Hospitality Management (B.S.)

Code: BS-HMG
Time Period: Continuous

Form E - Revise Program/Degree/Major/Minor

1. Today's Date:

09/13/2026

2. Your Email:

bclark1@highpoint.edu

3. Please list the appropriate school to oversee this proposal

David S. Congdon School of Entrepreneurship

4. When should this proposal take effect?
Please input Semester and Year. E.g. Fall 2027

Fall 2027

5. Please select the revision type (select all that apply)

- [x] Program
- [ ] Degree
- [ ] Major
- [ ] Minor

6. Please select which revision you are requesting:

- [ ] Total Credit Hours
- [ ] Required & Elective Courses
- [x] Learning Outcomes
- [ ] Other

7 Please provide a summary of the proposed revision. (Suggested word count is 200 words)

The Hospitality Management program proposes replacing its eight existing curriculum learning objectives with six more focused, measurable outcomes that better reflect the current curriculum and professional expectations of the hospitality industry. The revised outcomes consolidate overlapping content and replace vague language with clearer expectations for application, analysis, evaluation, design, and integration of learning. Students will analyze the global hospitality industry; apply operational and financial management principles; demonstrate leadership, human resource management, cultural intelligence, and collaboration; design strategies to enhance customer experience and service quality; and evaluate legal, ethical, and strategic considerations to make responsible management decisions.

The revisions expand attention to industry trends, data-driven decision-making, revenue management, diverse teams, and integrated sales, marketing, and customer relationship management practices. Career preparation and applied learning remain central, with explicit emphasis on professional expectations, workplace experience, reflective practice, and professional competence. Case analysis and presentation skills are incorporated into broader expectations for critical thinking, strategic planning, and professional communication. Overall, the revised outcomes provide a clearer framework for aligning course-level learning objectives, assessing student achievement, and preparing graduates to integrate knowledge across hospitality management functions.

8 Please describe the rationale for the requested revision:

The Hospitality Management program revised its curriculum objectives following a comprehensive review conducted as part of the University's SACS assessment process. This review revealed that the existing objectives did not consistently reflect the current curriculum, clearly communicate the knowledge and skills students are expected to develop, or support effective measurement of student learning. After completing a certificate in assessment through Northwestern University, Dr. Clark applied current assessment practices to strengthen the program's evaluation plan. The revised objectives use specific, measurable verbs, align more closely with course content and assignments, and establish a clearer progression of learning across the curriculum. These changes will enable the program to evaluate student achievement more accurately, identify opportunities for continuous improvement, and demonstrate that graduates are prepared to meet the evolving expectations of the hospitality management industry.

9 Is there any additional information you would like to share with the Registrar's Office?

10 Please list the current program learning outcomes:

1. Demonstrate work and career preparation and understanding of professionalism within the hospitality industry;
2. Identify customer service and guest relations standards and policies that must be in place for the successful operations in the hospitality industry;
3. Discuss the importance of effective leadership and management and distinguish between leadership and management skill sets and competencies;
4. Understand and apply hospitality industry analytics to maximize total hotel and restaurant revenues and profits;
5. Demonstrate an understanding of the law of contracts and torts which affect the hospitality industry;
6. Demonstrate the ability to integrate the concepts of hospitality management, operations, leadership and ethics, human resources, marketing, finance, and accounting to analyze interdisciplinary case and simulated management situations;
7. Prepare and present case analyses, and to respond to questions regarding the formulation and evaluation of alternatives and the recommended course of action;
8. Understand and perform hospitality work tasks through lab and field work experiences.

11 Please list the revised program learning outcomes:

1. Analyze the structure, growth, trends, and current challenges of the global hospitality and tourism industry, including major sectors, career pathways, and professional expectations within the field.
2. Apply operational and financial management principles to hospitality organizations, including facility operations, budgeting, revenue management, data-driven decision-making, performance analysis, and food and beverage management.
3. Demonstrate leadership, human resource management, cultural intelligence, and collaboration skills necessary to effectively manage diverse employees and teams within hospitality organizations.
4. Design strategies to enhance customer experience and service quality through effective service management, sales, negotiation, marketing, and customer relationship management practices.
5. Evaluate legal, ethical, and strategic considerations affecting hospitality organizations and make responsible, evidence-based management decisions.
6. Integrate hospitality knowledge through strategic planning, critical thinking, professional communication, collaboration, reflective practice, and workplace experience to apply knowledge and demonstrate professional competence.

12 Describe the rationale for revising the program learning outcomes:

same rational as provided above:

The Hospitality Management program revised its curriculum objectives following a comprehensive review conducted as part of the University's SACS assessment process. This review revealed that the existing objectives did not consistently reflect the current curriculum, clearly communicate the knowledge and skills students are expected to develop, or support effective measurement of student learning. After completing a certificate in assessment through Northwestern University, Dr. Clark applied current assessment practices to strengthen the program's evaluation plan. The revised objectives use specific, measurable verbs, align more closely with course content and assignments, and establish a clearer progression of learning across the curriculum. These changes will enable the program to evaluate student achievement more accurately, identify opportunities for continuous improvement, and demonstrate that graduates are prepared to meet the evolving expectations of the hospitality management industry.

13 Does this revision affect other programs / degrees / majors / minors? If so, which ones?

Hospitality Management Degree

14 List any academic divisions, University officers, or other stakeholders are involved in, or affected by, this proposal?

We have the full support of Dean Flanders-Stec to make these revised curriculum learning objectives

15 Please attach documentation showing support from key stakeholders, if any.

To upload, please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

No document was selected.

16 Does this revision require a transition plan? If yes, please detail the tranistion plan below.

No

17 Are there any revisions to the assessment strategy of the program / degree / major / minor? If so, please detail the revisions to the assessment strategy below.

Please see attached assessment strategy

18 Please attach any final supporting documents for this proposed revision.

To upload, please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

Draft Assessment Measures -Assessment Plan.pdf

EHM Departmental Justification for Proposed Curriculum Revisions (1).docx

Submission Information

1 Is this proposal being submitted after APIRC's set deadlines?

- ( ) Yes
- ( ) No

*

2 Please enter the date on which you received the Provost's approval for late submission.

Department Chair Feedback

1 Feedback/Comments

Please provide any feedback or comments for the proposer.

2 Today's Date:

09/13/2026

DEANS

1 What is your decision regarding this Course Revision form? (Please select a radial button below and also choose the corresponding workflow action on the bottom of this form)

- ( ) Inter-Collegiate : General Education
- ( ) Inter-Collegiate : Honors Council
- ( ) Inter-Collegiate : Non-General Education
- ( ) Inter-Collegiate : Study Abroad
- ( ) Inter-Collegiate : Service Learning
- (•) Intra-Collegiate
- ( ) Small Change

2 Feedback/Comments

Please provide any feedback or comments for the proposer.

> Approved

3 Today's Date:

09/14/2026

Intra-Collegiate : School EPC Feedback (FOR CHAIR ONLY)

1 **COMMITTEE MEMBERS:** Please review the form. Once your review is complete, click "Continue Later" at the bottom of the page or "Exit" at the top right of the screen. Do not enter comments or submit the form.
CHAIR: At the committee meeting, present this form and enter the committee's comments into the comment box below, then click "Submit."

2 Today's Date:

09/14/2026