

PROPOSAL SUMMARY AND ROUTING FORM

Proposal Title: Ski Resort Management Certificate

Initiating Unit or Individual: Steve Lyman & Julie Doyle

Contact Person's Name: Steve Lyman e-mail: lymans@ferris.edu phone: 2469

Date or Semester of Proposal Implementation: Spring 2010

- Group I - A – New degree/major or major, or redirection of a current offering
- Group I - B – New minors or concentrations
- Group II - A – Minor curriculum clean-up and course changes
- Group II - B – New Course
- Group III - Certificates
- Group IV – Off-Campus Programs

Group/Individual	Signature	Date	Vote/Action *
Program Faculty		11-19-08	4 Support 0 Support with Concerns 0 Not Support
Department Faculty		11-19-08	4 Support 0 Support with Concerns 0 Not Support
Department Head		11-19-08	1 Support 0 Support with Concerns 0 Not Support
College Curriculum Committee	 Ani Fa Fagerman	12-5-08	8 Support 0 Support with Concerns 0 Not Support
Dean		12/10/08	1 Support 0 Support with Concerns 0 Not Support
University Curriculum Committee		2/17/09	✓ Support 8-0 0 Support with Concerns 0 Not Support
Senate		3/3/09	✓ Support 0 Support with Concerns 0 Not Support
Academic Affairs		4/5/09	✓ Support 0 Support with Concerns 0 Not Support

* Support with Concerns or Not Support must include a list of concerns.

To be completed by Academic Affairs		
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President (Date Approved)	Board of Trustees (Date Approved)	President's Council (Date Approved)

1. Proposal Summary

Ski Resort Management is the natural extension to existing programs within the Sport, Entertainment & Hospitality Management department (SEHM). Specifically, many students in the Professional Golf Management (PGM) program work at resorts which have both Ski and Golf facilities. Both the resorts and students have expressed the interest in and need for training in the area of Ski Management. The intent of this certificate is to fill the marketplace need. Currently there is no other University within the mid-west region that offers a similar program, and when combined with existing SEHM majors, offers the only such degreed program in the nation. Expected enrollment in the certificate is estimated to be 15-30 students within the first year. Should the program and student needs grow, then additional courses and expended programs will be offered.

This Certificate Program has been developed with input from numerous Ski Resorts that include Boyne Mountain, Caberfae Peaks, Crystal Mountain, and Treetops Resort. The consensus was that there is a need for a program that address specific issues of Ski Management combined with Resort Management. Students completing this program will have the opportunity to work within management with responsibility of such areas as the hotel, restaurant, and ski hill.

Program Outcomes:

- Exhibit the skills of cooperation and professionalism in the kitchen. This includes knowledge of kitchen operation requirements.**
- Knowledge of ski operations requirements from scheduling services to planning capacity.**
- Enhance and apply theoretical skills learned in the classroom while aiding and support the ski resorts operations.**
- Understand all the various operations and facilities that a ski resort manages and the interrelationship/integration of those activities.**
- Upon the completion of the certificate students will have shown an understanding of and demonstrated the ability to assist in the management of a ski facility or ski resort with the specific focus of the ski hill operations and associated services.**

Measurable:

- Students will show competence of resort/restaurant management though the on-line Training Achievement Program (TAP) which prepares them to take the National Registry's Food Safety Manager Certification.**
- Students will conduct several field projects which will require them to measure, analyze and recommend improvement opportunities regarding ski operations. Specific knowledge will be accessed via traditional testing methods to demonstrate understanding.**

- Observations, job shadowing, and completion of numerous case studies plus written exams to evaluate knowledge, skills and understanding.
- Students will demonstrate the understanding of Ski Resort operations by receiving acceptable performance reviews from a ski facility or resort personnel and/or faculty.

2. Summary of All Course Action Required*

a. Newly Created Courses to FSU:

Prefix	Number	Title
HOMT	302	Ski Operations Management

b. Courses to be Deleted From FSU Catalog:

Prefix	Number	Title
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c. Existing Course(s) to be Modified:

Prefix	Number	Title
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d. Addition of existing FSU courses to program

Prefix	Number	Title
HOMT	392	Internship
RFIM	204	Food & Beverage Operations in Clubs or
RFIM	211	Purchasing:Hospitality Industry
HOMT	301	Property and Facilities Management or
HOMT	405	Recreation Management/Tourism

e. Removal of existing FSU courses from program

Prefix	Number	Title
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FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. All returned forms should be included in the proposal. **FLITE must respond within 20 calendar days of receipt of this form to insure that the form is included in the final proposal.**

FAILURE TO RESPOND IS CONSIDERED AS SUPPORT OF THE CHANGE.

RE: Proposal Title: Ski Resort Management

Projected number of students per year affected by proposed change: 20

Initiator(s): <u>Julie Doyle & Steve Lyman</u>	
Proposal Contact: <u>Steve Lyman</u>	Date Sent: <u>12/08</u>
Department: <u>SEHM</u> Campus Address: <u>KNO-PGM</u> (Please print)	

Liaison Librarian Signature: <u>David A. Scott</u>	Date: <u>12-15-08</u>
Dean of FLITE Signature: <u>Deah M. Monegan</u>	Date Returned: <u>12-15-08</u>

Based upon our review on 12-15-08 (date), FLITE concludes that:

Library resources to support the proposed curriculum change are currently available.

Additional Library resources are needed but can be obtained from current funds.

Support, but significant additional Library funds/resources are required in the amount of \$_____.

Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, programs, etc. Use additional pages if necessary.

NEW COURSE INFORMATION FORM**Course Identification:****Prefix: HOMT Number: 302 Title: Ski Operations Management****Course Description:**

This course will cover the fundamental operational issues involved with the ski resort. Specific issues to be covered include lift capacity, introduction of design and layout of the mountain, ski slope and trail grooming, and snow making equipment and management. Additional issues to be covered include customer service with respect to ticketing, ski rental, and waiting line management. Review of regulatory requirements, capacity management, and labor scheduling and risk management.

Course Contact Hours, Outcomes and Measurables:**Lift Operations (18 hours)**

Upon completion of the course students will be able to:

- Determine and compare specific run/lift capacity based on lift speed and chair size. Understand lift placement, design and layout.
- *Measurable:* conduct field study as part of class project.
- Distinguish between methods for adjusting capacity and utilization rates with queues and factoring slowdowns and stoppages. Know of regulatory issues regarding lift capacity (i.e. speed and weight restrictions).
- *Measurable:* Course essay examines that address specific issues

Service Operations (12 hours)

Upon completion of the course students will be able to:

- Apply and analyze methods of ticketing and development of queuing systems which minimize waiting time.
- *Measurable:* conduct field study as part of class project.
- Know what factors impact customer service and flow of ski ticketing and rental operations. Construct models to examine flow.
- *Measurable:* Course examines that require mapping and queue time calculations.
- Learn the requirements for ski binding adjustment and required certification. Precertification process review
- *Measurable:* review process as part of field study project and classroom demonstrations.

Snow Making and Hill Conditions (10 hours)

Upon completion of the course students will be able to:

- Know of and understand the application of various snow making equipment. Know the placement of equipment to maximize ski run base.
- *Measurable:* conduct field study as part of class project.
- Understand the types of grooming equipment and run requirements.
- *Measurable:* Course essay examines that address specific issues

Risk Management (5 hours)

Upon completion of the course students will be able to:

- Determine which areas of a mountain pose greatest risk to safety to customer and employees. Also be able to assess the difficulty ratings for runs on the mountain.

- *Measurable*: conduct field study analysis as part of class project to demonstrated knowledge.
- Describe methods of reducing legal liability.
- *Measurable*: Course essay examines that address specific issues.

CREATE NEW COURSE
Course Data Entry Form

FORM F

Create New Course
Rev. 07/23/07

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Notes

1. Complete each item in Section I and Section II.
2. If this course is to be used as a prerequisite for other university courses, Form Fs that reflect the prerequisite change must be submitted for those courses as well.

Term Effective (6 digit code only): 201001 Examples: 200801(Spring), 200805(Summer), 200808(Fall)
Note: The first four digits indicate year, the next two digits indicate month in which term begins.

II. PROPOSED FOR NEW COURSE: Complete all sections a through r. See manual for clarification.

a. Course Prefix HOMT b. Number 302 c. Enter Contact Hours per week in boxes.
LECTur 3 LAB INDEPENDent Study – Check (x)
Practicum: Seminar: 3
d. Course Title: Ski Operations Management (Limit to 30 characters/spaces.)

e. College Code: BU f. Department Code: SEHM
Credit Hours: Check (x) type and enter maximum and minimum hours in boxes.

g. Type: Variable X Fixed h. Minimum Credit Hours 3 i. Maximum Credit Hours 3

j. May Be Repeated for Added Credit: Check (x) Yes X No

k. Levels: Check (x) X Undergraduate Graduate Professional

l. Grade Method: Check (x) X Normal Grading Credit/No Credit only (Pass/Fail)

m. Does proposed new course replace an equivalent course? Check (x) Yes X No

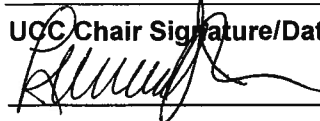
n. Equivalent course: Prefix Number See instructions on Replacement courses.

o. CATALOG DESCRIPTION – Limit to 75 words – PLEASE BE CONCISE.

This course will cover the fundamental operational issues involved with the ski resort. Specific issue to be covered include lift capacity, introduction of design and layout of the mountain, ski slope and trail grooming, and snow making equipment and management. Additional issues to be covered include customer service with respect to ticketing, ski rental, and waiting line management. Review of regulatory requirements, capacity management, and labor scheduling and risk management.

p. Term(s) Offered: Spring (See instructions for listing.) q. Max. Section Enrollment: 25

r. Prerequisites/Co-requisites/Restrictions: (If none, leave blank.) Limited to 100 spaces. MGMT 370 or instructor approval.

UCC Chair Signature/Date:
 2/17/09

Academic Affairs Approval Signature/Date:
 3/15/09

To be completed by Academic Affairs Office: - Standard & Measures Coding and General Education Code
 Basic Skill (BS) General Education (GE) Occupational Education (OC) G.E. Codes

Office of the Registrar use ONLY

Date Rec'd: _____ Date Completed: _____ Entered: SCACRSE __ SCADETL __ SCARRES __ SCAPREQ __

Ferris State University - College of Business
Sports, Entertainment & Hospitality Management Department
Ski Resort Management Certificate - 12 Credits (Draft Proposal)

NAME: _____ ID: _____

Required	Course Title - Prerequisites Shown in Brackets ()	Crs	Gr
HOMT 392	Internship (Departmental Approval)	3	
HOMT 302	Ski Operations Management (MGMT 370 or Instructor approval)	3	
RFIM or RFIM 204	Food & Beverage Operations in Clubs	3	
RFIM 211	Purchasing: Hospitality Industry		
HOMT 301	Property and Facilities Management		
or HOMT 405	Resort and Recreation Management/Tourism	3	

NOTE: Not more than 50% of the credits in this certificate may be transferred from another institution, nor, will this certificate be granted if more than 50% of the certificate credits are required in the student's major.

For more information, please contact the Hospitality Programs Office at (231) 591-2382 or the Sports, Entertainment & Hospitality Management Department Office at (231) 591-2380.

NOTICE REGARDING WITHDRAWAL, RE-ADMISSION AND INTERRUPTION OF STUDIES

Students who return to the university after an interrupted enrollment (not including summer semester) must normally meet the requirements of the curriculum which are in effect at the time of their return, not the requirements which were in effect when they were originally admitted.

Student: _____ **Date:** _____
Advisor: _____ **Date:** _____
Dept. Chair: _____ **Date:** _____

Ski Management Operations Certificate:

Learning outcomes and measurable for overall Certificate:

Program Outcomes:

1. Exhibit the skills of cooperation and professionalism in the kitchen. This includes knowledge of kitchen operation requirements.
2. Knowledge of ski operations requirements from scheduling services to planning capacity.
3. Enhance and apply theoretical skills learned in the classroom while aiding and support the ski resorts operations.
4. Understand all the various operations and facilities that a ski resort manages and the interrelationship/integration of those activities.
5. Upon the completion of the certificate students will have shown an understanding of and demonstrated the ability to assist in the management of a ski facility or ski resort with the specific focus of the ski hill operations and associated services.

Measurable:

1. Students will show competence of resort/restaurant management through the on-line Training Achievement Program (TAP) which prepares them to take the National Registry's Food Safety Manager Certification.
2. Students will conduct several field projects which will require them to measure, analyze and recommend improvement opportunities regarding ski operations. Specific knowledge will be accessed via traditional testing methods to demonstrate understanding.
3. Observations, job shadowing, and completion of numerous case studies plus written exams to evaluate knowledge, skills and understanding.
4. Students will demonstrate the understanding of Ski Resort operations by receiving acceptable performance reviews from a ski facility or resort personnel and/or faculty.

Learning outcomes and assessments for:

RFIM 204 Food and Beverage Operations in Clubs

Learning Outcomes:

1. Demonstrate proper measuring techniques using volume and weight.
2. Understand and apply principles of sanitation to food production, holding and storage.
3. Perform basic culinary math calculations such as figuring food cost, portion cost, yield analysis, and forecasting.
4. Select appropriate menu items incorporating a variety of colors, shapes, temperatures, flavors and shapes.

5. Design and layout simple menus following the principles of order, placement, readability, and color.
6. Exhibit the skills of cooperation and professionalism in the kitchen.
7. Demonstrate how to handle and use knives in a safe and efficient manner in basic cuts.
8. Displays an understanding basic food preparation terms necessary to follow recipe directions.
9. Identify commonly used commercial kitchen tools, utensils, and small wares.

Assessment: **TAP:** Students are required to purchase access to the on-line Training Achievement Program (TAP) which prepares them to take the National Registry's Food Safety Manager Certification. will be three tests taken on WebCT covering the assigned readings, math principles, products, demonstrations, and lecture. Lab based instruction students must show demonstration of sanitation & safety practices, participation, following directions, correct use of tools and measuring techniques, and clean-up.

RFIM 211 Purchasing for the Hospitality Industry

Learning Outcomes

1. The student will be able to define key terms and concepts associated with purchasing focused on selection and procurement within the hospitality industry.
2. The student will be able to identify the factors controlling distribution systems and understand the concepts of economic values of product and services.
3. The student will recognize and be able to effectively implement purchasing procedures associated with planning, organizing, buyer relations, purchasing specifications, price analysis, payment policy, supplier relations, receiving, storing, and issuing.
4. The student will be able to utilize selection and procurement concepts to control service and non-food purchasing.

Assessment : Through student team and individual presentations, written exams and cumulative final exam.

HOMT 301 Property and Facilities Management

Learning Outcomes:

1. Understand and exhibit an understanding of environmental and sustainable management.
2. Understanding of Safety and Security Systems used in hotels, restaurants and resorts.

3. Understanding of fire safety, wastewater systems, heating, ventilation and air conditioning systems.

Assessment: Through observations, job shadowing, completion of numerous case studies, written exams and completion of physical inspection reports

HOMT 405 Resort Recreation and Tourism

Learning Outcomes:

1. Understanding of the history, planning and operations of the resort segment of the hospitality industry.
2. Understanding of the growth segments of tourism: singles, disabled, adventure and extreme travelers, and nonprofessional meeting attendees.
3. Understanding of the recreational activities as they relate to the operations of a resort hotel.
4. Understanding of the special attention to the interaction between the area of tourism and its relationship to the resort/hotel industry .

Assessment: Completion of group and individual presentations and exams.

HOMT 302 Ski Operation Management

Learning Outcomes:

1. Determine and compare specific run/lift capacity based on lift speed and chair size. Understand lift placement, design and layout.
2. Distinguish between methods for adjusting capacity and utilization rates with queues and factoring slowdowns and stoppages. Know of regulatory issues regarding lift capacity (i.e. speed and weight restrictions).
3. Apply and analyze methods of ticketing and development of queuing systems which minimize waiting time.
4. Know what factors impact customer service and flow of ski ticketing and rental operations. Construct models to examine flow.
5. Learn the requirements for ski binding adjustment and required certification. Precertification process review
6. Know of and understand the application of various snow making equipment. Know the placement of equipment to maximize ski run base.
7. Understand the types of grooming equipment and run requirements.
8. Determine which areas of a mountain pose greatest risk to safety to customer and employees. Also be able to assess the difficulty ratings for runs on the mountain.
9. Describe methods of reducing legal liability.

Assessment:

1. *Measurable:* conduct field study as part of class project.

2. *Measurable:* Course essay examines that address specific issues
3. *Measurable:* conduct field study as part of class project.
4. *Measurable:* Course examines that require mapping and queue time calculations.
5. *Measurable:* review process as part of field study project and classroom demonstrations.
6. *Measurable:* conduct field study as part of class project.
7. *Measurable:* Course essay examines that address specific issues
8. *Measurable:* conduct field study analysis as part of class project to demonstrated knowledge.
9. *Measurable:* Course essay examines that address specific issues.

HOMT 392 Hospitality Internship

Learning Outcomes

1. Demonstrate competence in an entry-level hospitality related position.
2. Exhibit appropriate job seeking and preparation skills.
3. Recognize basic management/ supervisory principles
4. Analyze the organizational structure and functions within the internship site organization
5. Examine and analyze the human resource functions of the internship site organization
6. Examine and analyze the marketing management of the internship site organization
7. Understand the financial management of the internship site organization
8. Demonstrate the skills of proper communication and interviewing techniques
9. Demonstrate critical thinking skills and self-management skills

Assessment: Through completion of bi weekly journals, interviewing and reporting on two upper management personnel, and completion of typed written internship report.



Leonard Johnson/FSU

02/04/2009 11:52 AM

To Steve Lyman/FSU@FERRIS

Sandra L Alspach/FSU@FERRIS, Leonard
cc Johnson/FSU@Ferris, Andrew L Purvis/FSU@FERRIS,
Barbara A Ross/FSU@Ferris, Gregory

bcc

Subject Ski Resort Management Certificate

Hi Steve

Thanks for sending outcomes statements for the courses in the proposed certificate. One last thing the we will need from you before we can move your proposal forward.

Please identify a list of outcomes for the certificate itself and include them on the checksheet for the certificate. If you're able to get them to me by February 17th, we can have the certificate placed on the agenda for the March 3 meeting of the Academic Senate.

Please contact either Hal Palmer or me should you have any questions.

Thanks.

Leonard

Leonard R. Johnson, Ph.D

Professor

Ferris State University

1349 Cramer Circle

Big Rapids, Michigan 49307

(231) 591-2134

<http://www.ferris.edu/education/education>