

# HOA - 734 - Research Methods for the Hospitality Industry

2 Graduate Course Create 2022-23

## I. Course Information

The faculty member originating this proposal is to complete sections I,II, III and IV.

Before starting this form, please review graduate curriculum website on policies and processes: <https://www.unlv.edu/graduatecollege/curriculum>

FILL IN ALL FIELDS. You will not be able to launch/submit the proposal without completing the required fields.

Department:\*

Hotel Administration Programs (GRAD USE ONLY)

Prefix:\*

HOA

Number:\* 734

Is the creation of a new Prefix being requested?\*

Yes  No

Suggested New Prefix:

Long Course Name:\* Research Methods for the Hospitality Industry

Short Course Name (25 characters, can be abbreviated):\* Res Meth for Hosp

**Explanation for Course Creation:\***

The College of Hospitality submitted a curriculum revision, which was approved in Spring 2021 by the College and Graduate College. This is one of the new core courses that will be taught in this revised curriculum starting Fall 2022 term. The hospitality graduate faculty last spring approved the course description, pre-requisites, and learning objectives for each of the new core courses as outlined in the attached general syllabus. Detailed information, such as grading, assignments, and textbooks, will be determined by the graduate faculty member scheduled to teach the course. A meeting will be held late Fall 2021 with the identified faculty members scheduled to teach to finalize these details.

HOA 734 is an applied research course for our graduate students who are pursuing a career in industry. HOA 735 is our academic research course and will be completed by all students who are completing the MS thesis track or the PhD program in hospitality.

**Differential fees required for this course?\***

Yes  No

**If yes, please explain:**

## Creating the Catalog Description:

avoid the use of the words *student*, *course*, and *covers*.

incomplete sentences are ok.

avoid repeating the course title.

use of an active voice, e.g. explores, investigates,...

50 words max.

**Catalog Description 50 words limit (read guidelines above):\***

Explores research methods and data analytics used in the hospitality industry. Exercises the analysis of scientific literature applied to hospitality industry problems.

**Is this course a culminating experience?\***

Yes  No

**If Yes, to which programs?**

**First term and year you intend to offer this course:\***

Fall 2022

## Service-Learning designation

Information about Service-Learning is available [here](#). Faculty can visit the [faculty Service-Learning page](#) as well as the [UNLV Guide for Service Learning](#) for additional information.

Are you adding a Service-Learning designation to this course?  Yes  No

## II. Catalog Information

Will this be an experimental (x) course?  Yes  No

Has this course number been used previously as an Experimental (X) course?  Yes  No

If yes, X-Course Prefix:

X-Course Number:

### X-Course maximum offering

X Courses can only be offered a maximum of two times and within a two year limit after approval.

How many times will this x-course be offered?  1  2

## Program Changes Needed?

If program changes are needed as a result of this course creation, **a separate program change proposal must be submitted.**

Please describe below your plan for program changes related to this proposal.

QUESTIONS? contact [gradcurriculum@unlv.edu](mailto:gradcurriculum@unlv.edu)

Program(s) impacted by this new course:\*

The revised HOA curriculum that was approved in Spring 2021 term by the Graduate College requires this course. It is one of the core courses.

Detail the changes to the program catalog entry required due to the creation of this course:\*

This step was completed in Spring 2021 term. We are just submitting the course proposal now.

## CROSS-LISTING OR COMBINING COURSES

300- or 400-level courses may be cross-listed with 500-level courses; 400-level courses may also be cross-listed to 600-level courses. Courses that are at the 700 level and above may not be cross-listed with undergraduate courses.

Select one of the options:\*

- Same As = e.g. Undergraduate: same content and same career (UG/UG). Graduate: Same/similar course content and same career (Grad/Grad)
- Cross-listing = Cross-listed courses contain the same or similar content and may be in different programs (e.g. WMST 621 & SOC 621) or different careers (e.g. BIOL 467 & BIOL 667 or PSC 722 & PHIL 728)
- Not Cross-Listed or Same As

List cross-listing courses (or type "none"):\*

NA

## CROSS-LISTING RATIONALE

Please answer the following questions in the "rationale" field below:

What aspect of graduate preparation is met via this course that goes beyond the undergraduate program?

What common aspects are offered in the cross-listings and what grad level pieces are not?

What would be beneficial in offering the cross-listed courses from a graduate education perspective?

Cross-listing Rationale:

## Credits

Fixed/Variable Credits:\*

- Fixed  Variable

If fixed, enter number of credits. If variable, enter minimum and maximum credits (E.g., 1-3).

Number of Credits: 2

## Course Repeatability

Can students repeat this course?\*

- Yes  
 No

If yes, insert maximum credits students can earn (blank=unlimited):

# Grading

- Grading System\***
- Letter Grade
  - S/U
  - S/F (will count towards GPA)
  - S/X/F for Thesis/Dissertation

**The passing grade for courses is assumed as B- unless stated otherwise. Please indicate a different passing grade for this course if applicable:**

## Special Topics Courses

**Is this a Special Topics course?\***  Yes  No

**List the topic(s):**

**Are topics repeatable?**  Yes  No

**If yes, list the credit limit for each topic:**

## Requisites (if any)

Graduate standing is the default prerequisite for all graduate-level courses.

**Prerequisites:** Admission to the Master's in Hotel Administration (HOA) program.

**Corequisites - course(s) that must be taken concurrently:**

**Does this course have any non-credit components?**  Yes  No

**If yes, indicate component(s):**

- Clinical
- Discussion
- Field Studies
- Independent Study
- Internship
- Laboratory
- Lecture
- Practicum
- Research
- Seminar
- Supervision
- Thesis Research
- Dissertation Research

**Indicate the instructional modes that should be available for scheduling:\***

- In Person Supplemental Web
- Field Study
- Hybrid
- Independent Study
- Web-based
- Web-based w/ on/off campus meeting
- Other

**If other instructional mode, please describe and explain:**

### III. Evaluation of Library Resources

A. This section is completed by the faculty member originating this proposal—indicate library resources that will be needed to support this course.

**Will this course creation require changes to library resources?\***

- Yes  No

**Please indicate library resources that will be needed to support students taking this course:**

- Core journals
- Core books (not required texts)
- Electronic resources (e.g., databases, videos, media, etc.)
- New Option

**Critically needed journals for this subject area:**

**Core books needed:**

**Electronic Resources:**

**B. This section is completed by the librarian.**

**Level of support the Library can provide:**

**Library Comments:**

## **IV. Syllabus**

### **Syllabus**

An accessible syllabus in Word or PDF format must accompany this form.

Graduate syllabi must meet the minimum criteria as required by the Provost's office (See Semester Memo under Executive Vice President and Provost Policies and Forms <https://www.unlv.edu/policies/current-policies>).

**Cross-listed / Combined courses have only one syllabus that includes all the information for all courses being cross-listed/combined.**



**Graduate courses that are linked to undergraduate courses (300/500 and 400/600 level joint courses) must clearly state in the syllabus how the class experience and expectations are different for graduate students, what additional requirements students enrolled in the graduate level course must fulfill, and how the grading scale will be applied to graduate students.**


Please attach an accessible syllabus by navigating to the "attach a file" icon at the right of this form.

**Files Attached:** \*  Accessible Syllabus

## READY TO SUBMIT?

After completing the form, please follow these steps:

1. Finish the launch of your proposal by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right.
2. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.
3. Please note that it is your responsibility as the proposer to see that the proposal is reviewed and receives all necessary approvals. Please be encouraged to reach out to reviewers on each step, if necessary.
4. You can check the status of the proposal by clicking on the workflow status icon  to verify that the proposal has gone to the next step.


The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.


QUESTIONS? contact [gradcurriculum@unlv.edu](mailto:gradcurriculum@unlv.edu)

### V. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the department committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify [gradcurriculum@unlv.edu](mailto:gradcurriculum@unlv.edu))

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information in the fields below, along with the approval.
3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.

If there were any modifications to the proposal, please enter them in the comments box below:



**Comments:** The new core courses were approved in Spring 2021 term when the entire revised curriculum was approved by the graduate faculty in Hospitality. The Hospitality Graduate Curriculum committee voted to approve (4-yes / 0-no) and the hospitality graduate faculty voted to approve (15-yes / 11-no). Votes were completed in mid-February 2021.

**Date faculty voted on proposal:** 2/12/2021


**Result of vote (Number of yes/no/abstention votes):** 15 - yes / 11 - no


**Manner of vote (online, in-person, etc.):** Qualtrics Survey

## VI. College Vote Information

**Note:** This section is to be filled out by the Academic Associate Dean on behalf of the college/school committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify [gradcurriculum@unlv.edu](mailto:gradcurriculum@unlv.edu))

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information in the fields below, along with the approval.
3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

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**Date faculty voted on proposal:** 2/12/2021

**Result of vote (Number of yes/no/abstention votes):** 15 - yes / 11 - no

**Manner of vote (online, in-person, etc.):** Qualtrics Survey

**VII. Graduate College and Registrar Use Only**

**PS Processing  
Notes:**

**PS Processing Date:**

**Initials:**

**Aalog Processing  
Notes:**

**Aalog Processing  
Date:**

**Initials:**

# Comments for HOA - 734 - Research Methods for the Hospitality Industry

<b>Curriculog</b>	11/18/2021 10:07 am <a href="#">Reply</a>
Graduate Curriculum has approved this proposal on Grad Curriculum Implementation / Follow Up.	
<b>Curriculog</b>	11/18/2021 9:33 am <a href="#">Reply</a>
Emily Lin has approved this proposal on Graduate College Dean.	
<b>Curriculog</b>	11/17/2021 1:53 pm <a href="#">Reply</a>
Graduate Curriculum has approved this proposal on Graduate Course Review Committee.	
<b>Curriculog</b>	11/17/2021 11:39 am <a href="#">Reply</a>
James Navalta has approved this proposal on behalf of Graduate Course Review Committee. See <a href="#">Graduate Course Review Committee 11-10-2021</a> for more information.	
<b>Curriculog</b>	10/8/2021 4:04 pm <a href="#">Reply</a>
Tony Henthorne has approved this proposal on School/College Associate Dean/ Dean.	
<b>Curriculog</b>	10/8/2021 3:56 pm <a href="#">Reply</a>
Ozgun Ozdemir has approved this proposal on School/College Committee.	
<b>Curriculog</b>	10/8/2021 3:53 pm <a href="#">Reply</a>
Hospitality Dean has approved this proposal on Department Chair.	
<b>Curriculog</b>	10/8/2021 10:51 am <a href="#">Reply</a>
Rhonda McElroy has approved this proposal on Graduate Coordinator.	
<b>Curriculog</b>	10/8/2021 10:39 am <a href="#">Reply</a>
Graduate Curriculum has approved this proposal on Technical Review.	
<b>Curriculog</b>	10/6/2021 4:18 pm <a href="#">Reply</a>
Rhonda McElroy has approved this proposal on Originator.	

**Rhonda McElroy**

10/6/2021 4:07 pm [Reply](#)

We are fine with the slightly adjusted title and course description. Attached an updated syllabus.

**Graduate Curriculum**

10/5/2021 9:14 am [Reply](#)

- Please clarify how this course differentiates from: HOA 735 - Research Methodology
- Please review suggestive revised course name. If satisfactory, no action needs to be taken regarding the name, simply approve the proposal once again. Otherwise please re-edit and approve with comments.
- Please review suggestive revised description. If satisfactory, no action needs to be taken regarding description, simply approve the proposal once again. Otherwise please re-edit and approve with comments.

- Please review syllabus regarding the following:

**REQUIRED TEXT, READINGS, AND INSTRUCTIONAL RESOURCES**

Include required text(s), recommended text(s), additional readings, and instructional resources (i.e. clickers or Top Hat).

**COURSE GRADING SCALE**

Describe grading scale (point or percentage scale).

**GRADING POLICIES**

Attendance, late submission, incomplete policies.

**COURSE SCHEDULE**

List a sample schedule by week including topics/assignments, readings, and exam and assignment due dates.

**Curriculog**

10/5/2021 9:14 am [Reply](#)

Graduate Curriculum has rejected this proposal on Technical Review.

**Curriculog**

9/30/2021 9:33 am [Reply](#)

Rhonda McElroy has approved this proposal on Originator.

**Curriculog**

9/30/2021 9:09 am [Reply](#)

Rhonda McElroy has launched this proposal.