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| For Academic Affairs and Research Use Only | |
| Proposal Number |  |
| CIP Code: |  |
| Degree Code: |  |

**New or Modified Course Proposal Form**

**[ ] Undergraduate Curriculum Council**

**[X] Graduate Council**

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| **[X]New Course, [ ]Experimental Course (1-time offering), or [ ]Modified Course (Check one box)** |

Signed paper copies of proposals submitted for consideration are no longer required. Please type approver name and enter date of approval.

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Head of Unit (if applicable)** |
| Melodie Philhours 10/4/2022  **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Director of Assessment (new courses only)** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
| Jim Washam 10/11/2022 **College Dean** | Alan Utter 10/26/2022  **Vice Chancellor for Academic Affairs** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (if applicable)** |  |

1. **Contact Person (Name, Email Address, Phone Number)**

Dr. Matthew Hill, mdhill@astate.edu

1. **Proposed starting term and Bulletin year for new course or modification to take effect**

Spring 2023 (2023-24 Bulletin Year)

**Instructions:**

*Please complete all sections unless otherwise noted. For course modifications, sections with a “Modification requested?” prompt need not be completed if the answer is “No.”*

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|  | **Current (Course Modifications Only)** | **Proposed (New or Modified)**  *(Indicate “N/A” if no modification)* |
| **Prefix** |  | **HETM** |
| **Number\*** |  | **6023** |
| **Title**  (include a short title that’s 30 characters or fewer) |  | **Quality Service Operations Analysis** |
| **Description\*\*** |  | **A survey and analysis of quality service operations and concepts. Specific topics include customer engagement, service blueprinting, and program evaluation.** |

***\**** Confirm with the Registrar’s Office that number chosen has not been used before and is available for use. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*.

\*\*Forty words or fewer (excepting prerequisites and other restrictions) as it should appear in the Bulletin.

1. **Proposed prerequisites and major restrictions** **[Modification requested? Yes/No]**

(Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. YES Are there any prerequisites?
   1. If yes, which ones?

HETM 6013 Issues and Trends in Hospitality and Event Tourism Management

* 1. Why or why not?

This course provides foundation knowledge and a common understanding to build upon.

1. NO Is this course restricted to a specific major?
   1. If yes, which major? Enter text...
2. **Proposed course frequency [Modification requested? Yes/No]**

(e.g. Fall, Spring, Summer; if irregularly offered, please indicate, “irregular.”) *Not applicable to Graduate courses.*

Fall, Spring

1. **Proposed course type [Modification requested? Yes/No]**

Will this course be lecture only, lab only, lecture and lab, activity (e.g., physical education), dissertation/thesis, capstone, independent study, internship/practicum, seminar, special topics, or studio? Please choose one.

Lecture Only

1. **Proposed grade type [Modification requested? Yes/No]**

What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental, or other [please elaborate])

Standard Letter

1. NO Is this course dual-listed (undergraduate/graduate)?
2. NO Is this course cross-listed?

*(If it is, all course entries must be identical including course descriptions. Submit appropriate documentation for requested changes. It is important to check the course description of an existing course when adding a new cross-listed course.)*

**a.** – If yes, please list the prefix and course number of the cross-listed course.

Enter text...

**b.** – **Yes / No** Can the cross-listed course be used to satisfy the prerequisite or degree requirements this course satisfies?

Enter text...

1. NO Is this course in support of a new program?

a. If yes, what program?

Enter text...

1. NO Will this course be a one-to-one equivalent to a deleted course or previous version of this course (please check with the Registrar if unsure)?

a. If yes, which course?

Enter text...

**Course Details**

1. **Proposed outline** **[Modification requested? Yes/No]**

(The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

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| 7-week Format | Module & Content |
| Week 1 | Module 1: The Metamorphosis of Services   * Characteristics of Services * Experience Economy |
| Week 2 | Module 2: The Nature of Services   * The Industry and the Economy * Cultural and Social Differences * The Service Diary |
| Week 3 | Module 3: Quality Service   * What is Quality Service * How to Measure Quality Service * Service Standards |
| Week 4 | Module 4: Understanding and Engaging the Customer   * Hotel Expectations * Casino Culture |
| Week 5 | Module 5: Service Vision, Service Design, and the Service Encounter   * What is the Service Vision * Servicescaping * Moments of Truth * Service Profit Chain |
| Week 6 | Module 6: Service Blueprinting   * Problem Solving Techniques * Service Metrics and Benchmarking * Fishbone and other Improvement Tools |
| Week 7 | Module 7: Service Guarantees, Service Failure, and Service Recovery   * What the Customer Really Wants * Example: Comfort Inns |

1. **Proposed special features** **[Modification requested? Yes/No]**

(e.g. labs, exhibits, site visitations, etc.)

None

1. **Department staffing and classroom/lab resources**

One faculty member

1. Will this require additional faculty, supplies, etc.?

No

1. NO Does this course require course fees?

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Justification**

**Modification Justification (Course Modifications Only)**

1. Justification for Modification(s)

Enter text...

**New Course Justification (New Courses Only)**

1. Justification for course. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is needed since the commoditization of many aspects of the hospitality and tourism industry has resulted in service being used as a point of differentiation. Quality Service Operations are essential for successful and continued economic viability.

b. How does the course fit with the mission of the department? If course is mandated by an accrediting or certifying agency, include the directive.

The mission of the NGCOB graduate programs is to produce career-ready graduates and to enhance the career mobility of those further along in their professional lives. The course provides current content that will not only bring value to the organizations for which students may work but value in terms of students’ personal brand development. Process Improvement tools are introduced and used in the field requiring critical thinking and analytical skills.

c. Student population served.

Graduate students in the MBA program interested in the Hospitality Management Concentration

d. Rationale for the level of the course (lower, upper, or graduate).

The course is a required component for the Hospitality Management Concentration

**Assessment**

**Assessment Plan Modifications (Course Modifications Only)**

1. NO Do the proposed modifications result in a change to the assessment plan?

*If yes, please complete the Assessment section of the proposal*

**Relationship with Current Program-Level Assessment Process (Course modifications skip this section unless the answer to #18 is “Yes”)**

1. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course fits into the existing outcomes for the MBA program as shown below.

MBA Program‐Level Student Learning Outcomes

• Teamwork and Leadership: Our students will demonstrate the ability to lead and productively participate in group situations.

• Knowledge Application: Our students will be able to apply quantitative and qualitative knowledge to solve problems and make decisions.

• Ethics: Students will understand the role of business ethics when solving problems and making decisions.

• Oral Communication: Students will demonstrate an ability to use oral communication effectively.

• Written Communication: Students will demonstrate the ability to communicate effectively in writing

1. Considering the indicated program-level learning outcome/s (from question #19), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 1 (from question #19)** | Oral Communication: Students will demonstrate an ability to use oral communication effectively. |
| Assessment Measure | Students must complete a service blueprinting project requiring several interviews with operations managers that must be successfully executed to complete the term project. Which includes an oral presentation of project findings and recommendations. |
| Assessment  Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor of course, reporting to Oral Communication Goal Assessment Team and the NGCOB Assessment Committee |

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| **Program-Level Outcome 2 (from question #19)** | Written Communication: Students will demonstrate the ability to communicate effectively in writing |
| Assessment Measure | Students must complete a service blueprinting project requiring several interviews with operations managers that must be synthesized to identify problems and formulate recommendations |
| Assessment  Timetable | Whenever the course is offered. This is a component of the course content. |
| Who is responsible for assessing and reporting on the results? | Instructor of course reporting to Written Communication Goal Assessment Team and the NGCOB Assessment Committee |

**Course-Level Outcomes**

1. What are the course-level outcomes for students enrolled in this course and the associated assessment measures?

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| **Outcome 1** | Identify and explain operations research |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

*(Repeat if needed for additional outcomes)*

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| **Outcome 2** | Discuss the theoretical base of operations management, total quality management, and service quality |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 3** | Apply operations management concepts to hospitality and tourism operations |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 4** | Implement procedures to improve service quality |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 5** | Evaluate hospitality and tourism enterprises and their operational management and quality systems |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 6** | Apply effective communication skills |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points which includes an oral presentation of project findings and recommendations. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

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| **Outcome 7** | Apply critical thinking and problem-solving skills |
| Which learning activities are responsible for this outcome? | The students complete a service blueprinting assignment with the identification of stall points which includes an oral presentation of project findings and recommendations. |
| Assessment Measure | Online discussion boards, learning activities, assignments, quizzes, and exams |

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Please include a before (with changed areas highlighted) and after of all affected sections.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.** |

INSERT:

HETM 6023 - Quality Service Operations Analysis

Sem. Hrs: 3

**A survey and analysis of quality service operations and concepts. Specific topics include customer engagement, service blueprinting, and program evaluation.**

Prerequisite: HETM 6013.