

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-019-189

New Emphasis in Events and Meetings in the BS in Hospitality Management

Academic Programs Committee

Date: 04/10/2019

Executive Committee  
Received and Forwarded

Date: 04/17/2019

Academic Senate

Date: 04/24/2019  
First Reading

## BACKGROUND

The College of Hospitality Management has proposed a new Events and Meetings emphasis in the BS of Hospitality Management. This is a significantly revised emphasis from a previously existing Events and Meetings series for the BS in Hospitality Management.

The college proposed the new emphasis for students with an increased number of required units and an updated and re-designed course content by considering the most recent industry trends. The original Events and Meetings series offered 2 courses, which counted for 7 semester units whereas the new Events and Meetings emphasis offers 3 courses, which counts for 9 semester units. Students will be better prepared for the job market by being able to concentrate and focus in their area of interest.

## RESOURCES CONSULTED

Deans  
Associate Deans  
Department Chairs  
Faculty

## DISCUSSION

Before reaching the Academic Programs Committee, this program was reviewed by the College Curriculum Committee in the College of Hospitality Management as well as the Office of Academic Programs. All concerns raised at those levels were addressed. The Academic Programs Committee then conducted campus-wide consultation, as well as its own review of the program. No concerns were raised.

## RECOMMENDATION:

The Academic Programs Committee recommends approval of the new emphasis in Events and Meetings in the BS in Hospitality Management.

Curriculog printout and associated files provided for reference only. For most recent changes please refer to Curriculog database (<https://cpp.curriculog.com/>).

## Hospitality Management B.S. - Events and Meetings Emphasis - 120

### F. Program - New Option/Emphasis

Department

The Collins College of Hospitality Management

Exact title of new Hospitality Management B.S. - Events and Meetings Emphasis

option  
and complete  
designation and  
title of major  
degree  
program  
housing the  
new option (e.g.

Program Total 120

Choose Support  State-  
Support

List new courses  
to be  
developed. You  
will need to  
submit separate  
course  
proposals for

The following fields are for integration purposes with the University Catalog (i.e. Acalog e-catalog). Please select Program and enter 'n/a' in Curriculum.

Program Type\*  Program  
 Shared Core

Curriculum\*

FOR OFFICE OF ACADEMIC PROGRAMS USE ONLY

AY Proposal  
Submitted 2018-2019

AY Proposal  
Implemented



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Updated February 15, 2017

**Adding Options, Concentrations, Special Emphases and Minors**

**The following information must be submitted:**

- **The exact title of the new option and the complete degree designation and title of the major degree program housing the new option:**

Hospitality Management B.S. – Events & Meetings Emphasis

- **A list of courses (subject area, catalog number, title, and units) and required units constituting that new option;**

HRT 3050 Event & Meeting Planning (3 units)  
 HRT 4020 Special Event Management (3 units)  
HRT 3870 Event Operations & Analysis (3 units)  
 Total: 9 units

- **Total units required to complete the entire degree, including the combination of option and major program;**

Required Core (RC)	51 units
Required Emphasis (RE)	9 units
Electives (E)	9 units
General Education (GE)	48 units
Unrestricted Electives (UE)	3 units
<b>Total</b>	<b>120 units</b>

- **The complete list of courses and required units constituting the major degree program as approved by the Chancellor's Office;**

<b>Required Core Courses</b>		
<b>Courses</b>		<b>Units</b>
Introduction to the Hospitality Industry	HRT 1010	3
Tourism Concepts	HRT 2010	3
Dining Room and Banquet Management	HRT 2020	3
Hotel/Resort Operations	HRT 2030	3
Hospitality Management Law	HRT 2400	3
Hospitality Industry Financial Accounting	HRT 2740	3
Food, Beverage, & Labor Cost Controls	HRT 2760	3
Professional Cooking/Laboratory	HRT 2810/2810L	2/1
Hospitality Marketing Management	HRT 3020	3
Professional Work Experience	HRT 3410	2
Hospitality Human Resource Management	HRT 3500	3
Hospitality Industry Managerial Accounting	HRT 3740	3
Food & Beverage Operations/Laboratory	HRT 3830/3830L	3/4
Strategic Leadership in the Hospitality Environment	HRT 4100	3
Hospitality Industry Finance	HRT 4740	3
<b>Capstone</b>		
Hospitality Operations Analysis Seminar	HRT 4760	3
<b>TOTAL UNITS</b>		<b>51</b>

<b>Emphasis (Choose 1)</b>		
<b>Courses</b>		<b>Units</b>
<b>Events &amp; Meetings:</b>		
Event & Meeting Planning	HRT 3050	3
Special Event Management	HRT 4020	3
Event Operations & Analysis	HRT 4870	3
<b>TOTAL UNITS</b>		<b>9</b>
<b>CORE TOTAL UNITS</b>		<b>60</b>

<b>Elective Courses</b>		
		<b>Units</b>
Hospitality Procurement, Purchasing, & Selection	HRT 2500	3
Healthy American Cuisine (GE Area E)	HRT 2550	3
Hotel/Resort Rooms Division Management	HRT 3040	3
Event & Meeting Planning	HRT 3050	3
Beer and Culture	HRT 3120	3
Wines, Beers, & Spirits	HRT 3150	3
Wines of the World	HRT 3160	3
Beverage Marketing & Management	HRT 3170	3
World Cuisine/Laboratory	HRT 3240/3240L	2/1
Professional Healthy Cooking/Laboratory	HRT 3250/3250L	2/1

Professional Cooking II/Laboratory	HRT 3810/3810L	2/1
Hotel/Resort Sales, Advertising & Public Relations	HRT 3900	3
Lodging Operations	HRT 3930	3
Hospitality Property Development	HRT 3950	3
Special Event Management	HRT 4020	3
International Travel & Tourism	HRT 4150	3
Club Management Seminar	HRT 4200	3
Casino Management Seminar	HRT 4220	3
Hotel/Resort Operations Seminar	HRT 4250	3
Internship in Hospitality Management	HRT 4410	3
Disney Internship	HRT 4420	9
Senior Project	HRT 4610	3
Hospitality Information Systems Seminar	HRT 4800	3
Multi-Unit Restaurant Management	HRT 4840	3
Culinary Product Development & Evaluation	HRT 4850	3
Revenue Management	HRT 4860	
Event Operations & Analysis	HRT 4870	3
<b>TOTAL UNITS</b>		<b>9</b>

- **A 4-year major-and-subprogram roadmap for freshmen and a 2-year major-and- subprogram roadmap for transfer students;**

4-year roadmap for freshmen & 2-year roadmap for transfer students are attached as Appendices:

- 1) 4-year Lodging Emphasis roadmap for freshmen (Appendix 1)
- 2) 2-year Lodging Emphasis roadmap for transfer students (Appendix 2)

- **The CSU degree program code (formerly called “HEGIS”) that students use to apply to the major degree program;**

The CSU degree program code: 05081

- **The campus-proposed CSU degree program code to be used to report enrollments in the concentration (may be the same as the degree code);**

The campus-proposed CSU degree program code: 05081

- **A detailed cost-recovery budget for self-support subprograms to be offered within state- support major degree programs;**

N/A

- **Documentation of all campus-required curricular approvals.**

Available upon request.

## Appendix 1

<b>Academic Year 1:</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
	HRT 1010 (RC)	3	HRT 2020 (RC)	3
	HRT 2010 (RC)	3	HRT 2740 (RC) or ACC 2070	3
	GE A2	3	HRT 2550 (GE-E)	3
	GE B1 or B2	3	GE A1	3
	GE B4	3	GE A3	3
	* Get Food Manager's Certificate			
	Total	15	Total	15
<b>Academic Year 2:</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
	HRT 2030 (RC)	3	HRT 2400 (RC)	3
	HRT 2760 (RC)	3	HRT 2810/2810L (RC)	3
	GE B1 or B2 (A 2-unit lecture course)	2	GE C2a	3
	GE B3 (A 1-unit laboratory activity)	1	GE D2	3
	GE C1	3	GE D3	3
	GE D1	3		
	Total	15	Total	15
<b>Academic Year 3:</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
	HRT 3020 (RC)	3	HRT 3830/3830L (RC)	7
	HRT 3500 (RC)	3	HRT 4740 (RC)	3
	HRT 3740	3	HRT 3410	2
	<b>HRT 3050 (RE)</b>	3	GE C3	3
	GE C2b	3		
	Total	15	Total	15
<b>Academic Year 4:</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
	HRT 4100 (RC)	3	HRT 4760 (RC) or HRT 4610 or HRT 4410	3
	<b>HRT 4020 (RE)</b>	3	<b>HRT 4870 (RE)</b>	3
	HRT Elective (E)	3	HRT 4000 Level Elective (E)	3
	HRT Elective (E)	3	UE	3
	GE B5	3	GE D4	3
	Total	15	Total	15

## Appendix 2

<b>Academic</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
<b>Year 1:</b>	HRT 2010 (RC)	3	HRT 3830/3830L (RC)	7
	HRT 3020 (RC)	3	HRT 4740 (RC)	3
	HRT 3740	3	HRT 3410	2
	<b>HRT 3050 (RE)</b>	3	GE C3	3
	GE	3		
	Total	15	Total	15
<b>Academic</b>	<b>Fall Semester</b>	<b>Units</b>	<b>Spring Semester</b>	<b>Units</b>
<b>Year 2:</b>	HRT 3500 (RC)	3	HRT 4760 (RC) or HRT 4610 or HRT 4410	3
	HRT 4100 (RC)	3	<b>HRT 4870 (RE)</b>	3
	<b>HRT 4020 (RE)</b>	3	HRT 4000 Level Elective (E)	3
	HRT Elective (E)	3	UE	3
	HRT Elective (E)	3	GE D4	3
	Total	15	Total	15