



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Substantive Program Modification Form**

<b>UNIVERSITY:</b>	SDSU
<b>CURRENT PROGRAM TITLE:</b>	Hospitality Management (B.S.)
<b>CIP CODE:</b>	52.0901
<b>UNIVERSITY DEPARTMENT:</b>	Consumer Sciences
<b>BANNER DEPARTMENT CODE:</b>	SCOS
<b>UNIVERSITY DIVISION:</b>	Education & Human Sciences
<b>BANNER DIVISION CODE:</b>	3H

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

\_\_\_\_\_  
 Dennis D. Hedge  
 Vice President of Academic Affairs or  
 President of the University

\_\_\_\_\_  
 3/24/2021  
 Date

**1. This modification addresses a change in:**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work      |
| <input checked="" type="checkbox"/> Total credits of elective course work        | <input type="checkbox"/> Total credits required for program                      |
| <input checked="" type="checkbox"/> Program name                                 | <input type="checkbox"/> Existing specialization                                 |
| <input type="checkbox"/> CIP Code  | <input checked="" type="checkbox"/> Other (explain below): Academic Requirements |

**2. Effective date of change:** 2021-2022 Academic Year

**3. Program Degree Level:** Associate  Bachelor's  Master's  Doctoral

**4. Category:** Certificate  Specialization  Minor  Major

**5. If a name change is proposed, the change will occur:**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: **Hospitality, Tourism, and Event Management (B.S.)**

**6. Primary Aspects of the Modification:**

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
<b>System General Education Requirements</b>				<b>System General Education Requirements</b>			
	<b>30</b>				<b>30</b>		
ENGL	101	Composition I (SGR #1)	3	ENGL	101	Composition I (SGR #1)	3
ENGL	201	Composition II (SGR #1)	3	ENGL	201	Composition II (SGR #1)	3
SPCH	101	Fundamentals of Speech (SGR #2)	3	<b>CMST</b>	101	Fundamentals of Speech (SGR #2)	3
ECON	202	Principles of Macroeconomics (SGR #3)	3	ECON	202	Principles of Macroeconomics (SGR #3)	3
PSYC	101	General Psychology (SGR #3)	3	PSYC	101	General Psychology (SGR #3)	3

## Existing Curriculum

## Proposed Curriculum (highlight changes)

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
		Student Choice (SGR #4) Must be two different disciplines/prefixes or modern language sequence	6			Student Choice (SGR #4) Must be two different disciplines/prefixes or modern language sequence	6
MATH	114	College Algebra (SGR #5)	3	MATH OR MATH	103  114	Mathematical Reasoning (SGR #5) College Algebra (SGR #5)	3
		Student Choice (SGR #6)	6			Student Choice (SGR #6)	6
<b>EHS College Requirements</b>			<b>4</b>	<b>EHS College Requirements</b>			<b>4</b>
EHS	119	EHS Seminar	2	EHS	119	EHS Seminar	2
EHS	319	Life, Love, and Money	2	EHS	319	Life, Love, and Money	2
<b>Consumer Sciences Department Requirements</b>			<b>10</b>	<b>Consumer Sciences Department Requirements</b>			<b>0</b>
CS OR LDR	230  210	Consumer Behavior (3) Foundations of Leadership (3)	3			(realigned to the Hospitality Core)	
CS	282	Customer Service	3			(realigned to the Hospitality Core)	
CS	377	Professional Documents	1			(realigned to the Hospitality Core)	
LMNO	435	Organizational Leadership and Team Development	3			(realigned to the Hospitality Core)	
<b>Major Requirements</b>			<b>59</b>	<b>Major Requirements</b>			<b>72</b>
<b>Hospitality Core Requirements</b>			<b>41</b>	<b>Hospitality Core Requirements</b>			
				CS OR LDR	230  210	Consumer Behavior (3) Foundations of Leadership (3)	3
				CS	282	Customer Service	3
				CS	377	Professional Documents	1
ECON	201	Principles of Microeconomics	3	ECON	201	Principles of Microeconomics	3
EFA/ HMGT	355	Events and Facilities Administration	3	EFA/ HMGT	355	Events and Facilities Administration	3
EFA/ HMGT	472	Hospitality Facilities Management & Design	3	EFA/ HMGT	472	Hospitality Facilities Management & Design	3
EFA/ HMGT	482	Hospitality Marketing	3	EFA/ HMGT	482	Hospitality Marketing	3
HMGT	171	Introduction to Hospitality Industry	3	HMGT	171	Introduction to Hospitality, Tourism, and Event Industry	3
HMGT	251	Foodservice Sanitation	1	HMGT	251	Foodservice Sanitation	1
HMGT	295	Practicum	2	HMGT	295	Practicum	2
HMGT	361	Hospitality Industry Law	3	HMGT	361	Hospitality Industry Law	3
HMGT	370	Lodging Management	3	HMGT	370	Lodging Management	3
HMGT	371-371L	Leisure Activities Management & Lab	3	HMGT	371	International Tourism	3
HMGT	380	Foodservice Operations & Purchasing Management	3	HMGT	380	Foodservice Operations & Purchasing Management	3
HMGT/ NUTR	381-381L	Quantity Production & Service & Lab	4	HMGT/ NUTR	381-381L	Quantity Production & Service & Lab	4
				HMGT	455	Advanced Events and Facilities Administration	3
HMGT	495	Practicum	3	HMGT	495	Practicum	3
NUTR	141-141L	Food Principles & Lab	4	NUTR	141-141L	Food Principles & Lab	4
				LDR	435	Organizational Leadership and Team Development	3
<b>Management Core Requirements</b>			<b>18</b>	<b>Management Core Requirements</b>			
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
ACCT	211	Principles of Accounting II	3	ACCT	211	Principles of Accounting II	3

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Prof.	Num.	Title	Cr. Hrs.	Prof.	Num.	Title	Cr. Hrs.
BADM/ MGMT	360	Organization & Management	3	BADM/ MGMT	360	Organization & Management	3
FIN	310	Business Finance	3	FIN	310	Business Finance	3
HRM	460	Human Resource Management	3	HRM	460	Human Resource Management	3
MGMT	325	Management Information Systems	3	MGMT	325	Management Information Systems	3
<b>Electives</b>			<b>17</b>	<b>Electives</b>			<b>14</b>
Consult with advisor for approved list.				Consult with advisor for approved list.			
<b>Summary of Credits Hospitality, Tourism, and Event Management (B.S.)</b>							
<b>System General Education Requirements</b>			<b>30</b>	<b>System General Education Requirements</b>			<b>30</b>
<b>EHS College Requirements</b>			<b>4</b>	<b>EHS College Requirements</b>			<b>4</b>
<b>Consumer Sciences Department Requirements</b>			<b>10</b>	<b>Consumer Sciences Department Requirements</b>			<b>0</b>
<b>Major Requirements</b>			<b>59</b>	<b>Major Requirements</b>			<b>72</b>
<b>Electives</b>			<b>17</b>	<b>Electives</b>			<b>14</b>
Total number of hours required for major			59	Total number of hours required for major			72
Total number of hours required for degree			120	Total number of hours required for degree			120

**Additional Academic Requirements**

A grade of a “C” or better is required in all HMGT and NUTR courses. **Students in this major cannot to minor in Event and Facilities Administration.**

**7. Explanation of the Change:**

The Department of Consumer Sciences has reviewed the curriculum for the Hospitality Management major. This request will update the program name and required coursework. The program title will become Hospitality, Tourism, and Event Management. The name change is requested to align the program name more with the program content and be more descriptive to future students. The economic impact of tourism industry by the South Dakota Department of Tourism (<https://sdvisit.com/research-reports/econ/2020-economic-impact-report>) shows the importance of tourism industry in the state. 12.6 million visitors spent \$3.4 billion in South Dakota in 2020. 49,500 jobs in the state were supported by visitor spending. Visitors generated \$276 million in state and local taxes, which is equivalent to \$780 in tax savings for every household in South Dakota. The U.S. Department of Labor Bureau of Labor Statistics (<https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>) reports demand for event managers is expected to grow 8 percent from 2019 to 2029, which is much faster than the average for all occupations. The program is increasing the emphasis on tourism and events in addition to hospitality industry. HMGT 171 Introduction to Hospitality Industry (3 cr.) changed course titles to inform student that the content includes tourism and events as well as the hospitality industry. HMGT 371 Leisure Activities Management & Lab (3, 0 cr.) was also modified to increase the content about tourism. HMGT 455 Advanced Events and Facilities Administration (3 cr.) was added to increase the content about events. In addition the Consumer Science Department requirements have been incorporated into the major requirements. These courses prepare students to be well equipped for the future especially in the service component of the hospitality, tourism, and event industry.