MEMO

TO: Joseph Khamalah  
    Associate Vice Chancellor for Academic Programs

From: Mary Cooper  
      Associate Dean

RE: HTM 45200 and HTM 31000 Curriculum Changes

Date: June 10, 2013

Attached please find minutes from the CHHS curriculum committee regarding changes to the above Hospitality Management courses.

The committee has approved the changes and I concur with their findings.

If you have any questions please do not hesitate to contact me.
Creasie Hill - Fwd: Re: Curriculum Committee Minutes

From: Patricia Eber
To: Duncan, Cheryl; Niser, John; Poling, Deborah; Valliere, Brenda
Date: 5/10/2013 5:04 PM
Subject: Fwd: Re: Curriculum Committee Minutes
CC: Hill, Creasie; Obergfell, Ann

Hello everyone,
The changes below will be approved by the curriculum committee as of this date.
Both courses are approved.
Thank you,
Pat Eber

HTM 32400-Please find attached the original Form 40, and a revised syllabus.
Changes are highlighted on
page two of document, and should now reflect learning outcomes.

HTM 45200-Please find attached a revised Form 40 with description and
outcomes additions highlighted. There was no change
to the syllabus, as I believe Dr. Niser indicated topics were to be at the discretion
of the instructor. I have also attached the syllabus
for said course.

>>> Patricia Eber 5/10/2013 12:30 PM >>>
Hello everyone,
Ann had caught this today that we had sent this out but never finalized it. I assume no one had objections
because I did not hear back? (This is the one we had asked for more Information on from HTM and this e-mail
provided this).
If no one has objections I will put this through at the end of the day today.
Thank you,
Pat
To: HHS Curriculum Committee

From: CFS Department

Concerns: Consumer and Family Sciences Service-Learning Component

Date: December 7, 2012

The faculty of the Consumer and Family Sciences Department have voted unanimously on November 14, 2012 to add a non-credit bearing service-learning component to the B.S. Hospitality Management program; with the requirement of 75 hours service experience over three years while enrolled in the B.S. Hospitality program.

Proposed change is respectfully submitted to the HHS Curriculum Committee for consideration.

Dr. John Nisen
CFS Department Chair
To: HHS Curriculum Committee

From: CFS Department

Concerns: Consumer and Family Sciences Curriculum Changes

Date: December 7, 2012

Whereas State of Indiana House Bill 1220 requires compliance with 120 hour degree program, and

Whereas the current Hospitality Management program curriculum stands at 124 hours, and

Whereas the faculty of the Consumer and Family Sciences Department have voted unanimously on a revision of the curriculum on August 15, 2012 and November 14, 2012.

We are therefore submitting the following curriculum changes that meet the criteria of HB 1220, as approved by faculty on August 15, 2012 and November 14, 2012.

In essence the proposed changes are: two 3 (three) hour HTM electives are dropped from the current HTM program, leaving four HTM electives; a one credit hour course, HTM 45200-Professional Development, is created (Form 40 attached); and 1 (one) credit hour is added to HTM 31000-Food and Beverage Operation (Form 40 attached).

Dr. John Niser
CFS Department Chair
To: HHS Curriculum Committee

From: CFS Department

Concerns: Consumer and Family Sciences new course with supporting documents

Date: December 7, 2012

Please find attached Form 40 and required course syllabus, for proposed new course, HTM 32400 Distribution Management, as approved by faculty at November 14, 2012 CFS Department meeting.

Dr. John Niser
CFS Department Chair
**Purdue University**
REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

**Department:** Consumer and Family Sciences  
**Effective:** Fall 2013

**Instructions:** Please check the items below which describe the purpose of this request.

- [X] 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:**

<table>
<thead>
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<th>Subject Abbreviation</th>
<th>HTM</th>
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<tbody>
<tr>
<td>Course Number</td>
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<tr>
<td>Long Title</td>
<td>Distribution Management</td>
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<tr>
<td>Short Title</td>
<td>Distribution Mgmt.</td>
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**Existing:**

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<tr>
<td>Long Title</td>
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<tr>
<td>Short Title</td>
</tr>
</tbody>
</table>

**Terms Offered:**

- [X] Summer
- [X] Fall
- [ ] Spring

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

**Credit Type:**

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<tr>
<td>Maximum Cr. Hrs</td>
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<tr>
<td>Equivalent Credit</td>
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**Course Attributes:**

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

**Schedule Type:**

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**Course Description (Include Requisites/Restrictions):**

Description: This course is intended to help undergraduate students gain fundamental knowledge about electronic distribution as it relates to the lodging industry. The course covers a wide range of topics that are related to marketing, yield management, content distribution, payments, channel management, and networks in context of a rapidly changing landscape.

P: HTM 18100

**Course Learning Outcomes:**

1. Remember history of online distribution as it relates to current structure and services;
2. Identify the purpose of electronic distribution in relation to reaching out to consumers;
3. Understand reservation and booking processes that relay electronic distribution;
4. Explain how rate, inventory and availability is distributed from the properties to various end users;
5. Classify services offered by electronic distribution from a consumer and hotel operator perspective;
6. Discuss the merits of various channels;
7. Distinguish between the various data that is distributed breaking these down into categories such as content;
8. Relate costs of distribution as they relate to various channels;
9. Assess value of the services provided within the electronic distribution train;
10. Explain the roles of social media, mobile technology and flash sales in distribution;
11. Identify the payment processes within electronic distribution;
12. Examine how technology developments might affect the future of electronic distribution.

**Signature of Coordinator and Department Head:**

Ann M. Obergefell, Department Head, Date: 6/24/13

**Signature of College Dean:**

**Signature of Faculty Senate Chair:**

**Signature of Vice Chancellor for Academic Affairs:**

**Signature of West Lafayette Department Head:**

**Signature of West Lafayette College/School Dean:**

**Signature of West Lafayette Registrar:**

**Office of the Registrar**
College of Health and Human Services
Department of Consumer and Family Sciences
HTM 32400—Distribution Management

Course Description and Goal.
Course Description: This course is intended to help undergraduate students gain fundamental knowledge about electronic distribution as it relates to the lodging industry. The course covers a wide range of topics that are related to marketing, yield management, content distribution, payments, channel management, and networks in context of a rapidly changing landscape.

Course Goal: To understand the importance of electronic distribution as it relates to the lodging industry and the significance it plays in the future financial management of hotels.

Course and Instructor Information.
Martha A. Coussment, Ph.D., CHA
Office Hours: By Appointment
Office Location: Neff 330C
Office Phone: 481-6561

Course Dates and Times.
Tuesday, Thursday; 9am-10:15am; OCHI

Blackboard Learn and Library Support.
Students will use an IPAD in this course on loan by IPSGA—Indiana University Purdue University Student Government Association. Students are responsible for returning IPAD to instructor no later than December 6, 2012. IPADS will be checked-out to students by the instructor, Dr. Martha A. Coussment on Tuesday, August 21, 2012—first day of class.

Additional Technology Support
Welcome to Blackboard Help for Students!
Lynda.com (Web Training Link);
STEPS Computer Workshops (STEPS = Student Technology Education ProgramS).
Learning Objectives.

Objective 1. Explain how hotels must minimize the costs of distribution while increasing yield, thus achieving an optimal channel mix and practicing smarter selling and merchandising.

Objective 2. Develop an understanding of the volatile online environment and why it is so important to choose channel partners that provide consumers with the best experience, a good rate, and results that yield a profitable transaction.

Objective 3. Define terms and develop the vocabulary knowledge base necessary to understanding the subject matter of distribution.

Objective 4. Describe the major steps in the history of online distribution efforts; when and how did electronic distribution begin and recite the major “firsts” for this electronic highway in the past 15 years.

Objective 5. List the factors influencing electronic reservations.

Objective 6. Describe how electronic channels influence occupancy and the distribution of room inventory for a hotel.

Objective 7. Understand how channel management is a part of revenue management and describe how the two work together.
Required and Recommended Materials.

Required Study Materials:


In addition, [www.hotelnewsnow.com](http://www.hotelnewsnow.com) and [www.TNOOZ.com](http://www.TNOOZ.com) offers free subscriptions to faculty and students. You will be required to obtain subscriptions to their free weekly newsletters during the course of this semester.

Supplemental technology information

Mozilla Firefox works well with Blackboard Learn for most applications, especially for videos. Chrome and Safari usually work, too. Internet Explorer sometimes will be better for viewing a certain file. Students should be familiar with browsers and be able to use each when needed.

Course Requirements.

Assignments:

1. WSJ article/anything new? __________________________ 50 points
2. Ibook Case Studies/Test Q’s for Ibook _______________ 350 points
3. Personal Class Project of student’s choosing __________ 300 points
4. Case study for Journal of Hospitality Case Studies ____________ 200 points
5. Class Participation-this means talking!
   (related to the Env. Scanning portion of assignments as well as discussion of case studies) __________ 150 points
6. IPad Portfolio Journal “Discoveries for Students” __________ 250 points
7. Environmental Scanning for course/
   Use of HotelNewsNow recommended ____________________ 200 points

TOTAL POINTS: ______________________________________ 1500 points

Description of Course Requirements:

#1—this is still an introduction to the Ipad/iPhone and simply more of the same in terms of become acquainted with your new tool.

#2—the Ibook has numerous mini-case problems throughout each chapter. The class will answer almost all of the problems either in a written format OR oral discussion in class or both (for some cases). The written cases will follow the regulations under the section titled “Basic Requirements for Course Assignments.”

*******#3—This portion of your syllabus has been updated to reflect the change in criteria for your grade. No more SOS—the student is to choose an area of interest, as it relates to distribution, and using the IPAD, create a project of your own.
Course Policies.

Class Attendance and Participation:

Students are expected to attend and participate in all classes. One cut is allowed without penalty, otherwise one percent of your final point standing will be deducted for every class missed above the allowed one cut. Perfect attendance will garner five extra credit points added to your final earned total. In addition to the hedonistic characteristics of the attendance policy, it is important to recognize that many projects will be done in class.

Illnesses and Anticipated Absences:

Instructor expects to be advised before the fact on any absences due to illnesses or other circumstances outside the control of the student.

Late Work:

Assignments submitted after a designated deadline will not be accepted unless there have been previous arrangements with the instructor.

Basic Requirements for Course Assignments:

Written works are to be submitted online through Blackboard Learn using font style “Times New Roman” and font size 12 point, double-spaced. Assignment file type must be submitted at the Blackboard Learn site in MS Word .doc, .docx, or in .rtf format. (These files can be opened in Blackboard Learn and receive comments; other formats such as .wpd cannot).

All papers are to have student name and date. All information gleaned from outside sources are to be referenced using APA style.

Academic Honesty and Standards of Conduct.

Standards for academic performance at IPFW include academic honesty and standards of conduct.

IPFW Student Handbook and Planner:

Students are expected to read, understand and follow all the information in the current IPFW Student Handbook and Planner. In particular, be familiar with the IPFW Code of Student Rights, Responsibilities, and Conduct.

CFS Student Handbook

Note: HM and other CFS majors, you are expected to read, understand and follow the Department of Consumer and Family Sciences (CFS) Student Handbook. All rules and regulations found within the CFS Student Handbook are an integral part of this syllabus and apply to this course for students in CFS.
Download any and all apps that will help you with whatever you want to do—interviews, make a movie, take notes, anything you choose. We will discuss in class further during the course of the semester.

#4—This is a 25 page paper submitted to the Journal for Hospitality Cases by the iBook authors in June, 2012. Students will read and answer the case questions during the week of October 22nd for case study.

#5—class participation—I think that is understood!

#6—Ipad Portfolio Journal “Discoveries for Students”—as you use your IPAD this semester, I want you to keep a journal of what you learn to do with it. Pictures, movies, the sky is the limit. Downloading apps—which ones are the most helpful. How do you use the apps that are already loaded onto your IPAD?

#7—Environmental Scanning—this will be a bi-weekly discussion. You need to sign-up to begin receiving the HotelNewsNow e-newsletter; this is only one avenue for receiving the most current, up-to-date information about distribution in our industry.

Quizzes, Tests, and Exams:

The nature of this course is not designed to test in the typical “undergraduate” fashion=true/false or multiple choice. Evaluation will occur via your written work and oral participation in class.

Grades:

The following grading scale will be used.

93.49 or above = A.
89.49 through 93.48 = A-.
86.49 through 89.48 = B+.
83.49 through 86.48 = B.
79.49 through 83.48 = B-.
76.49 through 79.48 = C+.
73.49 through 76.48 = C.
69.49 through 73.48 = C-.
66.49 – 69.48 = D+.
63.49 – 66.48 = D.
59.49 – 63.48 = D-.
Below 59.49 = F.
December 2012

To: Curriculum Committee

From: John Niser

Re: Consumer and Family Sciences Curriculum Changes

Whereas State of Indiana House Bill 1220 requires compliance with 120 hour degree program, and

Whereas the current Hospitality Management program curriculum stands at 124 hours, and

Whereas the faculty of the Consumer and Family Sciences Department have voted unanimously on a revision of the curriculum on August 15, 2012 and November 14, 2012.

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CFS Fall Department Meeting

MINUTES

NOVEMBER 14, 2012  01:00-02:40 PM  HOLIDAY INN CLASSROOM

<table>
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<th>FACILITATOR</th>
<th>John Niser, Dept. Chair</th>
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<tbody>
<tr>
<td>NOTE TAKER</td>
<td>Susan Anderson</td>
</tr>
<tr>
<td>ATTENDEES</td>
<td>John Niser, John Knight, Martha Coussement, Linda Lolkus, Sylvare Coussement, Marcia Milson-Crawford, Wayne Williams, Susan Anderson</td>
</tr>
</tbody>
</table>

**Agenda topics**

**GREETING/APPROVAL OF AUGUST 15, 2012 DEPT MEETING**

**DISCUSSION** The Chair called the meeting to order at 01:00 p.m., and welcomed attendees. Minutes of August 15, 2012 approved as corrected.

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**120 hour proposed change for HB 1220 compliance**

**DISCUSSION** Discussion regarding reconsideration of 08/15/2012 vote to approve 121 hour HTM degree program. Purdue W. Lafayette HTM degree will require 120 hours; IPFW administrators promote compliance to 120-hour degree limit. Need for experiential vs. directed learning considered, as well as non-credit bearing service learning component.

1) **Linda Lolkus moved to add a non-credit bearing service-learning component to the B.S. Hospitality Management program, with the requirement of 75 hours service experience over three years while enrolled in the B.S. Hospitality Management program. Motion seconded by John Knight. No further discussion. Motion passed unanimously.**

2) **Linda Lolkus moved to drop one 3 credit hour HTM elective from the current HTM program (leaving four HTM electives in program); add 1 (one) credit hour to HTM 31000 (Food and Beverage Operation Management); create a one credit hour 40000 level “Professional Interview Skills” course. Motion seconded by John Knight. Discussion regarding course title for one credit hour course. Motion made to amend by striking “Professional Interview Skills” and inserting “Professional Development”. Motion seconded and passed unanimously.**

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**FACULTY DEVELOPMENT FUNDING**

**DISCUSSION** Dr. Niser stated that currently the S & E budget for the department represents 1% of tuition revenue generated by the dept. The current administration is undertaking a fundamental review of the budget process. Our dept is working with our Dean to present a budget that funds our activities. However the university is going through challenging fiscal conditions and we have to anticipate this will impact the availability of funds. Within this context Dr. Niser will be addressing the funding for faculty development with the new budget proposal recognizing that professional development and renewal are mainstays for maintaining a respected and recognized program.

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**RESEARCH UPDATE**

**DISCUSSION** Summary of peer reviewed articles published or approved by department faculty (Coussement, Niser, Teague). Projected surveys, articles outlined; including B&B, Revenue Management and Culinary Traditions of Tuscany. Praise for co-authoring efforts was extended, but need for solo articles emphasized. John Niser to give presentation in Las Vegas at Winter HEDNA conference. Linda Lolkus is mentor for a Chapman Scholar’s research project.

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**V-28-1 TEMPLATE/2014 SCHOOL YEAR PLANNING**

**DISCUSSION** Dr. Niser reviewed the 18-month projection of course scheduling. Depending on future budget restraints/enrollment numbers, the possibility of fewer electives and less frequent offering of required courses will be considered. Request that bingo sheets be formatted for easier appraisal (larger font/smaller margins).
CFS POLICY RE: ACADEMIC DISHONESTY

DISCUSSION Following discussion with Eric Norman, Dean of Students, Dr. Niser outlined rationale for changing CFS policy regarding academic dishonesty. Merits of suggestion discussed.

Sylvere Coussement moved CFS statement on Academic Dishonesty be revised, changing "dismissal from program. NO exceptions", to "May result in dismissal from program". Martha Coussement seconded. Motion unanimously passed. Linda Lolkus will revise and edit current statement in Student Handbook regarding dishonesty.

HOLIDAY INN CLASSROOM vs. CAMPUS CLASSROOMS

DISCUSSION Dr. Niser acknowledged that the Holiday Inn classroom may not always be an agreeable environment for staff, but it is important to utilize our "hotel" facilities (including classroom) in order to enhance the Craft Based Learning philosophy of our dept and thus familiarize students with an Industry-based environment.

DRESS CODE

DISCUSSION Faculty and staff reminded of need to enforce dress code and behavior in the hotel complex. Review of Student Handbook advised. Class punctuality and writing proficiencies/deficiencies of students also discussed.

CHANCELLOR'S FUNCTIONS

DISCUSSION Chancellor Carwein has inquired of Dr. Niser if HTM program students would be interested in organizing and managing events in her home. Discussion regarding formation of an "Ambassador" style program comprised of HTM 2, 3 and 4 level students, appointed through a selection process by faculty. Possibility of elective 3 credit hour courses. Need to maintain consistency and quality of service if program materializes.

MISC.

DISCUSSION Sue Anderson will check policy of faculty purchase of office supplies, which would then be personally reimbursed to department by individual. Dr. Niser stated he would discuss budget shortfalls with Dean in order to alleviate S & E shortfalls, which have impacted office supplies.

ADJOURNMENT

There being no further discussion, Linda Lolkus moved, John Knight seconded meeting be adjourned. Motion passed.

Meeting adjourned at 02:40 p.m.