - PLOs to ILOs
- Five Year Assessment Plan

Did you attach your Curriculum Maps, Five Year Assessment Plan or other supporting documents to this proposal?*

- Yes
- No

Catalog Item Types

Degree Type*

Bachelor of Science

Program Type*

Bachelor