

Circulated 10/26/2022Comments Due 11/9/2022

#2223-04

COURSE / CURRICULUM MODIFICATION REQUEST

2223-201

COLLEGE **BGSU Firelands******COURSE CHANGE**

- ☐ Create new course
☐ Eliminate course
☐ Modify existing course (mark all that apply):
- ☐ Title ☐ Description ☐ Prerequisite
☐ Course content
☐ Course number (old course number to be deleted)
☐ Credit Hours ☐ Term offered
☐ Contact Hours
☐ Method of instruction (see table on reverse)
☐ Web-centric
☐ Web-based (definitions on reverse)

Requested Course change effective date: (Semester/Year)

Implemented by Registrar, effective:

**reviewed by Undergraduate Council if it has broad impact

PROGRAM CHANGE**Program Name:** Cedar Fair Resort and Attraction Management (RAAM)

- ☐ Minor change to program requirements/checksheet
☐ Change program name
☐ *Create new program and new program code (check one):
☐ degree ☐ major ☐ minor
☐ specialization ☐ certificate
☐ *Major change to program requirements/checksheet
☒ *Program to be available 100% online
☒ *Add, delete, modify program matriculation requirements
☐ *Suspend admission to and/or eliminate a program

Requested Program effective date: Summer 2023
(Semester/Year)

Implemented by Registrar, effective:

*reviewed by Undergraduate Council

CATALOG DESCRIPTION for a new or modified course, OR BRIEF OVERVIEW of program change (limit 675 characters):

We would like to offer the RAAM program as a web based-100% online program in addition to offering it in-person. This addition is informed by a desire for flexibility in modality; needs of students who are place-bound; and availability of tuition reimbursement benefits for employees of major employers in the resort and attraction industry. We are also seeking to make several changes to the program's matriculation requirements. During the last 2+ years, we have gained a better understanding of factors impacting student success and would like to make changes to the admission requirements and program progression to better reflect these factors.

(If this is a new course or if the "Method of instruction" box is checked above):

Maximum Class Size Grading method: ☐ A/F ☐ S/U only ☐ A/B/C/NC (No Credit) ☐ S/NC (No Credit)Method(s) of Instruction* and contact hours

*See page two for Methods of Instruction definitions and approved combinations

What other colleges or departments/programs may be affected by this proposal? **None**

**Please attach comments from affected units and circulate them with the curriculum modification request.

	Position	Name (print or type)	Signature	Date
1	Proposer Tel: 419- 3720733 Position: Professor and Founding Director	Swathi Ravichandran	<u>Swathi Ravichandran</u> Swathi Ravichandran (Oct 20, 2022 14:53 EDT)	
ADEQUATE LIBRARY MATERIALS ARE AVAILABLE (For NEW COURSE or NEW PROGRAM only):				
2	Dean, University Libraries	Leonidas Mallias	<u>Leonidas Mallias</u>	
APPROVED:				
3	Chair or School/Program Director	Swathi Ravichandran	<u>Swathi Ravichandran</u> Swathi Ravichandran (Oct 20, 2022 15:23 EDT)	
4	Chair, College/School Curriculum Committee	Tatiana Panas	<u>Tatiana Panas</u>	
5	Dean of College	Stephanie Walls	<u>Stephanie Walls</u> Stephanie Walls (Oct 20, 2022 15:52 EDT)	
6	Secretary, UGC (major changes only)	Sarah Meussling		
ACTIONS OF UNDERGRADUATE COUNCIL ARE REVIEWED BY THE FACULTY SENATE COMMITTEE ON ACADEMIC AFFAIRS (CAA).			Materials sent to CAA on:	
7	Provost/VPAA	John M. Fischer		
REVIEWED AND IMPLEMENTED BY:				
8	Registrar	<u> </u>		

OSAP Endorsement Process for Undergraduate Online and Hybrid Programs

Program Name: Cedar Fair Resort and Attraction Management

College: Firelands Department: Applied Sciences

Program Delivery Mode

- ☒ Web Based - 100% Online
- ☐ Web Centric / Hybrid - Requires some face to face courses or experiences

Program Level:

- ☐ Associate
- ☒ Bachelor Degree Completion (2+2/3+1)
- ☐ Full Bachelor Program
- ☐ Specialization/Other _____

NOTE: OSAP Endorsement for Graduate Programs is completed in OnBase as part of the Graduate Program Modification process

Online/hybrid programs must include the following items in the proposal:

- List of all the courses required in the program.
- Projected term the program will commence.
- Projected list of faculty who will teach the courses.
- Projected list of advisors for the program.
- Development plan for faculty training and course development

Attach a document which answers the following questions:

- If there is a current onsite program, will the online or hybrid program be offered instead of or in addition to the onsite program?
- If there is a current onsite program, indicate whether the online or hybrid program is equivalent to the onsite program (e.g., expected outcomes, number of credits, course availability, etc.). If there are differences, please explain.
- Describe how interaction (synchronous or asynchronous) between the instructor and the students and among the students is reflected in the design of the program and its courses.
- Explain how students are supported and counseled to ensure that they have the skills and competencies to successfully complete the curriculum in an online learning environment.
- Describe the evaluation systems used to measure the quality and effectiveness of the program delivered in an online or hybrid format.
- Explain the process for academic attendance and academically related activities that show regular and substantive interaction between students and instructors.

NOTE: Chair signature indicates understanding of state and federal regulations as related to online and hybrid program development.

Department/College Approval:  Date: _____

Office of Online & Summer Academic Programs:

This signature indicates that the program has been discussed with the OSAP and that standards contained in the BGSU online course checklist will be utilized in the development and delivery of online courses.



Date: 8/9/2022

PROGRAM CHANGE REQUEST FORM

This sheet is an overview of the content and format of proposals for a new undergraduate program, or for elimination or modification of an existing program. Most program changes must be reviewed by Undergraduate Council and, in some cases, by the Board of Trustees and/or the Ohio Board of Regents. As a result, a proposal for program changes should generally be prepared in consultation with the Office of the Senior Vice President for Academic Affairs and Provost. Some of the information in the proposal must be summarized on the COURSE/CURRICULUM MODIFICATION REQUEST cover sheet ("blue sheet") that will accompany it through the approval process. *Depending on the nature of the request, it may not be necessary to provide all the information below. Please use your own responses to the checkbox items on the "blue sheet" as a guide for deciding which items below are relevant to your proposal.* Please use the outline headings shown below to prepare your document; omit any that do not apply.

A. THE MODIFICATION

1. *For all proposals:* Describe briefly the nature of the proposed change.

We would like to offer the RAAM program as a web based-100% online program in addition to offering it in-person. The addition of the 100% online delivery is informed by inquiries from students who desire flexibility in modality; needs of students who are place-bound due to family and employment obligations; and availability of tuition reimbursement benefits for employees of major employers in the resort and attraction industry. During the last 2+ years, we have gained a better understanding of factors impacting student success and would like to make changes to the admission requirements and program progression to better reflect these factors.

The curriculum modification process is intended to change program requirements as represented in the Undergraduate Catalog and on checksheets. For this reason, all curriculum modifications for new programs or program revisions must include:

- 1.1 A checksheet that shows and highlights the proposed change(s). (Please make the *changes* on the checksheet *obvious*, preferable with revision markings).
 - 1.2 Catalog pages (printed from the current version of the online catalog) showing the proposed changes. (Please use revision markings or some other device to make *changes obvious*). If a new program is being proposed, then new catalog copy should be submitted. Care should be taken to ensure that the proposed changes to the catalog match the proposed changes to the checksheet.
2. List courses to be taken out of program requirements. (If courses are to be eliminated from course inventory, submit a separate "course change" for that action).
Not applicable.
 3. List courses to be added to program requirements. (If new courses are to be added to course inventory, submit a separate "course change" for that action).
Not applicable.
 4. *For proposals to make major changes to program requirements:* Describe any change to the sequence of courses within a major/minor/area of specialization/certificate.
One of the changes (described below) allows RAAM students to begin their coursework in summer, fall or spring. The statement "All RAAM students will take courses in a lock-step cohort progression:" will need to be replaced with "RAAM students are able to begin in summer, fall or spring and will complete courses and progress with their cohort. Those beginning in summer will complete courses in the following order (listed below): Summer I,

Fall I, Spring I, Summer II, Fall II, Spring II. Students beginning in fall will complete courses in the following order: Fall I, Spring I, Summer I, Fall II, Spring II, Summer II. Students beginning in spring will complete courses in the following order: Spring I, Summer I, Fall II (take RAAM 3410 instead of RAAM 4410), Spring II, Summer II, Fall I (take RAAM 4410 instead of RAAM 3410)." There is no impact on course progression or the graduation timeline.

5. Will this change result in modification of student learning outcomes? ☐ yes ☒ no
If yes, list all changes to the student learning outcomes related to the curriculum modification and describe the plan for assessing those outcomes.

Not applicable.

6. Program changes approved before the January deadline for the Catalog update will be recorded in the Catalog and will be in effect for checksheets in the fall of that year.

B. RATIONALE [Required for all proposals]:

1. Reason/Need for the change. For new programs, explain how this fits with the Academic Plan.

The addition of the 100% online delivery: This is informed by inquiries from students who desire flexibility in modality; needs of students who are place-bound due to family and employment obligations; and availability of tuition reimbursement benefits for employees of major employers in the resort and attraction industry. As a recent example, Herschend Enterprise's GROW U. in partnership with Guild Education is offering 100% fully-funded diplomas, degrees, and certification programs for all its employees. However, in order to be listed in Guild's Learning Marketplace, the program has to be fully online. Herschend has already expressed interest in adding a fully online RAAM program to its offerings eligible for full tuition reimbursement. As the only bachelor's degree program in the U.S. with a focus on resorts and attractions, this is ideal for the industry's employees. Vast majority of the RAAM courses are already being offered both in-person and online. All RAAM courses have been approved to be offered via distance learning.

Changes to admission requirements, program progression, and program requirements: Now that the RAAM program has been in existence for two years and graduated its first class in spring 2022, we have gained a better understanding of factors impacting student success and would like to make the following changes to the program's admission requirements, program progression, and program requirements.

a. The statement "Following admission to the University, students will have to file a separate application with the RAAM program." will need to be deleted. Students are able to choose "Cedar Fair Resort and Attraction Management" while completing their application. At the time of admission, all students are coded either PRE-RAAM (main campus) or RAAMAS/RAAMAA (Huron campus). Once students have successfully completed BGSU's general education requirements in addition to MATH 1150, MATH 1220, and ECON 2020 or ECON 2030, students are ready to begin RAAM coursework and their code is changed to BSRAAM.

b. The statement "Entrance into the degree program will require an associate's degree or students must be at a junior standing for this upper level bachelor program." needs to be revised to "Students must be at a junior standing or have an associate's degree for this upper level bachelor program." An associate's degree is not necessary for students transferring from other colleges and universities because they may still have junior standing at BGSU, based on the courses and credits that do get transferred, without earning an associate's degree.

c. The statement "All students will be required to have a co-op experience at Cedar Fair/Cedar Point or acceptable equivalent during the summer before classes begin for the fall cohort as well as a co-op experience the following summer." will need to be revised to "All students will be required to complete two co-op experiences at Cedar Point/Cedar Fair or acceptable equivalent." This is because students are able to begin RAAM classes in either fall or spring and complete their first co-op during the summer following the first fall or spring. The second co-op will be completed the following summer.

d. "Maintain a GPA of 2.5 or higher" will need to be changed to "Maintain the university's minimum graduation GPA requirement." Employers in the broad tourism industry, and specifically in the resort and attraction field, are looking for employees with a well rounded education in addition to relevant industry experience; Often times, GPA is not inquired about and not a significant factor in employee selection.

e. The statement "All RAAM students will take courses in a lock-step cohort progression:" will need to be replaced with "RAAM students are able to begin in summer, fall or spring and will complete courses and progress with their cohort. Those beginning in summer will complete courses in the following order (listed below): Summer I, Fall I, Spring I, Summer II, Fall II, Spring II. Students beginning in fall will complete courses in the following order: Fall I, Spring I, Summer I, Fall II, Spring II, Summer II. Students beginning in spring will complete courses in the following order: Spring I, Summer I, Fall II (take RAAM 3410 instead of RAAM 4410), Spring II, Summer II, Fall I (take RAAM 4410 instead of RAAM 3410)." There is no impact on course progression or the graduation timeline, and there is no set of course prerequisites that would impede this fluid progression.

2. Student implications (describe the basis for each estimate)

2.1 Prospective demand for a new degree/major/minor (level of student interest).

Not applicable.

2.2 Effect on required hours in degree/major/minor.

None.

2.3 Number of students affected and in what way.

No existing students are impacted. The availability of 100% web-based online delivery will increase access to this bachelor's degree for those who are place-bound, desire flexibility in modality, or participate in an employer's tuition reimbursement program that only support 100% web-based online degree programs.

2.4 Effect on elective hours of majors/minors.

None.

2.5 If a degree/major/minor is to be eliminated, how will current students in the program be accommodated?

Not applicable.

2.6 If requirements for matriculation from a pre-major program are to be added or modified, how will those changes affect student enrollment and progress toward graduation?

There is no impact on students' course completion because all RAAM courses continue to be offered every semester, as listed. The removal of the 2.5 or higher GPA requirement will enable current students with a GPA between 2.0 and 2.5 to graduate with a B.S. in Resort and Attraction Management.

2.7 Is this a degree program whose normal time to degree is something other than four calendar years for a baccalaureate degree and two calendar years for an associate degree? If so, how many hours/years to obtain the degree?

Not applicable.

C. IMPLICATIONS FOR EXISTING PROGRAMS [For all proposals]:

1. How will the proposed change affect the integrity of other programs to which it is related, including the demand for courses or degrees in other programs
 - 1.1 in the department/school?
No impact anticipated.
 - 1.2 in the college?
No impact anticipated.
 - 1.3 in other university departments/colleges?
Additions are only made to the delivery mode of RAAM courses and thus, impact on other units is not anticipated. Students choosing to complete the entire RAAM degree online may create added demand for BGSU's general education courses.
 - 1.4 at other universities?
No impact anticipated.
2. What individuals in other departments/schools/colleges, if any, have been consulted about this proposal? *[attach correspondence where appropriate]*
None.
3. What effect will the proposed change have on accreditation of this program or of associated programs in the college/university?
Not applicable.
4. What effect will the proposed change have on the ability of the department/school/college/university to meet goals for recruitment, retention, and diversity?
It is anticipated that the addition of the 100% web-based online degree option will increase access to the degree to those who are place-bound or desire flexibility in course delivery. The improved access may lead to an increase in enrollment and diversity.

D. STAFFING IMPLICATIONS/QUALIFICATIONS

1. *For new programs, or if an existing degree/major/minor/area of specialization is to be modified:*
Are faculty and staff with expertise available now? ☒ yes ☐ no
If not, how will they be identified/recruited?
2. *For all proposals:* How will this change affect the allocation of faculty and staff in the department/school/college? **As the program's enrollment grows, request for additional full-time and adjunct faculty in addition to staff lines will be made.**
3. *For all proposals:* How will this change affect faculty work load? **There are no anticipated changes in faculty workload. RAAM faculty currently teach majority of the courses both in-person and online; i.e., an online and in-person section is offered for majority of the classes. The only classes currently only offered in person are the four, 1-credit professional development seminars (RAAM 3410, RAAM 3420, RAAM 4410, RAAM 4420). Once the RAAM program is approved for 100% web-based online delivery, the four professional development classes will also have online sections. As indicated above, as enrollment increases, additional full-time faculty lines will be needed.**

E. AVAILABILITY OF RESOURCES

1. *For all proposals:* Indicate any unique space requirements for new or modified curricula, and space likely to be released by the elimination or modification of existing curricula, and space likely to be released by the elimination or modification of existing curricula.
Not applicable.

2. *For all proposals:* Indicate any new one-time or continuing costs for materials, equipment, services, or personnel directly associated with a new or modified curriculum. How will these costs be covered? Indicate any cost savings to be generated if an existing degree/major/minor/area of specialization is to be eliminated.

Once the RAAM program is approved to be offered as a 100% web-based online program, appropriate levels of marketing will need to be engaged in to promote the program. These expenses will be ongoing and built into the program's operating budget. As indicated above, as enrollment increases additional faculty and staff will be essential to continue to achieve the program's learning outcomes and goals and ensure its success.

3. *For all programs, or if an existing degree/major/minor/area of specialization to be modified:* Indicate any unique library, computer, or instructional media resources that will be needed for new or modified curricula. Are they already available?

Not applicable.

F. TIMETABLE FOR IMPLEMENTATION [For all proposals]

1. Provide a detailed timetable for events that will occur as the proposed program change is accomplished (e.g. addition or elimination of courses, hiring of faculty).

Not applicable at this time. All RAAM courses have already been approved for distance learning. Hiring of faculty is not anticipated at this time. As the program's enrollment grows, new faculty lines will be requested.

G. OTHER INFORMATION

1. Provide other information that may be helpful in the review process, as appropriate.

Fall 2022
Bachelor of Science in Resort and Attraction
Management



BG PERSPECTIVE (BGP) REQUIREMENTS:

Course Credits
Must complete at least 1 course in each of the following:

English Composition and Oral Communication

Quantitative Literacy

Must complete at least 2 courses in each of the following:

Humanities and the Arts

Natural Sciences - at least one Lab Science required

Social and Behavioral Sciences

Complete total required BGP credit hours by selecting courses from any of the above categories:

UNIVERSITY REQUIREMENTS

Note: Designated courses in the Humanities and the Arts, and the Social and Behavioral Sciences domains may be used to fulfill both a BGP requirement and one of the following university requirements:

Cultural Diversity in the U.S.

International Perspective

Composition Requirement:

WRIT 1120 Research Writing

Total BGP Credits: Must be at least 36

University Electives (to reach a total of at least 122 credit hours)

Hrs	Grade	

Math Requirements (7 hours)

Hrs	Grade	
3		MATH 1150 Introduction to Statistics
4		MATH 1220 College Algebra II

Admission Requirements* (3 hours)

3	ECON 2020 Principles of Microeconomics or
	ECON 2030 Principles of Macroeconomics

* Can also apply towards BGP requirements

Major Requirements (62 hours)

Summer I Session

3	RAAM 3000 Introduction to Resort and Attraction Management
3	RAAM 3050 Introductory Co-Op

Fall I Session

3	RAAM 3200 Management Information Systems for Resorts and Attractions
3	RAAM 3300 Guest Service Management for Resorts and Attractions
3	RAAM 3400 Merchandise and Gaming Management for Resort and Attraction Management
1	RAAM 3410 Professional Development Experience I
3	RAAM 4100 Managerial Communication and Decision Making for Resorts and Attractions

Spring I Session

3	RAAM 3500 Food and Beverage Operations for Resorts and Attractions
3	RAAM 3600 Marketing Management, Advertising and Social Media for Resorts and Attractions
3	RAAM 3700 Entertainment and Event Management for Resorts and Attractions
3	RAAM 3800 Lodging Operations for Resorts and Attractions
1	RAAM 3420 Professional Development Experience II

Summer II Session

3	RAAM 4050 Advanced Co-Op
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Fall II Session

3	RAAM 3100 Managerial Accounting & Finance for Resorts and Attractions
3	RAAM 4000 Legal Environment of Resorts and Attractions
3	RAAM 4200 Leadership and Strategic Management for Resorts and Attractions
3	RAAM 4300 Facilities and Property Management for Resorts and Attractions
1	RAAM 4500 Senior Capstone I
1	RAAM 4410 Professional Development III

Spring II Session

3	RAAM 4600 Human Resource Management for Resorts and Attractions
3	RAAM 4700 Risk Management and Safety for Resorts and Attractions
3	RAAM 4800 Operation Planning and Supply Chain Management for Resorts and Attractions
3	RAAM 4900 Senior Capstone II
1	RAAM 4420 Professional Development Experience IV

Bachelor of Science in Resort and Attraction Management

[Bowling Green State University](#) / [Catalog](#) / [Colleges and Programs](#) / [BGSU Firelands](#) / Bachelor of Science in Resort and Attraction Management

The Bachelor of Science in Resort and Attraction Management (RAAM) is a degree-completion program designed to meet the growing demand for professionals in the service industry. Students will matriculate through the courses in a lock-step cohort, 2+2 sequenced program requiring the completion of 62 credit hours including an online introductory course, operational management core courses, strategic management core courses, four professional development experience workshops, a senior capstone course and two cooperative education experiences.

Program Vision

To be recognized as an elite academic institution, capitalizing on corporate and community partnerships, to prepare students to be successful leaders in the resort and attraction industry by delivering an applied and immersive learning experience within an integrated curriculum dedicated to academics, industry engagement, and professional career development.

Program Goal

The goal of the proposed RAAM program is to provide prospective resort and theme park attraction managers with the knowledge, skills, and aptitude needed to successfully lead organizations within the resort and attraction industry. The RAAM curriculum will be design, delivered, and continuously enhanced through a partnership between academics and practitioners, thus capitalizing on opportunities for industry engagement and contributing to student success.

Program Purpose

The purpose of the RAAM program is to assist current resort and attraction employees with education opportunities to enhance their career and offer a unique educational opportunity for prospective students considering a career as managers in the resort and attraction industry:

- Assist students in finding successful careers in resort and attraction related positions by providing a strong foundation in operational and strategic management skills.
- Provide applied learning experiences as part of the curriculum where students use concepts, theories, tools, knowledge, in a "real world" setting while receiving feedback from practitioners as well as the

instructor, as part of regular coursework.

- Offer immersive learning experiences outside the classroom where students are engaged in activities pertaining to "real world" situations that challenge their critical thinking skills, problem solving abilities, and creativity.
- Enhance the business acumen of students by providing a fundamental knowledge in revenue management, cost control mechanisms, technological awareness, communication skills, and ethics as it relates to the service industry.
- Develop the personal and professional skills required for a career in the service industry including leadership, team work, integrity, adaptability, written and oral communication, business etiquette, and customer service.
- Prepare students for the challenges of leading, managing, recruiting, selecting, training, compensating, coaching, and motivating an increasingly diverse, competitive and global workforce.
- Meet the constantly evolving education needs of individual participants and employers and the increasingly complex challenges and escalating changes and demands in a service-based industry.

Admission Requirements

Admission is limited to the number of students that can be accommodated within the cohort. ~~Following admission to the University, students will have to file a separate application with the RAAM program.~~ Criteria regarding the program admission requirements are available upon request or on the RAAM website. ~~Entrance into the degree program will require an associate's degree or~~ students must be at a junior standing for this upper level bachelor program. Prior to enrollment, students must complete WRIT 1120, MATH 1150, MATH 1220, and ECON 2020 or ECON 2030. ~~All students will be required to have a co-op experience at Cedar Fair/Cedar Point or acceptable equivalent during the summer before classes being for the fall cohort as well as a co-op experience the following summer.~~

Program Progression

Following program admission, students will be expected to meet the following standards to progress:

- Successfully complete both co-op experiences
- ~~Maintain a GPA of 2.5 or higher~~
- Pass the senior capstone class with a "C" or higher

Program Requirements

~~All RAAM students will take courses in a lock-step cohort progression:~~

Summer Session I	
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RAAM 3000	Introduction to Resort and Attraction Management
RAAM 3050	Introduction Co-operative Experience in Resort and Attraction Management
Fall I Session	
RAAM 3200	Management Information Systems for Resorts and Attractions
RAAM 3300	Guest Service Management for Resorts and Attractions
RAAM 3400	Merchandise and Gaming Management for Resorts and Attractions
RAAM 3410	Professional Development Experience I
RAAM 4100	Managerial Communication and Design Making for Resorts and Attractions
Spring I Session	
RAAM 3420	Professional Development Experience II
RAAM 3500	Food and Beverage Operations for Resorts and Attractions
RAAM 3600	Marketing Management, Advertising and Social Media for Resorts and Attractions
RAAM 3700	Entertainment and Event Management for Resorts and Attractions
RAAM 3800	Lodging Operations for Resorts and Attractions
Summer Session II	
RAAM 4050	Advanced Co-operative Experience in Resort and Attraction Management
Fall II Session	
RAAM 3100	Managerial Accounting and Finance for Resorts and Attractions
RAAM 4000	Legal Environment of Resorts and Attractions

RAAM 4200	Leadership and Strategic Management for Resorts and Attractions
RAAM 4300	Facilities and Property Management for Resorts and Attractions
RAAM 4410	Professional Development Experience III
Spring II Session	
RAAM 4420	Professional Development Experience IV
RAAM 4500	Senior Capstone I: A Problem Solving Field Study and Presentation
RAAM 4600	Human Resources Management for Resorts and Attractions
RAAM 4700	Risk Management and Safety for Resorts and Attractions
RAAM 4800	Operational Planning and Supply Chain Management for Resorts and Attractions
RAAM 4900	Senior Capstone II: A Problem Solving Field Study and Presentation

Student Learning Outcomes

Upon completion of the baccalaureate degree, students in Resort and Attraction Management are expected to:

SLO1.	Solve problems and enhance operations related to the resort and attraction industry (e.g., lodging, restaurants, attractions, events, and tourism) by applying knowledge gained from the broad core of business concepts that affects these organizations.
SLO2.	Assess complex problems facing employers and customers and find ways to improve key functions through evaluating data collection and potential solutions.
SLO3.	Utilize analytical and critical thinking skills needed by mid-level and senior managers.
SLO4.	Develop solutions by generating new ideas, designing products, leading projects and looking for new ways to collaborate strategically and build long lasting business partnerships.
SLO5.	Demonstrate the interpersonal skills necessary to be effective in managerial interactions with customers, subordinates, co-workers, team members, boards, competitors, shareholders, and other internal and external constituents.

SLO6. Analyze the ethical and societal dimensions of managerial decisions and the connection between ethical managerial conduct and shareholder wealth maximization that supports both the business and community at large.

Our students will strive to be PEERS

Proud - You view your work as very important, both in the classroom and in your profession, by dedicating yourself to enhancing the experience of others around you through self-respect, self-confidence, and continuous self-improvement.

Energetic - Your enthusiasm and positivity is contagious as you actively look to improve others through leadership, motivation, creative thinking, and strategic decision making.

Extroverted - You are very social, outgoing, people-oriented, and can favorably impress others with your dynamic personality and ability to be perceptive, anticipating and proactively solving problems even before they happen.

Responsible - You are trustworthy because you make no excuses, take ownership of a problem, manage your time well and always give a high quality effort by relying on your good judgement, organization, and ethics to make rational decisions.

Service-Oriented - You put the needs of others before your needs by being considerate, cooperative, and helpful communicating effectively to make any interactions you have with other people a memorable and enjoyable experience.

Fall 2022 course requirements