

**MEMORANDUM**

**To:** Board of Regents

**From:** Board Office

**Subject:** Proposal to Make Changes in the Graduate Curriculum in the Newly Merged Department of Apparel, Educational Studies, and Hospitality Management within the College of Family and Consumer Sciences.

**Date:** July 6, 2001

**Recommended Action:**

Refer the proposed change from a Joint Ph.D. Program to an Independent Ph.D. Program in the curriculum of the Department of Apparel, Educational Studies, and Hospitality Management to the Interinstitutional Committee on Educational Coordination (ICEC) and the Board Office for review and recommendation.

**Executive Summary:**

Iowa State University is requesting approval of a curriculum change in the newly merged Department of Apparel, Educational Studies, and Hospitality Management. The Department seeks to change the Ph.D. program in Hotel, Restaurant, and Institutional Management from a joint Ph.D. to an independent Ph.D. program. The program will remain within the College of Family and Consumer Sciences.

The change in status to an independent program is consistent with the College's strategic plan and follows a recommendation of external reviewers. The change would also be consistent with findings from the College's academic program review (Spring semester 2000). ISU reports that having an independent Ph.D. program in Foodservice and Lodging Management will increase the program's ability to recruit students. The proposed degree title appears to be more descriptive of the curriculum and research expertise of faculty members.

In 1947, Iowa State University (ISU) began offering a Ph.D. program in Institution Management. Due to the limited size of the faculty with professorial rank at that time, the Ph.D. program was initiated as a joint program, i.e., students were required to be enrolled in another Ph.D. program. In 1982, the Department and its joint Ph.D. program were renamed Hotel, Restaurant, and Institution Management (HRIM). An increase of ISU faculty in the field, the growing demand for research in the area, and the recent merger of related departments

are factors related to the proposal. The Department believes recruitment will be increased if students don't have to be admitted to and meet graduation requirements for two programs. Research will also become more focused in the area of foodservice and lodging management.

Consistent with the independent Ph.D., the Department is proposing also to change the name of the Ph.D. program to Foodservice and Lodging Management, and to change the name of the Master of Science program to Foodservice and Lodging Management. The change in the name of the Master of Science degree is proposed to make the name consistent with that of the Doctor of Philosophy degree program. Also, ISU believes that the name more accurately describes the program, and will better market the program to potential students and employers.

  
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Charles R. Kniker

Approved:   
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Frank J. Stork