

Cover Sheet: Request 15328

HFT 3843 – Entrepreneurship in Tourism, Hospitality and Event Management

Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Rachel Fu racheljuichifu@ufl.edu
Created	10/7/2020 7:30:53 AM
Updated	12/15/2020 8:41:52 PM
Description of request	<p>This course analyzes the entrepreneurial opportunities in tourism, hospitality, and event businesses by examining the process of creating, planning and managing hospitality, recreation, and tourism business ventures.</p> <p>Upon successful completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of entrepreneurial leadership and management as it relates to the development of a business venture in the tourism, hospitality, and event industry. 2. State key considerations involved in a decision to either buy or start-up a business. 3. Analyze a feasibility study for a hospitality, event, and tourism business. 4. Outline the historical development of tourism, hospitality, and event businesses. 5. Describe the major components of the tourism, hospitality, and event businesses. 6. Explain the behavioral dimensions of tourism, hospitality, and event businesses. 7. Discuss the environmental, socio-cultural, and economic impacts of tourism, hospitality, and event businesses. 8. Illustrate research and marketing strategies used in tourism, hospitality, and event businesses.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	HHP - Tourism, Hospitality, & Event Management 012609000	Rachel Fu		10/7/2020
No document changes					
College	Approved	HHP - College of Health and Human Performance	Sarah Eberhart		12/15/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/15/2020
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					

Step	Status	Group	User	Comment	Updated
No document changes					
College Notified					
No document changes					

Course|Modify for request 15328

Info

Request: HFT 3843 – Entrepreneurship in Tourism, Hospitality and Event Management

Description of request:

This course analyzes the entrepreneurial opportunities in tourism, hospitality, and event businesses by examining

the process of creating, planning and managing hospitality, recreation, and tourism business ventures.

Upon successful completion of this course students will be able to:

1. Explain the importance of entrepreneurial leadership and management as it relates to the development of a business venture in the tourism, hospitality, and event industry.
2. State key considerations involved in a decision to either buy or start-up a business.
3. Analyze a feasibility study for a hospitality, event, and tourism business.
4. Outline the historical development of tourism, hospitality, and event businesses.
5. Describe the major components of the tourism, hospitality, and event businesses.
6. Explain the behavioral dimensions of tourism, hospitality, and event businesses.
7. Discuss the environmental, socio-cultural, and economic impacts of tourism, hospitality, and event businesses.
8. Illustrate research and marketing strategies used in tourism, hospitality, and event businesses.

Submitter: Rachel Fu racheljuichifu@ufl.edu

Created: 10/7/2020 7:23:49 AM

Form version: 1

Responses

Current Prefix

Enter the current three letter code (e.g., POS, ATR, ENC).

Response:

LEI

Course Level

Select the current one digit code preceding the course number that indicates the course level at which the course is taught (e.g., 1=freshman, 2=sophomore, etc.).

Response:

3

Number

Enter the current three digit code indicating the specific content of the course based on the SCNS taxonomy and course equivalency profiles.

Response:

843

Lab Code

Enter the current lab code. This code indicates whether the course is lecture only (None), lab only (L), or a combined lecture and lab (C).

Response:

None

Course Title

*Enter the current title of the course as it appears in the Academic Catalog. There is a 100 character limit for course titles. *

Response:

Entrepreneurship in Tourism, Recreation, & Sport Management

Effective Term

Select the requested term that the course change(s) will first be implemented. Selecting "Earliest" will allow the change to be effective in the earliest term after SCNS approval. If a specific term and year are selected, this should reflect the department's expectations. Courses cannot be changed retroactively, and therefore the actual effective term cannot be prior to SCNS approval, which must be obtained prior to the first day of classes for the effective term. SCNS approval typically requires at least 6 weeks after approval of the course change at UF.

Response:

Earliest Available

Effective Year

Select the requested year that the course change will first be implemented. See preceding item for further information.

Response:

Earliest Available

Requested Action

Indicate whether the change is for termination of the course or any other change. If the latter is selected, all of the following items must be completed for any requested change.

Response:

Other (selecting this option opens additional form fields below)

Change Course Prefix?

Response:

Yes

Current Prefix

Response:

LEI

Proposed Prefix

Response:

HFT

Change Course Level?

Note that a change in course level requires submission of a course syllabus.

Response:

No

Change Course Number?

Response:

No

Change Lab Code?

Note that a change in lab code requires submission of a course syllabus.

Response:

No

Change Course Title?

Response:

Yes

Current Course Title

(100 character limit)

Response:

Entrepreneurship in Tourism, Recreation, & Sport Management and Event Management

Proposed Course Title

(100 character limit)

Response:

Entrepreneurship in Tourism, Hospitality and Event Management

Change Transcript Title?

*If changing the course title a new transcript title is also required. *

Response:

Yes

Current Transcript Title

Response:
Entrepreneurship in THEM

Proposed Transcript Title (30 char. max)

Response:
Entrepreneurship in THEM

Change Credit Hours?

Note that a change in credit hours requires submission of a course syllabus.

Response:
No

Change Variable Credit?

Note that a change in variable credit status requires submission of a course syllabus.

Response:
No

Change S/U Only?

Response:
No

Change Contact Type?

Response:
No

Change Rotating Topic Designation?

Response:
No

Change Repeatable Credit?

Note that a change in repeatable credit status requires submission of a course syllabus.

Response:
No

Change Course Description?

Note that a change in course description requires submission of a course syllabus.

Response:
No

Change Prerequisites?

Response:
No

Change Co-requisites?

Response:
No

Rationale

Please explain the rationale for the requested change.

Response:
The course will be offered by the newly established department. The content of this course will focus on the Entrepreneurship in Tourism, Hospitality and Event Management