Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Human Sciences
   Department: Nutrition, Dietetics and Hospitality Management

2. Course Prefix and Number: HRMT4910
   3. Effective Term: Fall 2013

4. Course Title: Hospitality Practicum
   Abbreviated Title (30 characters or less): Practicum

5. Requested Action:
   - ReNumber a Course
     Current Course Number: HRMT4910
     Proposed Course Number: HRMT2910
   - Add a Course
   - Revise a Course

6. Course Credit:
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Weekly or Per Term | Credit Hours | Anticipated Enrollment
   Maximum Hours (Repeatability): 1

   | 3 | Practicum | Sem | 1 | 25 |

   Total Credit Hours: 1

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   P - HRMT Major, HRMT1010, Sophomore Standing or Departmental Approval

9. Restrictions: List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Rotational perspective on the management and operation of the Auburn University Hotel and Conference Center

11. May Count Either: or (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    Program Type | Program Title | Requirement or Elective?
    (e.g.: minor, major, etc.) | (e.g.: BS in Chemistry, Performance Option, Minor in Art) (required or optional?)
    Major | B.S Hotel and Restaurant Management | Required

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    - Applicable
    - Not Applicable
14. Justification:
Alumni, Students, Faculty and Capella Hotel Group Partners have requested that the current practicum course for students undertaking the HRMT major be taken much earlier in the students current plan of study - namely the sophomore year. All parties believe that this will benefit the students by preparing them much earlier in their studies for their required work experience (400 hours) and following internship program. The course will continue to be offered as a three hour laboratory rotation which will take place once per week at the AU Hotel and Conference Center.

15. Resources:
Not Applicable

16. Student Learning Outcomes:
At the end of the practicum class students will
1. Appreciate the complexity of the managerial working environment and the leadership challenge in world beating service operation.
2. Grasp the importance of vision and mission development and their relationship to leadership of the day-to-day operation and long term success.
3. Understand the managerial trade-offs that must be made on a daily basis in the interests of ensuring best use of resources while continuously satisfying customers.
4. Appreciate the importance of standards and minimum levels of performance in a service leading organization.
5. Understand the relationship between operational and functional management areas in the pursuit of service excellence.
6. Have a firm grasp of the importance of the strategic planning function and its relationship to long-term success.
7. Be able to differentiate between proactive and reactive management approaches and their relationship to short and long term planning horizons.
8. Develop and demonstrate competence ranging from operational and technical skills to supervisory and managerial skills.

17. Course Content Outline:
Week One
Company orientation and rotation schedule agreed

Week Two
West Paces Managerial Approach, Organizational Strategy and Positioning

Week Three - Rotation 1
Operational insight Food and Beverage - Production, Restaurant, Rooms and Banqueting

Week Four
Managerial Oversight in food and beverage operations - Kitchen / Restaurant

Week Five
Managerial Oversight in food and beverage operations - Rooms / Banqueting

Week Six - Rotation 2
Operational insight Front Office - Reservation / Front Desk

Week Seven
Managerial Oversight - Front Desk - Reservations Function and
Approaches at Managing Yield

Week Eight
Managerial Oversight - Front Desk - Reservations Function and Integrated Property Management

Week Nine - Rotation 3
Operational insight Housekeeping - Housekeeping function

Week Ten
Managerial Oversight - Rooms and Housekeeping

Week Eleven
Managerial Oversight - Staffing and Contracting

Week Twelve - Rotation 4
Sales and Marketing Function and Strategy

Week Thirteen - Rotation 5
Financial Accounting Function and Reporting

Week Fourteen
Review and reporting week

Week Fifteen
Review and reporting week

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

The student is required to complete a total of 12 three hour laboratories across five (5) different operational/functional areas (see above) as well as introductory, orientation and final review meetings.

Each student must then submit a report on each rotation (5 in total) detailing their experience and offering observations on the managerial approach exposed to and it's relative influence on operations and overall company objectives and managerial philosophy - a total of six reports are due.

In addition, students are to submit a final report on their experience and an evaluation of the practicum experience. This should be accompanied by recommendations for the West Paces Hotel Group on continuously improving their operations at Auburn.

Class attendance is mandatory for this class and only official university excused absences (please refer to the Tiger Cub) supported by the relevant documentation will be accepted by the professor for non-attendance.

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

Grading percentage for course requirements:

1. Rotation Reports x 5 (10% per report) = 50%
3. Rotation Assessment Reports x 5 (5% per report) = 25%
4. Final Evaluative Report = 25%

Grading scale:

90 - 100% = A
80 - 89% = B
70 - 79% = C
60 - 69% = D
59% & < = F

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: Not Applicable

(Including a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.).)

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

Excused Absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

Disability Accommodations: Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (VITIT).