

Program Change Request

Viewing: **RPTA-BS : BS Recreation, Parks, and Tourism Administration**

Changes proposed by: jbgreenw

Original Proposal Tuesday, March 8, 2016

Date:

Proposer(s)

Completed Workflow

1. **342-RPTA
Curr Chair**
2. **ASCC Chair**
3. **Office of
the
Registrar**
4. **Curr
Coordinator**

Approval Path

1. 04/26/16
2:41 pm
Jerusha
Greenwood
(jbgreenw):
Approved for
342-RPTA
Curr Chair
2. 04/29/16
1:37 pm
Bill
Hendricks
(whendric):
Approved for
342-RPTA
Chair
3. 04/30/16
11:34 am
Michael
McCullough
(mpmccull):
Approved for
10-CAGR
Curr Chair
4. 05/01/16
9:28 pm
Richard
Cavaletto

- (rcavalet):
Approved for
10-CAGR
Assoc Dean
UGRD
5. 11/10/16
4:50 pm
Susan
Olivas
(solivas):
Rollback to
342-RPTA
Curr Chair
for ASCC
Chair
6. 11/14/16
2:35 pm
Jerusha
Greenwood
(jbgreenw):
Approved for
342-RPTA
Curr Chair
7. 12/08/16
2:30 pm
Brian Self
(bself):
Approved for
ASCC Chair
8. 12/14/16
12:46 pm
pbleisch:
Approved for
Office of the
Registrar
9. 02/17/17
4:20 pm
Shayna
Bailey
(sbaile03):
Approved for
Curr
Coordinator

History

1. Feb 22, 2015 by Jerusha Greenwood (jbgreenw)
2. Feb 24, 2015 by Shayna Bailey (sbaile03)
3. Apr 8, 2015 by Shayna Bailey (sbaile03)
4. Jun 18, 2015 by Shayna Bailey (sbaile03)
5. Feb 17, 2017 by Jerusha Greenwood (jbgreenw)

Name	E-mail	Phone
Jerusha Greenwood	jbgreenw@calpoly.edu	6-2050

Effective Catalog Summer 2017

Department Experience Industry Management

College College of Agriculture, Food and Environmental Sciences

Program Code RPTA-BS

Program Title
BS Recreation, Parks, and Tourism Administration

Does this proposal require consultation with other departments? No

Name and Title of the Program Advisor & others responsible for

the proposal:

Jerusha Greenwood

William Hendricks

Program Description for the Catalog

Program
Description for the
Catalog

The **Experience Industry Management (EIM) Recreation, Parks, and Tourism Administration (RPTA)** department prepares students to be leaders in an industry that promotes healthy lifestyles, protects memorable places, and facilitates life-enhancing experiences for individuals, communities, and the global society. The program is accredited by the Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT).

In addition to major requirements, the curriculum provides a full range of general education and support courses. These courses are designed to fully educate and prepare students for cultural diversity, community engagement, and international understanding in a global society.

Program Requirements and Curriculum

Refer to [Curriculum Handbook](#) for instructions on creating the curriculum pre-defined table.

Alternatively, a list of the courses may be provided in the body editor and the table will be built by catalog administrators. Send a draft to catalog@calpoly.edu. ***If courses from other departments are being added to or removed from the curriculum, consultation is required. Use the [consulting memo](#) for curriculum changes and attach memos at the bottom of the form. ***

When adding and/or removing courses from a degree program, verify that students can continue to meet requisites for all courses within the curriculum (no hidden prerequisites)

Program Learning Objectives

At the completion of this degree program, **EIM RPTA**-students will be able to:

1. Think critically and creatively.
2. Communicate effectively.
3. Demonstrate their expertise in **the Experience Industry Recreation, Parks, Tourism and its** ~~their~~ associated industries in relation to **the** ~~the~~ larger world of arts, sciences, and technology.
4. Work productively as individuals and in groups.
5. Use their knowledge and skills to make a positive contribution to society.
6. Make reasoned decisions based on an understanding of ethics, a respect for diversity, and an awareness related to sustainability.
7. Engage in lifelong learning.

8. Demonstrate the following entry-level knowledge in the **EIM RPTA** field: a) the nature and scope of the relevant park, recreation, tourism or related professions and their associated industries; b) techniques and processes used by professionals and workers in those industries; and c) the foundations of the profession in history, science, and philosophy (COAPRT Standard 7.01).
9. Demonstrate the ability to design, implement, and evaluate services that facilitate targeted human experiences and that embrace personal and cultural dimensions of diversity (COAPRT Standard 7.02).
10. Demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions (COAPRT Standard 7.03).
11. Demonstrate, through a comprehensive internship of not less than 400 clock hours and no fewer than 10 weeks, the potential to succeed as professionals at supervisory or higher levels in park, recreation, tourism, or related organizations (COAPRT Standard 7.04).

Degree Requirements and Curriculum

In addition to the program requirements listed on this page, students must also satisfy requirements outlined in more detail in the [Minimum Requirements for Graduation](#) section of this catalog, including:

60 units of upper division courses

2.0 GPA

Graduation Writing Requirement (GWR)

U.S. Cultural Pluralism (USCP)

Note: No major, support or concentration courses may be selected as credit/no credit.

MAJOR COURSES

RPTA 101	Introduction to the Experience Industry	4
RPTA 110	Orientation and College Success in Experience Industry Management	1
RPTA 210	Experience Program Design	4
RPTA 221	Professionalism and Customer Experiences	4
RPTA 257	Leadership and Diverse Groups	4
RPTA 342	Risk Management for the Experience Industry	4
RPTA 360	Assessment and Evaluation of Experience Industry Management	4
RPTA 370	Experiential Marketing Strategies for Experience Industry Management	4
RPTA 405	Principles of Experience Industry Management	4
RPTA 424	Financial Management in the Experience Industry	4
RPTA 460	Senior Project in Experience Industry Management	4
RPTA 463	Pre-Internship Seminar	1
RPTA 465	Internship	12
	Concentration or individualized course of study courses (see below)	24
SUPPORT COURSES		
BUS 212	Financial Accounting for Nonbusiness Majors	4
or AGB 214	Agribusiness Financial Accounting	
BUS 215	Managerial Accounting	4

or **AGB 323**

BUS 346

ECON 201

or **ECON 222**

ENGL 310

MATH 118

or **MATH 119**

or **MATH 141**

or **MATH 221**

STAT 217

or **STAT 251**

Support Electives

Select from the following: ³

Leadership & Management

AGED 404

BUS 207

BUS 310

BUS 384

BUS 387

COMS/PSY 212

COMS 213

COMS 301

MSL 102

MSL 103

MSL 201

MSL 202

MSL 203

RPTA 275

RPTA 325

Marketing, Technology, & Analytics

AGB 260

AGB 327

AGC 301

BUS 382

BUS 418

BUS 419

BUS 421

BUS 446

JOUR 312

STAT 252

UNIV 391

WVIT 343

WVIT 433

WVIT 444

Sustainability & the Global Society

Agribusiness Managerial Accounting

Principles of Marketing 4

Survey of Economics (D2) ¹ 4

Macroeconomics

Corporate Communication 4

Precalculus Algebra (B1) ^{1,2} 4

Precalculus Trigonometry

Calculus I

Calculus for Business and Economics

Introduction to Statistical Concepts and Methods (B1) ¹ 4

Statistical Inference for Management I

8

Agricultural Leadership

Legal Responsibilities of Business

Introduction to Entrepreneurship

Human Resources Management

Organizational Behavior

Interpersonal Communication

Organizational Communication

Business and Professional Communication

Foundation of Officership II

Basic Leadership

Foundations of Leadership I

Foundations of Leadership II

Foundations of Leadership III

Facilitation and Teambuilding

Leadership in Outdoor Experiences

Agribusiness Data Literacy

Agribusiness Data Analysis

New Media Communication Strategies in
Agriculture

Organizations, People, and Technology

Listening to the Customer

Strategic Marketing Measurement

Marketing Analytics and Business Intelligence

International Marketing

Public Relations

Statistical Inference for Management II (B1)

Appropriate Technology for the World's People:
Development

Branded Wine Marketing

Wine Sales and E-Commerce

Wine Marketing Research and Market Analysis

AG/EDES/ENGR/GEOG

/ISLA/SCM/UNIV 350

AG 360

ANT 312

BRAE 348

BUS 302

CM 317

EDES 406

GEOG 301

GEOG 325

GEOG 333

NR 323

NR 404

PHIL 340

POLS/UNIV 333

PSC 320

PSY 311

RPTA 112

RPTA 302

RPTA 313

RPTA 413

The Global Environment

Holistic Management (F)

Introduction to Cultural Resources Management

Energy for a Sustainable Society (F)

International and Cross Cultural Management

Sustainability and the Built Environment (F)

Sustainable Environments

Geography of Resource Utilization (D5)

Climate and Humanity

Human Impact on the Earth

Human Dimensions in Natural Resources

Management (D5)

Environmental Law

Environmental Ethics (C4)

World Food Systems

Energy, Society and the Environment (F)

Environmental Psychology (D5)

Introduction to Parks and Outdoor Recreation

Environmental and Wilderness Education

Sustainability in the Experience Industry

Tourism and Protected Area Management

GENERAL EDUCATION (GE)

(See GE program requirements below.)

60

FREE ELECTIVES

Free Electives

6

Total units

180

¹Required in Support; also satisfies GE.

²MATH 116 and MATH 117 substitute.

³Courses taken in the Support Elective area cannot double count in Concentration Advisor Approved Electives.

Concentrations (Select one)

Event Planning and Experience Management

Tourism, Hospitality and Destination Tourism Management

Outdoor Recreation Management Sport & Recreation Experience Management

Individualized Course of Study

A minimum of 28 units of coursework, of which a minimum of 12 units must be RPTA prefix, ~~coursework are selected by the student~~ and a minimum of 4 units must be Upper Division. ~~approved by the student's academic advisor.~~ Courses are selected by the student in consultation with the student's academic advisor, and the ICS must be approved by the academic advisor.

General Education (GE) Requirements

72 units required, 12 of which are specified in Major and/or Support.

See the [complete GE course listing](#).

Minimum of 12 units required at the 300 level.

Area A	Communication	
A1	Expository Writing	4
A2	Oral Communication	4
A3	Reasoning, Argumentation and Writing	4
Area B	Science and Mathematics	
B1	Mathematics/Statistics (8 units in Support) ¹	0
B2	Life Science	4
B3	Physical Science	4
B4	One lab taken with either a B2 or B3 course	
Area C	Arts and Humanities	
C1	Literature	4
C2	Philosophy	4
C3	Fine/Performing Arts	4
C4	Upper-division elective	4
Area C elective	(Choose one course from C1-C5)	4
Area D/E	Society and the Individual	
D1	The American Experience (Title 5, Section 40404 requirement)	4
D2	Political Economy (4 units in Support) ¹	0
D3	Comparative Social Institutions	4
D4	Self Development (CSU Area E)	4
D5	Upper-division elective	4
Area F	Technology	
F	Upper-division elective	4
Total units		60

¹ Required in Support; also satisfies GE

Justification for
proposal

Update of the curriculum. Rephrased Individualized Course of Study to promote clarity of advising.

Supporting
Documents

[AGED AGC ConsultationMemos.pdf](#)

[NRES ConsultationMemo.doc](#)

[STAT ConsultatoinMemo.pdf](#)

[MSL ConsultationMemo.PDF](#)

[PHIL ConsultationMemo.pdf](#)

[AG Consultationmemo.pdf](#)

[PSC Consultationmemo.pdf](#)

[AGB Consultation-RPTA-Memo.pdf](#)

[UNIV courses in RPTA support 20160317.pdf](#)

[WVIT ConsultationMemo.pdf](#)

[BRAE ConsultationMemo.pdf](#)

[SCS ConsultationMemo.pdf](#)

[RPTA BUS ConsultationMemo.pdf](#)

[Math ConsultationMemo.pdf](#)

[Consult COMS 213 & 301 added to RPTA-BS.pdf](#)

Program

Reviewer

Comments

pbleisch (09/15/16 9:44 am): Consult email attached from COMS, regarding addition of COMS 212, 213, and 301.

Susan Olivas (solivas) (11/10/16 4:49 pm): The Academic Senate Curriculum Committee (ASCC) has reviewed this proposal and has the following comment/question: Do the 8 units of support electives all have to be taken within the same area, e.g. Leadership & Management?

Susan Olivas (solivas) (11/10/16 4:50 pm): Rollback: The Academic Senate Curriculum Committee (ASCC) has reviewed this proposal and has some questions and/or comments, which have been noted in the Course Reviewer Comments section at the bottom of the proposal. Because we have a limited amount of time to complete catalog review, you are asked to consult with the proposer and make any needed edits. Please respond and resubmit the proposal by November 15 for further review by ASCC. If needed changes are quite substantive and must be made directly by the proposer, you must notify the Office of the Registrar that you will be rolling back the proposal to the proposer by sending an email to catalog@calpoly.edu and then roll back the proposal. (Rolling back to the proposer causes the proposal to fall out of workflow, so it requires follow-up by the Office of the Registrar to route the resubmitted proposal back to ASCC.)

Jerusha Greenwood (jbgreenw) (11/14/16 2:33 pm): Addressing the ASCC concerns. Do the 8 units of support electives all have to be taken within the same area, e.g. Leadership & Management? No, those units can be spread out between all of the different categories. They are organized that way to categorize according to student skill/competency interests.

pbleisch (12/14/16 10:44 am): Changed phrasing on the Support Electives, from "Select from the following areas below" to "Select from the following," to reflect that 8 units of support electives need not be taken in the same career area.

Key: 82