Attachment One

Current Curriculum Model
Attachment Two

Summary of Curriculum Revisions
HRMT CURRICULUM REVISIONS SUMMARY

Proposed Course Revisions

HRMT 2400 Culinary Science and Food Production
• Title change to Food Production Operations

HRMT 3600 Service Management
• Delete course
• Content to be offered through HRMT5530 Science of Quality Service
• Create 3 hours in core curriculum

HRMT 4300 Restaurant Management
• Title change to Food and Beverage Management
• Add operational aspects of beverage management

HRMT 4500 Hotel Management
• Title change to Strategic Hospitality Management
• Description Change to more fully reflect this content

HRMT 4600 Beverage Operations
• Status change from core to professional elective status
• Create 3 hours in core curriculum

HRMT 4940 Professional Development in Hospitality Management
• Code change to Sophomore standing – HRMT 2940
• Hours change from 3 credit hours to 1 credit hour
• Create 2 hours in core curriculum

HRMT 5530 Science of Quality in Hospitality
• Title change to HRMT 5530 Science of Quality Service
• Description change to more fully reflect the premium service concept

New Course Additions

The suggested revisions have created 8 hours on the core curriculum model which will enable the introduction of the following courses

HRMT 2500 Lodging Operations (2 hours)
HRMT 3800 Hospitality Information Technology (3 hours)
HRMT 4200 Hospitality Facilities Management (3 hours)
Attachment Three

Proposed Curriculum Model
Attachment Four

Justification of Proposed Changes
Summary Justification of Proposed Curriculum Changes

Background

The Hotel and Restaurant Management Program (HRMT) at Auburn University turned a new corner in its development in March 2003 entering into an educational partnership with the West Paces Hotel Group. Both teams immediately set about the task of merging classroom based theory with practical know how to grow the HRMT student learning experience at Auburn University. This led to the first in what was intended to be a series of curriculum changes/advances designed to continually improve the quality of the HRMT curriculum model. The first set of revisions was proposed and enacted in the Fall semester 2004 and since then the program has gone from strength to strength in terms of hands-on learning opportunities, academic standards, faculty recruitment and student placement.

Against this background and in an attempt to enhance the programs competitive positioning the HRMT team has decided to apply to its Peak Professional Body, the Council for Hotel, Restaurant and Institutional Education (CHRIE) for national accreditation. As part of this process the program team invited the Director of the Accreditation Commission for Programs in Hospitality Administration (ACPHA), Dr. John Mahoney, to the Auburn Campus in May 2008 for the purposes of reviewing the program in its current status and its ability to meet the ACPHA accreditation standard. Dr. Mahoney’s subsequent report addressed the following key themes:

• Mission, objectives and outcomes for the program;
• Planning and assessment;
• Administration and governance;
• Curriculum (General education, Hospitality Administration and Work Experience);
• Faculty/instructional staff;
• Student services and activities;
• Physical and learning resources; and
• Financial resources.

While the ACPHA standard was deemed to have been met in most regards, Dr. Mahoney did express a number of concerns with respect to the programs mission, objectives and learning outcomes, current curriculum as it pertains to core hospitality administration courses and the work experience component of these courses and physical and learning resources.

In response to the issues raised, the program team has been working tirelessly to effect the changes needed in all respects. The program team has initiated a comprehensive strategic planning exercise with a view to agreeing on its mission, programmatic objectives and action priorities. The team is mid-way with this exercise and should be complete by the end of the Fall semester 2008.
As part of this exercise the team has addressed the issue of curriculum shortfall and with its educational partner, the West Paces Hotel Group, has worked hard to address the issues raised and necessary in attaining the ACPHA accreditation standard. These are the changes that have been presented to the curriculum committee as a necessary review of the existing curriculum model.

**ACPHA Curriculum Standard**

The ACHPA standard for four year programs currently requires that students have “knowledge and understanding of the general principles of the following areas, and specific applications in hospitality management:”

1. historical overview of the hospitality industry and the profession;
2. the marketing of hospitality goods and services;
3. the operations relative to the provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services;
4. the study of decision making models for energy, maintenance, and engineering situations within the hospitality industry;
5. accounting procedures/practices;
6. financial management of hospitality goods and services;
7. the economic environment of profit and non-profit organizations;
8. the legal environment of profit and non-profit organizations;
9. ethical considerations and socio-political influences affecting organizations;
10. quantitative methods;
11. management information systems and technology including computer applications;
12. the planning for, the utilization of, and the management of human resources including the understanding of human behavior;
13. organizational theory, foundations of management, leadership theory, strategic management, and exposure to critical thinking skills;
14. effective communication including both oral and written form;
15. a provision of sufficient areas of specialization to allow students to develop a depth of knowledge and/or a broad exposure to the diverse segments of the industry;

While Dr. Mahoney was able to compliment the program on its general education standards, he identified the following as areas of weakness with the hospitality administration core:

- The study of decision making models for energy, maintenance and engineering situations within the hospitality industry (4 above);
- Accounting procedures and practices (5 above); and
- Management information systems and technology including computer applications (11 above);
- Effective communication including oral and written forms
- An imbalance between lodging and foods oriented courses and the need to offer introductory lodging operations and advanced property management courses.
• An issue of overlap and duplication with certain core classes.
• Greater need for capstone strategic management course.
• The provision of additional areas of specialization to allow students to develop a
  breath of knowledge and/or broad exposure to the diverse segments of the
  hospitality industry.
• The need for an additional advanced language class (Spanish or other) aimed at
  achieving intermediate proficiency in a foreign language.

The faculty believes firmly that the revisions proposed answer most of the
weaknesses identified. Attachment five demonstrates clearly where each of the
accreditation standards set by ACPHA will be addressed by the revised curriculum
model.
Attachment Five

Matriculation Grid

ACPHA / AUBURN

Curriculum
<table>
<thead>
<tr>
<th>ACPHA Standard</th>
<th>Existing Curriculum Model</th>
<th>Proposed Curriculum Model</th>
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<tbody>
<tr>
<td>1. Historical industry overview</td>
<td>HRMT 1010 Intro. to Hospitality Management</td>
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<tr>
<td>2. Marketing of hosp. goods and services</td>
<td>HRMT 3400 Hospitality Marketing</td>
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| 3. Food and Beverage and Lodging Operations | HRMT 2400 Culinary Sc. and Food Production  
HRMT 4300 Restaurant Management  
HRMT 4500 Hotel Management  
HRMT 4600 Beverage Operations | HRMT 2400 Food Production Operations *  
HRMT 2500 Lodging Operations *  
HRMT 4200 Hospitality Facilities Management *  
HRMT 4300 Food and Beverage Management * |
| 4. Decision making models on facility operation | HRMT 2400 Food Production Operations *  
HRMT 2500 Lodging Operations *  
HRMT 4200 Hospitality Facilities Management *  
HRMT 4300 Food and Beverage Management * |
| 5. Accounting | ACCT 2910 Fundamentals of Accounting | No change |
| 6. Financial management of hosp. goods and services | HRMT 3200 Hospitality Finance  
FINC 3910 Foundations of Business Finance | No change |
| 7. Economics | ECON 2020 Principles of Micro-economics  
ECON 2030 Principles of Macro-economics | No change |
| 8. Legal environment | HRMT 2300 Hospitality Law  
PHIL 1040 Business Ethics | No change |
| 9. Ethical and socio-political issues | All core courses | No change |
| 10. Quantitative methods | STAT 2010 Statistics for Social and Behavioral Science | No change |
| 11. Management information systems | HRMT 3800 Hospitality Information Technology * | |
| 12. Human resource planning | HRMT 2300 Hospitality Law  
HRMT 5530 Science of Quality  
HRMN Human Resource Management | No change |
| 13. Organizational theory, foundations of management, leadership theory, strategic management and exposure to critical thinking | PHIL 1040 Business Ethics  
MNGT 3910 Management Foundations  
HRMT 4800 Senior Lecture Series  
HRMT 5530 Science of Quality | PHIL 1040 Business Ethics  
MNGT 3910 Management Foundations  
HRMT 4800 Senior Lecture Series  
HRMT 5530 Science of Quality  
**HRMT 4500 Strategic Hospitality Management** * |
| 14. Effective communication | All core courses | All core courses |
| 15. Areas of specialization | HRMT 5590 Recreational Food Service Management  
HRMT 5460 Catering and Event Management  
HRMT 5540 Conference Coordination  
HRMT 5550 Club Management  
HRMT 5570 Global Hospitality Management | HRMT 5590 Recreational Food Service Mngt.  
HRMT 5460 Catering and Event Mngt.  
HRMT 5540 Conference Coordination  
HRMT 5550 Club Management  
HRMT 5570 Global Hospitality Management  
**HRMT 4600 Beverage Operations** |

* Denotes change in curriculum
## ACPHA Curriculum Standard / Auburn Matriculation

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