**PURDUE UNIVERSITY**
**REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE**
(10000-40000 LEVEL)

**DEPARTMENT:** Consumer & Family Sciences  
**EFFECTIVE SESSION:** Fall 2009

**INSTRUCTIONS:** Please check the items below which describe the purpose of this request.
- [ ] New course with supporting documents
- [ ] Add existing course offered at another campus
- [ ]Expiration of a course
- [ ] Change in course number
- [ ] Change in course title
- [ ] Change in course credit/type
- [ ] Change in course attributes (department head signature only)
- [ ] Change in instructional hours
- [ ] Change in course description
- [ ] Change in course requisites
- [ ] Change in semesters offered (department head signature only)
- [ ] Transfer from one department to another

**PROPOSED:**
- **Subject Abbreviation:** HTM
- **Course Number:** 430
- **Long Title:** Hospitality Strategic Management
- **Short Title:** Hosp Strategic Mgmt

**EXISTING:**
- **Subject Abbreviation:**
- **Course Number:**
- **Long Title:**
- **Short Title:**

**TERMS OFFERED:**
- [ ] Summer
- [x] Fall
- [x] Spring

**CAMPUS(ES) INVOLVED:**
- [ ] Calumet
- [ ] Ft. Wayne
- [ ] Indianapolis
- [ ] N. Central
- [ ] Tech Statewide
- [ ] W. Lafayette

**CREDIT TYPE:**
1. Fixed Credit Cr. Hrs.
   - [ ] 3
2. Variable Credit Range: Minimum Cr. Hrs. To [ ] Or [ ] Maximum Cr. Hrs.
3. Equivalent Credit: Yes [ ] No [ ]

**COURSE ATTRIBUTES:**
- [ ] 6 Registration Approval Type
- [ ] 7 Variable Title
- [ ] 8 Honors
- [ ] 9 Full Time Privilege
- [ ] 10 Off Campus Experience

**COURSE DESCRIPTION (INCLUDE REQUISITES/RESTRICTIONS):**
The purpose of this course is to understand the use and effects of strategic management at various levels of implementation such as personal, business and political in as far as they can positively affect a person's life and business success. To achieve this we will put in practice management skills and knowledge together with personal skills in both practical and reflective situations. This is a dynamic process that will prepare you and develop life long learning skills in areas such as formulating and implementing strategic management. P: HTM 441, HTM 181, HTM 310.

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**Calumet Department Head**
Date: 12/4/05

**Calumet School Dean**
Date: 12-2-05

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**Fort Wayne Department Head**
Date:

**Fort Wayne School Dean**
Date:

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**Indianapolis Department Head**
Date:

**Indianapolis School Dean**
Date:

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**North Central Department Head**
Date:

**North Central Chancellor**
Date:

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**West Lafayette Department Head**
Date:

**West Lafayette College/School Dean**
Date:

**West Lafayette Registrar**
Date:

**OFFICE OF THE REGISTRAR**
HTM (400 level) Hospitality Strategic Management

Credits: 3

Pre-requisites
HTM 441, HTM 322, HTM 181, HTM 300 level Food and Beverage Operation Management

Description
The purpose of this course is to understand the use and effects of strategic management at various levels of implementation such as personal, business and political in as far as they can positively affect a person's life and business success.

To achieve this we will put in practice management skills and knowledge together with personal skills in both practical and reflective situations. This is a dynamic process that will prepare you and develop lifelong learning skills in areas such as formulating and implementing strategic management.

Objectives
At the conclusion of this course in strategic management, students should be able to accomplish the following from the viewpoint of the CEO and top management:

Promote clear, effective, and open communication,
Forecast the external environment as it relates to the firm and the industry domestically and internationally,
Assess an enterprise's strengths and weaknesses within the guidelines of the strategic management model,
Set an organization's goals and objectives within its opportunities and threats and within your own social paradigm
Apply a strategy, evaluate and steer a business according to the strategy (in a hospitality simulation environment)
Recognize your individual and unique social paradigm and appreciate the paradigms of others in a discussion,
Form and suggest an implementation and evaluation strategy for an organization's goals and objectives,
Integrate the managerial and analytical concepts previously mastered in economics, the behavioral sciences and the functional business disciplines conjoined with your hospitality industry experience and knowledge, the several assigned books that address global directions, the firm, and the individual to the firm being studied.
Present a business plan and auto-evaluate performance both orally and by writing.