

**FS CURRICULUM COMMITTEE
REPORT – DECEMBER 10, 2011**

Members of the Curriculum Committee were asked to consider two proposals from the College of Business (1) Bachelor of Science degree in Hotel and Restaurant Management and (2) Bachelor of Business Administration degree in Entrepreneurship.

Bachelor of Science degree in Hotel and Restaurant Management

This proposal is for a joint degree between UTSA and the Conrad N. Hilton College of Hotel and Restaurant Management (CNHC), which has one of the top rated hospitality programs in the nation. UTSA offers a BBA in Sport, Event, and Tourism Management [formerly BBA in Marketing with a Tourism concentration]. The proposed joint program will combine the strengths of each college's program without redundancy. CNHC will focus on lodging management, restaurant management, and other types of food service management, and UTSA will specialize in sport, event and tourism management.

Job Market

The hospitality industry is a leading employer in the U.S. and San Antonio. During 2006, it provided an average of 100,294 jobs in San Antonio with a total annual payroll of approximately \$1.88 billion. Even with the recent poor economy, the industry remained strong in San Antonio and Texas. San Antonio is considered a top tourist destination, and between 1996 and 2006, the number of employees increased 27 percent.

This joint program will provide qualified managers with both classroom and experiential learning for San Antonio's hospitality industry. Furthermore, it will create opportunities for high school and community college students as well as attracting new students to study the hospitality industry sectors.

Student Demand

For the past four to five years, 20 to 25 students enrolled in the tourism concentration of the BBA in marketing. Only students who were marketing majors were allowed to register for the tourism concentration. However, the new BBA in Sport, Event, and Tourism Management degree is open to all students.

The CNHC has several hundred students in their current program. Other programs with their own college or school designation include the University of Central Florida (approximately 3000 students) and University of Nevada at Las Vegas (approximately 2500) students.

Faculty members in the Tourism concentration conducted informal surveys and a large percentage of the students showed an interest in hotel and restaurant management. In addition, a number of students work for a variety of hospitality firms in the San Antonio area. UTSA representatives have spoken with administrators at St. Philip's College and the Culinary Institute of America, and Austin Community College, and these administrators are supportive and think this program would attract students from their programs. Initial projections for the program include 40 to 50 students within the first year, and gradually increase at 40 to 50 students per year until it reaches 200 students within the first five years.

Degree Requirements and Curriculum

The proposed degree requires 120 semester credit hours (SCH). In addition to the core curriculum, students must complete 57 semester credit hours of Hotel and Restaurant Management core requirements, 9 SCHs of upper-division courses in a Hotel and Restaurant Management (HOT) area of emphasis, and 12 SCHs of HOT electives. A course sequence guide is provided to be used by students and advisors to plan courses each semester. The proposed degree plan meets, or exceeds SACS standards. The program will be reviewed on a five-year cycle as required for all UTSA degree programs.

Faculty requirements

At the present time, there is no need for any additional faculty members. The only courses that will be delivered by UTSA faculty are existing courses that are already being scheduled at either the main or downtown campuses. More courses will eventually be taught at the downtown campus where the majority of the Hotel and Restaurant Management courses will be taught. CNHC will be responsible for all new faculty positions affiliated with the new degree program.

Assessment

A Collaborative Academic Agreement between the two universities set forth the required monitoring and assessment of the program. The agreement included programmatic outcomes, student learning outcomes and performance measurements.

After a thorough review of the proposal, twelve of the thirteen members of the committee recommended approval of the program. One member did not respond.

Be it resolved that the proposal for a B.S. in Hotel and Restaurant Management be approved.

Bachelor of Business Administration degree in Entrepreneurship

Currently, a Bachelor of Business Administration (BBA) degree in Management with a Small Business and Entrepreneurship Concentration is offered to UTSA students. The degree is located in the Department of Management in the College of Business. A new department has been created in the College of Business, Department of Entrepreneurship and Technology Management. The BBA degree in Management with a Small Business and Entrepreneurship Concentration is being transferred to the new department. However, it will have a new title and some changes in the courses offered.

The new title of the degree will be Bachelor of Business Administration in Entrepreneurship. Many of the courses are similar in both programs, but some of the courses will be given a new prefix [ENT – Department of Entrepreneurship and Technology Management]. Refer to Table 1.

Table 1. Original and New Course Numbers

Original Course Number and Title	New Course Number and Title
MGT 4873 Entrepreneurship	ENT 4873 Entrepreneurship
MGT 4883 Small Business Management	ENT 4883 Small Business Management
MGT 4903 Practicum in Small Business and Entrepreneurship	ENT Practicum in Small Business and Entrepreneurship

Four new organized courses will be added to the catalog:

ENT 4123	Commercialization and Enterprise Planning
ENT 4223	Managing the Entrepreneurial Team
ENT 4523	Microfunding Entrepreneurial Startups
ENT 4623	Tools and Objectives of the Social Enterprise

In addition, two other courses are included in the catalog:

ENT 4933	Internship in Entrepreneurship
ENT 4951-3	Special Studies in Entrepreneurship

The total number of semester credit hours is 120. In addition to the core curriculum and the common body of knowledge courses required of all BBA students, the degree requirements include 15 semester credit hours in the major [four ENT and one MGT], 3 semester credit hours in finance support work; 6 semester credit hours from the new ENT courses and existing MOT courses, and 3 semester credit hours in a directed elective in communication or technical writing.

Degree Requirements

A. 15 semester credit hours of required courses in the major:

ENT	4123	Commercialization and Enterprise Planning
ENT	4873	Entrepreneurship
ENT	4883	Small Business Management
ENT	4903	Practicum in Small Business and Entrepreneurship
MGT	3023	Understanding People and Organizations

B. 3 semester credit hours of required support work:

FIN	4333	Business Finance for Entrepreneurs
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C. 6 semester credit hours of support work from the following upper-division entrepreneurship or technology courses:

ENT	4223	Managing the Entrepreneurial Team
ENT	4523	Microlending Entrepreneurial Startups
ENT	4623	Tools and Objectives of the Social Enterprise
ENT	4933	Internship in Entrepreneurship
ENT	4951-3	Special Studies in Entrepreneurship
MOT	4023	Essentials of Technology Management
MOT	4143	Introduction to Project Management
MOT	4203	Strategic Management of Technology and Innovation
MOT	4313	Disruptive Innovations
MOT	4951-3	Special Studies in Management of Technology

D. 3 semester credit hours of directed electives:

COM	2113	Public Speaking
COM	3633	Professional Presentation
ENG	2413	Technical Writing

E. 2 semester credit hours of lower-division or upper-division business or non-business electives

A minor in Technology Management is also being transferred to the new department from the Department of Information Systems and Technology Management. However, there are no changes in the minor requirements or name changes.

After a thorough review of the proposal, twelve of the thirteen members of the committee recommended approval of the program changes. One member did not respond.

Be it resolved that the proposal for name change from BBA in Management with a concentration in Small Business and Entrepreneurship to BBA in Entrepreneurship be approved.

Be it resolved that the proposed changes in the degree requirements for the BBA in Entrepreneurship be approved.