

B - Course Revision Form : Entry # 1940
(DEAN) I approve/deny this proposal for further advancement
Approve
Today's Date
01/29/2022
(ACAD PROG) This committee approves/denies advancement of this proposal
Approve
Please type in the name of your committee
Study Abroad Committee
Today's Date
02/15/2022
(EPC) This committee approves/denies advancement of this proposal
Approve
Today's Date
29/22/03
(APIRC) This committee approves/denies advancement of this proposal
Approve
Today's Date
09/16/2022
Further comments
The Study Abroad Committee approved the proposal but requested to modify the contact hours listed on the syllabus from 8 hours a week (for a total of 32 hours) to 50 hours that are required for a 4 credit course.
Begin Form
Today's Date
01/28/2022
Your Name
Marisa Ritter
Your Email:
mitter1@highpoint.edu
Which semester is your revision applicable for?
Spring 2023
Your department
School of Communication - Event/Sport Management
Please select the appropriate school overseeing this proposal:
Communication
Is this submission in response to a "revise and resubmit" decision on a previous proposal?
No
Is this a revision to meet new Gen Ed requirements?

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No
Does this course as it currently exists fulfill any of the below University academic program requirements?
Study Abroad
What would you like to revise?
Learning Outcomes
Are you also revising any of the following?
Change course description
Is this course cross listed?
Yes
Choose the department designator for your course from the list below.
HSP
Choose the second department designator for your course from the list below.

Current course number
3300
Current course title
The Global Hospitality Industry
Please attach your department approval signature page, syllabus, and any other supporting documents.
APIRC-Departmental-Approval-JLukow.pdf Global-Hospitality-Experience-Study-Abroad-3-25.pdf
Special topics course description
An In-depth review of the hospitality industry from a global perspective, this course will introduce students to cultural intelligence and managing with a global mindset. The hospitality industry exists in a global space and leaders need to understand other cultures and how to lead within a diverse environment. Leaders must understand how to interact with guests from a variety of cultures, as well as manage a workforce that is increasingly diverse. Major topics include navigating cultural differences both at home and abroad, managing workforces, protocol, and etiquette. This course will also include an in-depth comparison of hospitality management theory and leadership differences in different cultures. This course will be offered as a 16-week class at High Point University and as a 4-week study abroad option.
Is this proposal connected to any other proposals currently being submitted? If so, please describe below.
No
Student Learning Outcomes
List the proposed revised student learning outcomes
SYSTEMS PERSPECTIVE: Appraise the evolution of the hospitality industry from a historical, cultural, and social perspective, as well as better evaluate the future of the industry through a systems lens. GLOBAL INTERCONNECTEDNESS: Analyze the interconnection of the hospitality industry between cultures and geographical locations. Assess the similarities and differences between hospitality outlets in a variety of locations and determine how best to manage and problem-solve in a global industry CULTURAL NAVIGATION: Display competency in cross-cultural communication, respect, and self-awareness. Devise tools that allow for navigation of cultural differences in managing employees and welcoming diverse guests.
Describe how the student learning outcomes in your course will be assessed.

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Students will be assessed using a variety of tools including blog posts and discussion boards, a series of reflection papers and a final research paper and presentation.

Describe how your course's learning outcomes help to fulfill the missions of your department and school/college

Communication is imperative for an operationally successful hospitality organization. Throughout the course, students practice a variety of communication styles to a variety of audiences. These audiences embrace the inherent diversity and global nature of the hospitality industry and provide the opportunity to understand the importance of communicating in a compassionate, inclusive manner. This course also provides an ethical framework for the execution of the theories and practices.