Purdue University
Request for Addition, Expiration, or Revision of an Undergraduate Course
(10000-40000 Level)

Department: Consumer and Family Sciences
Effective: Spring 2016

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

1. New course with supporting documents
2. Add existing course offered at another campus
3. Expansion of a course
4. Change in course number
5. Change in course title
6. Change in course credit type
7. Change in course attributes (department head signature only)
8. Change in instructional hours
9. Change in course description
10. Change in course requisites
11. Change in semester(s) offered (department head signature only)
12. Transfer from one department to another

Proposed:
Subject Abbreviation: HTM
Course Number: 49000

Existing:
Subject Abbreviation: HTM
Course Number: 49000

Long Title: Feasibility Studies and Business Development in Hospitality and Tourism
Short Title: Feasb Studies/Bus. Dev. In Hosp. & Tourism

Abbreviated title will be entered by the Office of the Registrar. (30 Characters Only)

Credit Type:
1. Fixed Credit C: 3
2. Variable Credit Range:
   Minimum C: 3
   Maximum C: 4
3. Equivalent Credit: Yes

Schedule Type:
Lecture 75
Recitation
Presentation
Laboratory
Lab Prep
Studio
Distance
Clinical
Experiential
Research
Ind. Study
Pract/Observer

Meetings Per Week: 2
Weeks Offered
% Credit Allocated

Course Attributes:
1. Pass/Not Pass Only
2. Satisfactory/Uncsatisfactory Only
3. Repeatable
4. Credit by Examination
5. Fees: Coop
6. Registration Approval Type:
   Department
   Instructor
7. Variable Title
8. Honors
9. Full Time Privilege
10. Off Campus Experience:
   Cross-Listed Courses

Course Description (Include Prerequisites/Restrictions):
The study of business development. The course will cover all stages in the feasibility and development process. Emphasis will be on strategic planning, design of systems, models and problem analysis, leading to the opening of a successful hospitality or tourism business.

Course Learning Outcomes:
1. Review, prepare and present the various components that are involved in a feasibility study;
2. Assess the various aspects of and create a situation/operational analysis for a hospitality or tourism business;
3. Explain the various perspectives used to categorize and analyze different hospitality operations;
4. Assess various management and operations philosophies;
5. Analyze and evaluate project planning and project management activities from conceptualization to completion; and
6. Evaluate between ethical and unethical behaviors on the parts of individuals when preparing and presenting feasibility studies to potential investors and interested others.

Calumet Department Head: Date
Calumet School Dean: Date
East Wayne Department Head: Date
East Wayne School Dean: Date
Indiansapolis Department Head: Date
Indiansapolis School Dean: Date
North Central Faculty Senate Chair: Date
Vice Chancellor for Academic Affairs: Date
West Lafayette Department Head: Date
West Lafayette College/School Dean: Date
West Lafayette Registrar: Date

Office of the Registrar
To:         HHS Curriculum Committee
From:      CFS Department
Concerns:  Consumer and Family Sciences new course with supporting documents
Date:      January 21, 2015

Please find attached Form 40 and required course syllabus, for proposed new course, HTM 49900 Feasibility Studies and Business Development in Hospitality and Tourism, as approved by CFS Faculty.

HTM 49900 would fulfill three (3) HTM elective credit hours, thereby increasing the number of HTM elective options available to students wishing to complete degree requirements in campus/and-or classroom environment.

Dr. John Niser
CFS Department Chair
Indiana University-Purdue University Fort Wayne

Form 40 SAMPLE SYLLABUS
College of Health and Human Services
Department of Consumer and Family Sciences

HTM 499—Feasibility Studies and Business Development in Hospitality and Tourism

Course Description:
The study of business development. The course will cover all stages in the feasibility and development process. Emphasis will be on strategic planning, design of systems, models and problem analysis, leading to the opening of a successful hospitality or tourism business.

Pre- or Co-requisite:
HTM 181, HTM 231, HTM 310 and HTM 341

Course Credits: 3 hours

Dates, Times, and Locations: TBD (To be determined)

Classroom Instructor Information

Instructor:
Professor Al Becklin, M.S.

Campus Office:
Neff Hall, Room 134

Email (Messages): becklina@ipfw.edu

Phone Contacts: CFS departmental office—481-6562
Required Materials

Required:
Burlington, MA: Elsevier.

Learning Outcomes:
These are the expected learning outcomes for the successful student.

Course Outcome 1. Review, prepare and present the various components that are involved in a feasibility study;

Course Outcome 2. Assess the various aspects of and create a situation/operational analysis for a hospitality or tourism business;

Course Outcome 3. Explain the various perspectives used to categorize and analyze different hospitality operations;

Course Outcome 4. Assess various management and operations philosophies;

Course Outcome 5. Analyze and evaluate project planning and project management activities from conceptualization to completion; and

Course Outcome 6. Evaluate between ethical and unethical behaviors on the parts of individuals when preparing and presenting feasibility studies to potential investors and interested others.

Grades

A = 90 to 100% (450 to 500 points).
B = 80 to 89% (400 to 449 points).
C = 70 to 79% (350 – 399 points).
D = 65 to 69% (325 – 349 points).
F = Below 65% (less than 325 points).

UNIVERSITY GRADING SYSTEM

<table>
<thead>
<tr>
<th>% range Grade</th>
<th>Letter Grade</th>
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<tr>
<td>93.49 or above</td>
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<tr>
<td>89.49 – 93.48</td>
<td>A-</td>
</tr>
<tr>
<td>86.49 – 89.48</td>
<td>B+</td>
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<tr>
<td>83.49 – 86.48</td>
<td>B</td>
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<tr>
<td>79.49 – 83.48</td>
<td>B-</td>
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<tr>
<td>76.49 – 79.48</td>
<td>C+</td>
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<tr>
<td>69.49 – 73.48</td>
<td>C-</td>
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<tr>
<td>66.49 – 69.48</td>
<td>D+</td>
</tr>
<tr>
<td>63.49 – 66.48</td>
<td>D</td>
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Course Policies

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 ATTENDANCE. This course meets once a week and attendance is critical. Only one absence will be allowed from lectures. Absences are strongly discouraged as they can affect your grade.

Attendance and Timely Submissions:

Class Attendance Policy

Students are expected to attend and participate in all classes. One cut is allowed without penalty. Perfect attendance will garner three 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 a number of projects will be done in class.

Expectations for Submitting Required Work:

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

Basic Requirements for Course Assignments:

Unless otherwise stated, written works for Discussion Questions and Internet Exercises 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).

Academic Honesty:

CFS ETHICAL AND MORAL STANDARDS REGARDING ACADEMIC HONESTY AND PROFESSIONAL BEHAVIOR

CFS is committed to offering education that will prepare students to follow the highest ethical and moral standards in their professional and personal lives. For this reason, professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the course and may also go as far as dismissal from the program when applicable.
Please also refer to the IPFW Student Handbook and Planner for the university policy regarding academic dishonesty.

Special Needs:
IPFW is committed to providing reasonable accommodation and access to programs and services to persons with disabilities.

If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for Services for Students with Disabilities.

Civility and Ground Rules for Discussion:

The IPFW Student handbook provides particular guidelines for classroom discussions, use of computer resources, and classroom management when problems arise.

In the section of THE IPFW CODE OF STUDENT RIGHTS, RESPONSIBILITIES, AND CONDUCT, PART I STUDENT RIGHTS AND RESPONSIBILITIES, Section B, Individual Rights and Responsibilities as Students, several rights and responsibilities are explained, among them the role of discussions, whether in a physical classroom or in the electronic classroom of an online course:

In the classroom, students have the freedom to raise relevant issues pertaining to classroom discussion, to offer reasonable doubts about data presented, and to express alternate opinions to those being discussed. However, in exercising this freedom, students shall not interfere with the academic process of the class.

University computer resources are designed to be used in connection with legitimate, university-related purposes. The use of university computing resources to disseminate obscene, pornographic, or libelous materials; to threaten or harass others; or otherwise to engage in activities forbidden by the Code is subject to disciplinary action as specified in the Code.

Diversity and Nondiscrimination:

IPFW is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the university seeks to develop and nurture diversity. The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. IPFW prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam-era veteran. (IPFW Student Handbook)

Blackboard Learn Support

Blackboard and Computer Training:
Welcome to Blackboard Help for Students;
Lynda.com (Web Training Link);

Help and Troubleshooting:
Information Technology Services;
IT Services Help Desk (Web Site); Email IT Services Help Desk.

IPFW Services for Students

Services for Students with Disabilities, (SSD) Walb Student Union, Room 113, 260-481-6658, support in accommodating needs related to disabilities.
Center for Academic Support & Advancement (CASA), Ketter Hall G23, 481-6817, study skills development, tutoring, supplemental instruction, English as a Second Language (ESL).
The Writing Center (CASA), Learning Commons on the 2nd floor of Helmke Library, 481-5740, peer tutors who can help with all phases of the writing process.
Career Services, Ketter Hall 109, 481-0689, assistance with on and off-campus job placement and internships.
Information Technology Services Help Desk, Ketter Hall 206, 481-6030, information on all aspects of computing at IPFW; hardware and software support; student e-mail accounts.
Studio M, Walb Union 220, 481-0114, Curriculum-based multimedia lab for students that offers assistance customized to student needs and course requirements.
Center for Women and Returning Adults, Walb Union 120, 481-6029, workshops, support groups, counseling, and other programs.
Office of Diversity and Multicultural Affairs, Walb Union 118, 481-6921, skills workshops, support groups, diversity training, counseling, mentoring, cultural heritage programs; ASAP program.
Office of International Education, Ketter Hall 104, 481-6034 or 481-6923, visa and INS issues; help with housing, counseling.
Mastodon Advising Center (MAC), Ketter Hall 109, 481-6595, appointments with professional academic advisors; help with guiding students in deciding on their major and ultimately their career; help for exploring students, deciding students, and readmitted students; and various student resources.
Office of the Dean of Students, Walb Union 111, 260-481-6601, student health insurance, mentoring, grade appeals; free short-term counseling and support.
TRIO Student Support Services, Neff, Room B50, 260-481-0220, assistance in searching scholarships and other financial support through regular meetings with a TRIO Student Support Services advisor.
Office of the Registrar, Ketter Hall, Room 107, 260-481-685, staff contacts, information on services such as transcripts, voter registration, military students and veterans, Family Education Rights and Privacy Act (FERPA), financial issues, graduation rates, and other student information.
Helmke Library Main Page, links to library hours and services, research tools, and databases.
Helmke Library Service Desk, 481-6505, reference librarian help, books, journals, reference, interlibrary loan reserve readings for courses. Other important library services for students: Helmke Library Guides, to search for guides in different course areas.
Find Your Librarian, to find a librarian specialist for the subject you are studying and get the help you need.
Ask a Librarian, to ask a librarian in person, by email, instant messenger chat, or phone.
Course Schedule:

**Week 1: Part One Topic:** Concepts
Go over Syllabus and important points of class
Discuss concepts of feasibility analysis

**Week 2: Part One Topic:** Concepts
Feasibility design

**Week 3: Part One Topic:** Concepts
Design of project

**Week 4: Part Two Topic:** Planning
Development Strategy

**Week 5: Part Two Topic:** Planning
Project Finance

**Week 6: Part Two Topic:** Planning
Legal Agreements & Contracts

**Week 7: Part Three Topic:** Construction
The design team

**Week 8: Part Three Topic:** Construction
Building Costs

**Week 9: Part Three Topic:** Construction
Managing Construction
Week 10: Part Four Topic: Operations
Operational planning and relationships

Week 11: Part Four Topic: Operations
Planning accommodations

Week 12: Part Four Topic: Operations
Service Providers

Week 13: Part Five Topic: Case Studies

Week 14: Discussion Topic: Student feasibility projects and presentations

Week 15: Review Week Topic: Synopsis of semester learning

Week 16: Final Exam Week Topic: Consult IPFW final exam week schedule

Students Called for Military Duty

If you are a student in the military with the potential of being called to military service and/or training during the course of the semester, you are encouraged to contact your advisor immediately.

Syllabus Updates
This syllabus, with its course schedule, is based on the most recent information about the course content and schedule planned for this course. Its content is subject to revision as needed to adapt to new knowledge or unanticipated events. Updates will remain focused on achieving the course objectives and students will receive notification of such changes. Students will be notified of changes and are responsible for attending to such changes or modifications posted on the Blackboard Learn site for this course.