# Proposal Summary and Routing Form

**Proposal Title:** Associate of Applied Science in Professional Brew Management

**Initiating Individual:** Julie A. Doyle & Karyn M. Kiio  **Initiating Department or Unit:** SEHM

**Contact Person’s Name:** Karyn M. Kiio  **Email:** bledsk@ferris.edu  **Phone:** 2315912382

- [ ] Group I-A – New Degree, major, concentration, minor, or redirection of a current offering
- [ ] Group I-B – Deletion of a degree, major, concentration, or minor
- [ ] Group II-A – New Course, modification of a course, deletion of a course
- [ ] Group II-B – Minor Curriculum Clean-up
- [ ] Group III – Certificate (☐ College Credit ☐ Non-credit ☐ New Certificate)
- [ ] Group IV – Other site location (☐ College Credit ☐ Non-credit)

<table>
<thead>
<tr>
<th>PLEASE PRINT AND SIGN YOUR NAME</th>
<th>DATE</th>
<th>VOTE/ACTION *</th>
<th>Number Count</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Representative</strong></td>
<td></td>
<td></td>
<td>Support</td>
</tr>
<tr>
<td>Karyn M. Kiio</td>
<td>10/9/15</td>
<td>Support with Concerns</td>
<td></td>
</tr>
</tbody>
</table>

| Department/School/Faculty        | Date | VOTE/ACTION * | Number Count |
| Representative Vote **          |      | Support with Concerns |
| Lianne Briggs                   | 11/9/15 | Support with Concerns |

| Department/School Administrator  | Date | VOTE/ACTION * | Number Count |
| Lianne Briggs                   | 11/9/15 | Support with Concerns |

| College Curriculum Committee/Faculty | Date | VOTE/ACTION * | Number Count |
| Amy McDermott                     | 11/11/15 | Support with Concerns |

| UCC Representative               | Date | VOTE/ACTION * | Number Count |
| Dawn Allain                      | 11/12/15 | Support with Concerns |

| Dean                             | Date | VOTE/ACTION * | Number Count |
| David Marien                     | 11/13/15 | Support with Concerns |

| University Curriculum Committee ** | Date | VOTE/ACTION * | Number Count |
| Frank D. Decker                  | 11/13/15 | Support with Concerns |

| Senate **                        | Date | VOTE/ACTION * | Number Count |
| Collin E. Thilp                  | 12/10/15 | Support with Concerns |

| Academic Affairs                 | Date | VOTE/ACTION * | Number Count |
|                                 |      | Support with Concerns |

* Support with Concerns or Not Support must include identification of specific concern with appropriate rationale.

** Number Count must be given for all members present and/or voting.

To be completed by Academic Affairs

---

**Date of Implementation:** Click here to enter text.

---

**President (Date Approved)**

**Board of Trustees (Date Approved)**

**Academic Officers of MI (Date Approved)**
1. Proposal Summary: (Summary is generally less than one page. Briefly state what is proposed with a summary of rationale and highlights)

The craft brew industry is continuing to grow and there is an industry wide need for graduates with knowledge not only in brewing and fermentation, but also in brewery and brewpub management, equipment and processes, safety and sanitation, entrepreneurship, small business operations, accounting, finance, marketing and distribution. Consultations with brewery owners/operators and brewers throughout the state prove that these employers need employees with a strong business background. They note that the ability to brew does not translate into the ability to run a successful business.

Ferris State University will be the first in the country to offer a degree of this kind. This will bring national attention to Ferris, and increased distinctiveness to the FSU Hospitality Management Program. There are no degree programs in existence in Michigan nor in the country that provide this specialized format of business education. There are newly developed Fermentation Science programs launching in Michigan and around the country and we will continue to see more as the craft brew industry grows. These are science based programs and serve a different purpose and population than the Ferris State AAS in Professional Brew Management will.

In 2014, craft brewers produced 22.2 million barrels, accounting for 11% market share and saw an 18% rise in volume and a 22% increase in retail dollar value. Retail dollar value was estimated at $19.6 billion representing 19.3 percent market share. Additionally, the number of operating breweries in the U.S. in 2014 grew 19 percent, totaling 3,464 breweries, with 3,418 considered craft broken down as follows: 1,871 microbreweries, 1,412 brewpubs and 135 regional craft breweries. Throughout the year, there were 615 new brewery openings and only 46 closings. Combined with already existing and established breweries and brewpubs, craft brewers provided 115,469 jobs, an increase of almost 5,000 from the previous year. (Statistics released from Brewers Association, March 16, 2015)

In 2013, Michigan's overall beer sector generated more than 64,000 jobs, including nearly 5,000 in the distributing sector alone, according to reports by the National Beer Wholesalers Association and the Beer Institute. Michigan is home to more than 180 craft brewers, with the industry experiencing 30-percent growth in just the past year alone. Growth the year before was around 23 percent. Both numbers far outpace the national average. (Statistics released from Michigan Beer & Wine Wholesalers Association, August 27, 2014)

The Hospitality Management Program currently offers an Associates in Applied Science – Restaurant and Food Industry Management. This degree prepares students for careers in food service including restaurant management and non-salaried food service management. Breweries and brewpubs are the fastest growing segment within the restaurant industry. The Professional Brew Management degree, while distinct in nature, will utilize several of the courses already offered within the hospitality management program and the College of Business. As craft breweries and brewpubs fall within the foodservice segment of hospitality, there is a natural overlap in programming between the two AAS degrees. 52 of the 61 credits required for completion of the AAS will come from courses already in existence.

The following is a summary of new courses being developed.
• HSMG 133 Brew Management Level I
  Introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about marketing and promotion techniques. Brew Management I will prepare students to pass the Cicerone Certification Program’s Certified Beer Server Exam.
• HSMG 233 Brew Management Level II
  Intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affect breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program’s Certified Cicerone Exam.
• HSMG 280 Brew Equipment and Processes
  Hands on craft brewing in an actual brewery. Instructed by an industry brewer, students will practice brewing processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.

As a skill focused associates degree, the A.A.S. in Professional Brew Management will serve students attending the university under the Michigan TIP Program by providing a pertinent and accessible path to Ferris State University. The A.A.S. in Professional Brew Management is also a transfer friendly degree program and will ladder directly into the Hospitality Management B.S. Degree under the Specialized Management Concentration.

The majority of potential students who have shown interest in this degree program are non-traditional students who are currently working in the foodservice industry and want to expand their skills in craft brew management. Often, they are people who brew at home or in microbreweries but are looking to gain the knowledge needed to run a professional craft brew business. This can be equated to people who love to cook and dine at restaurants but must refine their skills and business knowledge in order to own and/or operate a restaurant. Traditional students are and will be drawn to the distinctiveness of the degree program, the quality of programming, and the high availability of jobs within in the craft beer industry upon completion of coursework.

For many students, this will be an easy program to transfer into, in part due to the overlap of eligible restaurant and foodservice industry courses. Several prospective students who have contacted the Hospitality Management Program enjoy production, but rather than wanting to become chefs who prepare food and run kitchens, they want to become brewers who prepare craft beer and run brewpubs and microbreweries. Students who are currently enrolled in dual enrollment and concurrent enrollment program at Kent Career Technical Center will be able to complete credits toward this degree program while still in high school.
2. Summary of Curricular Action (Check all that apply to this proposal)

- Degree
- Major
- Minor
- Concentration
- Certificate
- Course

- New
- Modification
- Deletion

Name of Degree, Major, etc.: Associate of Applied Science in Professional Brew Management

3. Summary of All Course Action Required: 3 new courses to be added; 16 existing courses to be added

A. Newly Created Courses to be Added to the Catalog

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSMG</td>
<td>133</td>
<td>Brew Management Level I</td>
</tr>
<tr>
<td>HSMG</td>
<td>233</td>
<td>Brew Management Level II</td>
</tr>
<tr>
<td>HSMG</td>
<td>280</td>
<td>Brewery Equipment and Processes</td>
</tr>
</tbody>
</table>

B. Courses to be Deleted from FSU Catalog

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
</tbody>
</table>

C. Existing Courses to be Modified

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
</tbody>
</table>

D. Addition of existing FSU courses to program

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT</td>
<td>201</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>COMM</td>
<td>105</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM</td>
<td>221</td>
<td>Fundamentals-Public Speaking</td>
</tr>
<tr>
<td>ECON</td>
<td>221</td>
<td>Principles of Macromomics</td>
</tr>
<tr>
<td>ENSL</td>
<td>150</td>
<td>English 1</td>
</tr>
<tr>
<td>ENSL</td>
<td>211</td>
<td>Industrial &amp; Career Writing</td>
</tr>
<tr>
<td>ENSL</td>
<td>250</td>
<td>English 2</td>
</tr>
<tr>
<td>HSMG</td>
<td>111</td>
<td>Principles of Food Science</td>
</tr>
<tr>
<td>HSMG</td>
<td>113</td>
<td>Sanitation and Safety</td>
</tr>
<tr>
<td>HSMG</td>
<td>207</td>
<td>Bar &amp; Beverage Management</td>
</tr>
<tr>
<td>HSMG</td>
<td>211</td>
<td>Purchasing for F&amp;B Operations</td>
</tr>
<tr>
<td>HSMG</td>
<td>215</td>
<td>Hospitality Cost Controls</td>
</tr>
<tr>
<td>HSMG</td>
<td>292</td>
<td>HSMG Internship I</td>
</tr>
<tr>
<td>MATH</td>
<td>115</td>
<td>Intermediate Algebra</td>
</tr>
<tr>
<td>MGMT</td>
<td>310</td>
<td>Small Business Management</td>
</tr>
<tr>
<td>MGMT</td>
<td>350</td>
<td>Mgmt Metrics &amp; Decision Making</td>
</tr>
</tbody>
</table>

E. Removal of existing FSU courses from program

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Number</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Click here to enter text.</td>
</tr>
</tbody>
</table>

4. Summary of All Consultations

<table>
<thead>
<tr>
<th>Form Sent (B or C)</th>
<th>Date Sent</th>
<th>Responding Department</th>
<th>Date Received &amp; By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Form B</td>
<td>Oct 5, 2015</td>
<td>SEHM</td>
<td>10-13-2015 Lianne Briggs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Management/Economics</td>
<td>10-13-2015 Gayle Lopez</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AFIS/Accounting</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities/Communication</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Languages and Literature/English</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Math</td>
<td>10-12-2015 Kirk Weller</td>
</tr>
</tbody>
</table>
5. Will External Accreditation be sought? (For new programs or certificates only)
   ☐ Yes  ☐ No

   If yes, name the organization involved with accreditation for this program. Click here to enter text.

6. Is a PCAF required?  ☐ Yes  ☐ No  Is the PCAF approved?  ☐ Yes  ☐ No (If yes, supply link on Academic Affairs website where PCAF is posted.
   http://www.ferris.edu/HTML5/administration/academicaffairs/ProfBrewManagement/PCAF.pdf

7. Program Checksheets affected by this proposal (Check all that apply to this proposal)
   ☒ Add Course  ☐ Delete Course  ☐ Modify Course  ☐ Change Prerequisite  ☐ Move from required to elective
   ☐ Move from elective to required  ☐ Change Outcomes and Assessment Plan  ☐ Change Credit hours

8. List all Checksheets affected by this proposal:

   College                          Department                      Program
   College of Business              Sports, Entertainment, & Hospitality Mgmt      Hospitality Management Program

   Associate of Applied Science – Professional Brew Management
CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.

2. The department must respond within 10 business days of receipt of this form to ensure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

   The department must acknowledge receipt of this form and the proposal in writing to the initiator.

   Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kilo

Proposal Contact: Karyn M. Kilo  Date Sent: October 5, 2015

Department: Humanities / Trindy Williams / Stephanie Thomson  Campus Address: JOH 117/JOH 121

(Please type)

Responding Department: Humanities – Communication program

Administrator: Stephanie Thomson Date Received: October 7, 2015 Date Returned: October 19, 2015

Based upon department faculty review on October 13, 2015 (Date) we:

☐ Support the above proposal.
☒ Support the above proposal with the modifications and concerns listed below.
☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary. Click here to enter text. As a faculty, we believe that it may be beneficial to consider the following modifications, depending upon the specific outcomes desired from COMM courses. We would be happy to further consult as desired.

1. COMM105 Interpersonal Communication AND COMM221 Group Decision-making

OR

2. COMM105 Interpersonal Communication OR COMM221 Group Decision-making
Good morning,

Please see the attached Form B from the Communication Faculty in Humanities Department. Essentially they suggest COMM 105 Interpersonal Communication & COMM 221 Small Group Decision Making as opposed to COMM 105 Interpersonal Communication & COMM 121 Public Speaking.

Take care,
TW

Karyn Kiio | Faculty
Ferris State University | Hospitality Management Program
1319 Cramer Circle WCO 106 | Big Rapids, MI 49307 | e-mail: karynkiio@ferris.edu
Phone: 231-591-2382 or 248-891-2972 | FAX: 231-591-2998 | ferris.edu/business/programs/hospitality
Les Cheneaux Culinary School
186 S Pickford Ave, | Hessel, Michigan 49745
Phone: 906-484-4800 or 248-891-2972-FAX: 906-484-1010 | www.lcculinary.org

"Business, like life, is all about how you make people feel. It's that simple, and it's that hard."
— Danny Meyer, Setting the Table
CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.

2. The department must respond within 10 business days of receipt of this form to ensure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

   The department must acknowledge receipt of this form and the proposal in writing to the initiator.

   Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Klio
Proposal Contact: Karyn M. Klio Date Sent: October 5, 2015
Department: Languages and Literature/ Debra Courtright-Nash Campus Address: ASC3080
(Please type)

Responding Department: Languages and Literature
Administrator: Debra K.Courtright-Nash Date Received: October 5, 2015 Date Returned: October 5, 2015

Based upon department faculty review on Click here to enter text, (Date) we:

☑ Support the above proposal.
☐ Support the above proposal with the modifications and concerns listed below.
☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary
Form B LangLit PBMT AAS doc

Debra K Courtright-Nash

Mon 10/5/2015 2:51 PM

To: Karyn M Klio <karynKlio@ferris.edu>

1 attachment (44 KB)

Form B LangLit PBMT AAS doc.docx

Karyn,

Here is the Form B with my support. Let me know if there is anything else that you need.
CURRICULUM CONSULTATION FORM

FORM B
Effective Fall 2015

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.

2. The department must respond within 10 business days of receipt of this form to ensure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

   The department must acknowledge receipt of this form and the proposal in writing to the initiator.

   **Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kiio
Proposal Contact: Karyn M. Kiio Date Sent: October 5, 2015

Department: Mathematics/Kirk Weller Campus Address: ASC 2021
(Please type)

Responding Department: Mathematics
Administrator: 10/05/15 Date Received: 10/05/15 Date Returned: 10/12/15

Based upon department faculty review on 10/12/15 (Date) we:

☐ Support the above proposal.
☒ Support the above proposal with the modifications and concerns listed below.
☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary.

You might consider MATH 115 *or* MATH 114 (the newly proposed quantitative reasoning course).
CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.

2. The department must respond within 10 business days of receipt of this form to ensure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

   The department must acknowledge receipt of this form and the proposal in writing to the initiator.

   Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

RE: Proposal Title (Click here to enter text)

Initiator(s): Julie A. Doyle & Karyn M. Kilo

Proposal Contact: Karyn M. Kilo Date Sent: October 5, 2015

Department: Management/Gayle Lopez Campus Address: BUS 212
(Please type)

Responding Department: (Click here to enter text)

Administrator: (Click here to enter text) Date Received: (Click here to enter text) Date Returned: (Click here to enter text)

Based upon department faculty review on 11/04/2015 (Date) we:

☒ Support the above proposal.
☐ Support the above proposal with the modifications and concerns listed below.
☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary. (Click here to enter text)
Form B for you

Karen M Ottobre
Tue 10/13/2015 12:48 PM
Inbox

To: Karyn Kljo <KarynKljo@ferris.edu>

1 attachment (24 KB)
Scanned from a Xerox Multifunction Device.pdf;

Hi Karyn,

I have attached the signed form b from the Management Department. The original should be in the mail to you tomorrow since I missed today's mail.

Take care, Karen

Karen M. Ottobre
Management Department Advisor & Secretary
College of Business
113 South Street
Big Rapids, MI 49307
231-591-2427
Hi Julie,

Check out the sentence below, just so you know.

Karen

I support this.
Please let Julie know that in p. 2 of form A, that the first sentence of each of the three bulleted points should be slightly reworded.
Spence

Sent from my Verizon Wireless 4G LTE smartphone

-------- Original message --------
From: Karen M Ottobre <KarenOttobre@ferris.edu>
Date: 10/06/2015 5:06 PM (GMT-05:00)
To: Aaron Madzjar <AaronMadzjar@ferris.edu>, Abdollah Ferdowsi <AbdollahFerdowsi@ferris.edu>,
Alexander W Manga <AlexanderManga@ferris.edu>, Anita L Fagerman <AnitaFagerman@ferris.edu>, Beverly J DeMarr <BeverlyDemarr@ferris.edu>, Carol L Rewers <CarolRewers@ferris.edu>, Catherine S Browers <CatherineBrowers@ferris.edu>, David A Brown <DavidBrown@ferris.edu>, David Hebert <DavidHebert@ferris.edu>, David J Steenstra <DavidSteenstra@ferris.edu>, David L Kelson <DavidKelson@ferris.edu>, David M Marion <DavidMarion@ferris.edu>, Emily W Fransted <EmilyFransted@ferris.edu>, Gayle S Lopez <GayleLopez@ferris.edu>, Jennifer Dirmeyer <JenniferDirmeyer@ferris.edu>, Lisa Eshbach <LisaEshbach@ferris.edu>, Lori L Armstrong <LoriArmstrong@ferris.edu>, Mark L Brandy <MarkBrandy@ferris.edu>, Roy L McLean <RoyMcLean@ferris.edu>, Sharon E Bell <SharonBell@ferris.edu>, Spence J Towle <SpenceTowle@ferris.edu>, Steven B Lyman <StevenLyman@ferris.edu>, Ted Mattis <TedMattis@ferris.edu>

Subject: FW: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Dear Faculty,

Please check out the attached proposal and let me know by Monday at 5:00 your on-line vote for this?

Thanks, Karen

From: Gayle S Lopez
Sent: Monday, October 05, 2015 2:59 PM
To: Karen M Ottobre <KarenOttobre@ferris.edu>
Subject: FW: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

Karen –

Please forward to faculty for review, comment and vote.

Thanks –

Gayle

Gayle S. Lopez, J.D.
Management Dept. Chair
Professor
Ferris State University
119 South Street, BUS 212
Big Rapids, MI 49307
231-591-2427

From: Karyn M Klio
Sent: Monday, October 05, 2015 2:25 PM
To: Gayle S Lopez <GayleLopez@ferris.edu>
Cc: Julie A Doyle <JulieDoyle@ferris.edu>; Lianne B Briggs <LianneBriggs@ferris.edu>
Subject: Form B for Hospitality Management Associate of Applied Science in Professional Brew Management

https://outlook.office365.com/owa/
Hello Gayle,

Please find attached the Form B for the new Hospitality Management Associate of Applied Science in Professional Brew Management.

Also attached is the entire proposal in PDF format.

Please contact me with any questions your department may have.

Thank you in advance!

Karyn Kiio | Faculty
Ferris State University | Hospitality Management Program
1319 Cramer Circle WCO 106 | Big Rapids, MI 49307 e-mail: karynkiio@ferris.edu
Phone: 231-591-2382 or 248-891-2972 FAX: 231-591-2998 ferris.edu/business/programs/hospitality

"Business, like life, is all about how you make people feel. It's that simple, and it's that hard."
— Danny Meyer, Setting the Table
CURRICULUM CONSULTATION FORM

To be completed by each department affected by the proposed change, addition, or deletion. Potential duplication of coursework is reason for consultation.

1. This completed form must be forwarded with the proposal to the administrator of the department to be consulted.

2. The department must respond within 10 business days of receipt of this form to ensure inclusion in the final proposal. The completed original is returned to the Academic Senate Office to be inserted into the proposal and a copy is returned to the initiator.

   The department must acknowledge receipt of this form and the proposal in writing to the initiator.

   **Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.**

3. The Proposing Department must address any concerns raised by the consulted department. This response must be in writing and will be included in the proposal following the original consultation form.

**RE: Proposal Title** Click here to enter text.

**Initiator(s):** Julie A. Doyle & Karyn M. Klio

**Proposal Contact:** Karyn M. Klio  **Date Sent:** October 5, 2015

**Department:** SEHM/Lianne Briggs  **Campus Address:** WCD 106

(Please type)

**Responding Department:** Sports, Entertainment & Hospitality Management

**Administrator:** Lianne Briggs  **Date Received:** Oct. 5, 2015  **Date Returned:** Oct. 13, 2015

Based upon department faculty review on Oct. 12, 2015 (Date) we:

☑️ Support the above proposal.

☐ Support the above proposal with the modifications and concerns listed below.

☐ Do not support the proposal for the reasons listed below.

Comment regarding the impact this proposal has on current curriculum including prerequisites, scheduling, room assignments, and/or faculty load for your department. Use additional pages, if necessary. Click here to enter text.
FLITE SERVICES CONSULTATION FORM

To be completed by the liaison librarian and approved by the Dean of FLITE. FLITE must return the original form to the Academic Senate office to be inserted in the proposal and a copy to the initiator. FLITE must respond within 10 business days of receipt of this form to ensure that the form is included in the final proposal.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

RE: Proposal Title: [Redacted]

Projected number of students per year affected by proposed change: Click here to enter text.

Initiator(s): Julie A. Doyle & Karyn M. Kilo
Proposal Contact: Karyn M. Kilo  Date Sent: October 5, 2015
Department: FLITE/David Scott  Campus Address: FLT
(Please type)

Liaison Librarian Signature: David A. Scott  Date Received: 10/7/15
Dean of FLITE Signature: [Redacted]  Date Returned: Click here to enter text.

Based upon our review on (date) 10/7/15, 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 $, Click here to enter text.

☐ Does not support the proposal for reasons listed below.

Comment regarding the impact this proposal will have on library resources, collection development, or other FLITE programs. Use additional pages if necessary. Click here to enter text.
Ferris State University - College of Business  
Associate of Applied Science  
Professional Brew Management - 61 credits  

<table>
<thead>
<tr>
<th>Required</th>
<th>Course Title - Prerequisites Shown in ( )</th>
<th>Crs</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>COMMUNICATION COMPETENCE - 9 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM</td>
<td>Select one of the following: COMM 105 or COMM 221</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENGL 150</td>
<td>English 1 (ENGL 174 w/ C- or better or 14 on ACT or 370 on SAT)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENGL 2--</td>
<td>ENGL 211 Industrial &amp; Career Writing (ENGL 150 w/ C- or better) OR ENGL 250 English 2 (ENGL 150 w/ C- or better)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>SCIENTIFIC UNDERSTANDING - 4 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/scicourses.html">www.ferris.edu/htmls/academics/gened/scicourses.html</a> for approved courses.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Science Course w/ Lab</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>QUANTITATIVE SKILLS - 3 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MATH 115</td>
<td>Intermediate Algebra (MATH 110 w/ C- or better or 19 on ACT or 460 on SAT)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Note: If MATH ACT score = 24+, substitute a general education elective, OR CLEP</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>CULTURAL ENRICHMENT - 3 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/gened.html">www.ferris.edu/htmls/academics/gened/gened.html</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cultural Enrichment Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>SOCIAL AWARENESS - 3 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECON 221</td>
<td>Principles of Macroeconomics (MATH 110 w/ C- or better or 19 on ACT or 460 on SAT)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>GENERAL EDUCATION - 3 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Consult the Ferris website: <a href="http://www.ferris.edu/htmls/academics/gened/gened.html">www.ferris.edu/htmls/academics/gened/gened.html</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>General Education Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>REQUIRED BUSINESS COURSES - 9 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting I (MATH 110 w/ C- or better or Math ACT 19)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MGMT 310</td>
<td>Small Business Management</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>MGMT 360</td>
<td>Mgmt Metrics &amp; Decision Making</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>PROFESSIONAL BREW MANAGEMENT MAJOR - 27 Credits Required</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HSMG 111</td>
<td>Principles of Food Science</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 113</td>
<td>Sanitation and Safety</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 133</td>
<td>Brew Management Level I</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 207</td>
<td>Bar &amp; Beverage Management (Select Majors Only)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 211</td>
<td>Purchasing for F&amp;B Operations</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 215</td>
<td>Hospitality Cost Controls</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 233</td>
<td>Brew Management Level II (HSMG 133)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 280</td>
<td>Brewery Equipment and Processes (HSMG 113, HSMG 133; Must be age 18 or older)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>HSMG 292</td>
<td>HSMG Internship I (Department Approval)</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

FSUS 100 requirement satisfied by HSMG 101 or FSUS 100  
Note: A 2.00 cumulative GPA is required for the major, business core and overall for completion of the degree.  

**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.  

For more information, please contact the Hospitality Management Program Office at (231) 591-2382.  

Updated 5.5.2015
**PBM 101: Professional Management**

<table>
<thead>
<tr>
<th><strong>PBM 101 Learning Outcomes</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sanitation and Safety</td>
</tr>
<tr>
<td>2. Professional Skills</td>
</tr>
<tr>
<td>3. Industry Application</td>
</tr>
<tr>
<td>4. Business Operations</td>
</tr>
<tr>
<td>5. Chart Bereavement Management</td>
</tr>
</tbody>
</table>

### First Year

#### Fall Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 150</td>
<td>3</td>
</tr>
<tr>
<td>MATH 115 OR MATH 111</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 211</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 111</td>
<td>3</td>
</tr>
<tr>
<td>COMM 105 OR 221</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 201</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Spring Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSMG 292</td>
<td>3</td>
</tr>
<tr>
<td>ECON 221</td>
<td>3</td>
</tr>
<tr>
<td>COM 111</td>
<td>3</td>
</tr>
<tr>
<td>Gen. Ed.</td>
<td>3</td>
</tr>
<tr>
<td>Cultural Enrich</td>
<td>3</td>
</tr>
</tbody>
</table>

### Second Year

#### Fall Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 250</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 350</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 220</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 211</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 207</td>
<td>3</td>
</tr>
<tr>
<td>HSMG 133</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Spring Semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HSMG 292</td>
<td>3</td>
</tr>
<tr>
<td>ECON 221</td>
<td>3</td>
</tr>
</tbody>
</table>

**Suggested Schedule for Professional Baccalaureate Associates**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>ENG 150</td>
<td>3</td>
</tr>
<tr>
<td>Fall</td>
<td>MATH 115 OR MATH 111</td>
<td>3</td>
</tr>
<tr>
<td>Fall</td>
<td>HSMG 211</td>
<td>3</td>
</tr>
<tr>
<td>Fall</td>
<td>HSMG 111</td>
<td>3</td>
</tr>
<tr>
<td>Fall</td>
<td>COMM 105 OR 221</td>
<td>3</td>
</tr>
<tr>
<td>Fall</td>
<td>HSMG 201</td>
<td>3</td>
</tr>
<tr>
<td>Spring</td>
<td>HSMG 292</td>
<td>3</td>
</tr>
<tr>
<td>Spring</td>
<td>ECON 221</td>
<td>3</td>
</tr>
<tr>
<td>Spring</td>
<td>COM 111</td>
<td>3</td>
</tr>
<tr>
<td>Spring</td>
<td>Gen. Ed.</td>
<td>3</td>
</tr>
<tr>
<td>Spring</td>
<td>Cultural Enrich</td>
<td>3</td>
</tr>
</tbody>
</table>
COURSE INFORMATION FORM

Complete all items below (New or Current)
Check all boxes where modifications are being made.

Course Identification

☐ Prefix (current) Click here to enter text. ☐ Number (current) Click here to enter text. Contact Hours (current): Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐

[Enter contact hours per week in blank above.]

☒ Prefix (proposed) HSMG ☐ Number (proposed) 133 Contact Hours (proposed): LEC 3

Lecture ☒ Lab ☐ Seminar ☐

[Enter contact hours per week in blank above.]

☐ Title (current): Click here to enter text.

☒ Title (proposed): Brew Management Level I

☐ Credit Hours (current): Click here to enter text. ☐ Prerequisites (current): Click here to enter text. ☐ Co-requisites (current): Click here to enter text.

☒ Credit Hours (proposed): 3 ☐ Prerequisites (proposed): Click here to enter text. ☐ Co-requisites (proposed): Click here to enter text.

☐ Course Description (current) 125 words maximum: Click here to enter text.

☒ Course Description (proposed) 125 words maximum: In this course students will be learn about introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about marketing and promotion techniques. Brew Management I will prepare students to pass the Cicerone Certification Program’s Certified Beer Server exam.

☐ Course Outcomes and Assessment Plan (current): Click here to enter text.

☒ Course Outcomes and Assessment Plan (proposed): Understand the basics of beer storage, ingredients and processes. Assessment: Exam Describe basic methods for the sale and service of craft beer. Assessment: Exam Explain the relationships between styles and culture, tasting and flavors and pairings from an introductory level. Assessment: Exam Describe marketing and promotion techniques for craft beer. Assessment: Exam

☐ Course Outline including Time Allocation (current): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

☒ Course Outline including Time Allocation (proposed): Click here to enter text.

<table>
<thead>
<tr>
<th>Date</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Introduction/Syllabus</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 1: In Depth Purchasing and Accepting Beer</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 2: In Depth Beer Storage</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 3: On Premises Draft Systems/Maintenance</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 4: Advanced Beer Glassware</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 5: Serving Bottled and Draft Beer</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 6: Special Situations in Keeping and Serving Beer</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 7: Advanced Beer Styles and Style Parameters</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 8: Regional History, Flavors, and Characteristics</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 9: Identification of Common Off Flavors and Sources</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 9: Identification of Common Off Flavors and Sources</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 10: Identification of Normal Flavors and Sources</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 10: Identification of Normal Flavors and Sources</td>
</tr>
<tr>
<td>R</td>
<td>Midterm Review</td>
</tr>
<tr>
<td>T</td>
<td>Midterm Exam: Testing</td>
</tr>
<tr>
<td>R</td>
<td>Midterm: Written</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 11: Advanced Beer Ingredients</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 12: Processes</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 12: Processes</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 13: Outcomes of Successful Pairings</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 14: Beer and Food Vocabulary</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 15: Beer and Food Interactions</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 16: Creating a Pairing</td>
</tr>
<tr>
<td>R</td>
<td>No Class Thanksgiving</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 17: Designing a Meal</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 18: Classic Beer and Food Pairings</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 19: Cooking with Beer</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 20: Working with Distributors</td>
</tr>
<tr>
<td>T</td>
<td>Chapter 21: Brew Law</td>
</tr>
<tr>
<td>R</td>
<td>Final Exam Review</td>
</tr>
<tr>
<td>T</td>
<td>Final Exam: Level 2 Cicerone: Certified Cicerone</td>
</tr>
</tbody>
</table>

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)
Complete all items below (New or Current)

Check all boxes where modifications are being made.

**Course Identification**

- Prefix (current): Click here to enter text.
- Number (current): Click here to enter text.
- Contact Hours (current): Click here to enter text.
- Lecture: □
- Lab: □
- Seminar: □

[Enter contact hours per week in blank above.]

- Prefix (proposed): HSMG
- Number (proposed): 233
- Contact Hours (proposed): LEC 3
- Lecture: □
- Lab: □
- Seminar: □

[Enter contact hours per week in blank above.]

- Title (current): Click here to enter text.
- Title (proposed): Brew Management Level II

- Credit Hours (current): Click here to enter text.
- Prerequisites (current): Click here to enter text.
- Co-requisites (current): Click here to enter text.

- Credit Hours (proposed): 3
- Prerequisites (proposed): HSMG 133
- Co-requisites (proposed): Click here to enter text.

- Course Description (current): 125 words maximum: Click here to enter text.

- Course Description (proposed): 125 words maximum: In this course students will be learn about intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affecting breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program's Certified Cicerone Exam.

- Course Outcomes and Assessment Plan (current): Click here to enter text.

- Course Outcomes and Assessment Plan (proposed): Understand beer storage, ingredients and processes from an intermediate level. Assessment: Exam Describe complex methods for the sale and service of craft beer. Assessment: Exam Explain the relationships between styles and culture, tasting and flavors and pairings from an intermediate level. Assessment: Exam Describe techniques for working with craft beer distributors. Assessment: Exam Explain laws affecting breweries and beer sellers. Assessment: Exam

- Course Outline including Time Allocation (current): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

- Course Outline including Time Allocation (proposed): Click here to enter text.

<table>
<thead>
<tr>
<th>Date</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Introduction/Syllabus</td>
</tr>
<tr>
<td>R</td>
<td>Chapter 1: In Depth Purchasing and Accepting Beer</td>
</tr>
</tbody>
</table>
T  Chapter 2: In Depth Beer Storage
R  Chapter 3: On Premises Draft Systems/Maintenance
T  Chapter 4: Advanced Beer Glassware
R  Chapter 5: Serving Bottled and Draft Beer
T  Chapter 6: Special Situations in Keeping and Serving Beer
R  Chapter 7: Advanced Beer Styles and Style Parameters
T  Chapter 8: Regional History, Flavors, and Characteristics
R  Chapter 9: Identification of Common Off Flavors and Sources
T  Chapter 10: Identification of Common Off Flavors and Sources
R  Chapter 10: Identification of Normal Flavors and Sources
T  Midterm Review
T  Midterm Exam: Tasting
R  Midterm: Written
T  Chapter 11: Advanced Beer Ingredients
R  Chapter 12: Processes
T  Chapter 12: Processes
R  Chapter 13: Outcomes of Successful Pairings
T  Chapter 14: Beer and Food Vocabulary
R  Chapter 14: Beer and Food Interactions
T  Chapter 15: Working with Craft Beer Distributors
R  Chapter 15: Beer and Food Interactions
T  Chapter 16: Creating a Pairing
R  No Class Thanksgiving
T  Chapter 17: Designing a Meal
R  Chapter 18: Classic Beer and Food Pairings
T  Chapter 18: Cooking with Beer
R  Final Exam Review
T  Final Exam: Level 2 Cicerone: Certified Cicerone

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)
COURSE INFORMATION FORM

Complete all items below (New or Current)

Check all boxes where modifications are being made.

Course Identification

☐ Prefix (current) Click here to enter text. ☐ Number (current) Click here to enter text. Contact Hours (current): Click here to enter text.

Lecture ☐ Lab ☐ Seminar ☐ [Enter contact hours per week in blank above.]

☑ Prefix (proposed) HSMG ☒ Number (proposed) 280 Contact Hours (proposed): LEC 2 LAB 3

Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank above.]

☐ Title (current): Click here to enter text.

☒ Title (proposed): Brew Equipment and Processes

☐ Credit Hours (current): Click here to enter text. ☐ Prerequisites (current): Click here to enter text. ☐ Co-requisites (current): Click here to enter text.

☒ Credit Hours (proposed): 3 ☒ Prerequisites (proposed): HSMG 113; HSMG 133; Must be age 18 or older ☐ Co-requisites (proposed): Click here to enter text.

☐ Course Description (current) 125 words maximum: Click here to enter text.

☒ Course Description (proposed) 125 words maximum: In this course students will learn hands on craft brewing. Instructed by an industry brewer, students will practice brew processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.

☐ Course Outcomes and Assessment Plan (current): Click here to enter text.


☐ Course Outline including Time Allocation (current): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)

☑ Course Outline including Time Allocation (proposed): Click here to enter text.

Express time allocation in one of the following formats for a 3 credit hour course; adjust accordingly: Weeks (15 weeks), Hours (45 hours, assuming 3 contact hours per week, Percentages (100 percent)
<table>
<thead>
<tr>
<th>Date</th>
<th>Subject</th>
<th>Lab</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Introduction/Syllabus</td>
<td>Lab</td>
</tr>
<tr>
<td>R</td>
<td>Barley Agronomics</td>
<td>Brewery Sanitation and Safety</td>
</tr>
<tr>
<td>T</td>
<td>Malthouse Processes</td>
<td>Barley Agronomics</td>
</tr>
<tr>
<td>T</td>
<td>Water Quality</td>
<td>Barley Agronomics</td>
</tr>
<tr>
<td>T</td>
<td>Milling and Malt Handling</td>
<td>Milling, Malt and Mash</td>
</tr>
<tr>
<td>R</td>
<td>Mash Technology</td>
<td>Milling, Malt and Mash</td>
</tr>
<tr>
<td>T</td>
<td>Brewhouse Calculations</td>
<td>Brewhouse Calculations</td>
</tr>
<tr>
<td>T</td>
<td>Hops</td>
<td>Hops</td>
</tr>
<tr>
<td>R</td>
<td>Wort Boiling</td>
<td>Hops</td>
</tr>
<tr>
<td>T</td>
<td>Wort Cooling</td>
<td>Hops</td>
</tr>
<tr>
<td>R</td>
<td>Fermentation Technology</td>
<td>Wort Boiling and Cooling</td>
</tr>
<tr>
<td>T</td>
<td>Fermentation Technology</td>
<td>Wort Boiling and Cooling</td>
</tr>
<tr>
<td>R</td>
<td>Yeast</td>
<td>Fermentation Technology and Yeast</td>
</tr>
<tr>
<td>T</td>
<td>Midterm Exam Review</td>
<td>Written and Practical Exam</td>
</tr>
<tr>
<td>R</td>
<td>Midterm Exam</td>
<td>Written and Practical Exam</td>
</tr>
<tr>
<td>T</td>
<td>Fermentation Biochemistry</td>
<td>Biochemistry</td>
</tr>
<tr>
<td>R</td>
<td>Flavor Biochemistry</td>
<td>Biochemistry</td>
</tr>
<tr>
<td>T</td>
<td>Beer Maturation</td>
<td>Maturation and Clarification</td>
</tr>
<tr>
<td>R</td>
<td>Beer Clarification</td>
<td>Maturation and Clarification</td>
</tr>
<tr>
<td>T</td>
<td>Sanitation</td>
<td>In Depth Sanitation</td>
</tr>
<tr>
<td>T</td>
<td>No Class Thanksgiving</td>
<td>In Depth Sanitation</td>
</tr>
<tr>
<td>R</td>
<td>Beer Dispense Systems</td>
<td>Beer Dispense and Storage</td>
</tr>
<tr>
<td>T</td>
<td>Equipment Design and Utilities Planning</td>
<td>Equipment Design and Utilities Planning</td>
</tr>
<tr>
<td>R</td>
<td>Equipment Design and Utilities Planning</td>
<td>Equipment Design and Utilities Planning</td>
</tr>
<tr>
<td>T</td>
<td>Equipment Design and Utilities Planning</td>
<td>Equipment Design and Utilities Planning</td>
</tr>
<tr>
<td>R</td>
<td>Beer Packaging</td>
<td>Beer Packaging</td>
</tr>
<tr>
<td>T</td>
<td>Beer Packaging</td>
<td>Beer Packaging</td>
</tr>
<tr>
<td>R</td>
<td>Final Exam Review</td>
<td>Final Exam Practical</td>
</tr>
<tr>
<td>T</td>
<td>Final Exam</td>
<td>Final Exam Practical</td>
</tr>
</tbody>
</table>
CREATE NEW COURSE – Course Data Entry Form

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, FORM P's that reflect the prerequisite change must be submitted for all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608  Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: HSMG  B. Number: 133
C. Contact Hours: 3 Lecture  Lecture ☐Lab ☐Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]
D. Practicum ☐  Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]
E. Course Title: Brew Management Level I [Limit to 30 characters including punctuation and spaces]
F. College Code: COB G. Department Code: SEHM  H. Credit Hours: Variable ☐Fixed ☑
I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]
K. Hours May be Repeated for Extra Credit: Yes ☐ No ☑ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.
L. Levels: Undergraduate ☑ Graduate ☐ Professional ☐
M. Grade Method: Normal Grading ☐ Credit/No Credit (Pass/Fail) ☐
N. Does proposed new course replace an equivalent course? Yes ☐ No ☑
O. Equivalent Course: Prefix: Click here to enter text.  Number: Click here to enter text.
P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course, students will be learn about introductory level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Brew Management I will prepare students to pass the Cicerone Certification Program's Certified Beer Server exam.

Q. Term Offered: Fall  R. Max Section Enrollment: 25  Lecture: 25  Lab: N/A
S. Prerequisites or Restrictions: If none, leave blank. Click here to enter text.
T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: Standards & Measures Coding and General Education Code

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date  Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec’d: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRS ☐ SCADTL ☐ SCARRES ☐ SCAPREQ ☐
CREATE NEW COURSE – Course Data Entry Form

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, FORM F's that reflect the prerequisite change must be submitted for all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: HSMG B. Number: 233
C. Contact Hours: 3 □ Lecture □ Lab □ Seminar □ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]
D. Practicum □ Independent Study □ [Check Box as appropriate. See Definitions in Appendix E]
E. Course Title: Brew Management Level II [Limit to 30 characters including punctuation and spaces]
F. College Code: COB G. Department Code: SEHM H. Credit Hours: Variable □ Fixed □
I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]
K. Hours May be Repeated for Extra Credit: Yes □ No □ If yes, max times Click here to enter text. Or max credits Click here to enter text. awarded.
L. Levels: Undergraduate □ Graduate □ Professional □
M. Grade Method: Normal Grading □ Credit/No Credit (Pass/Fail) □
N. Does proposed new course replace an equivalent course? Yes □ No □
O. Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.
P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course students will be learn about intermediate level beer storage, sales and service, styles and culture, tasting and flavors, ingredients and processes, and pairings. Students will also learn about working with distributors and laws which affect breweries and beer sellers. Brew Management II will prepare students to pass the Cicerone Certification Program’s Certified Cicerone Exam.

Q. Term Offered: Spring R. Max Section Enrollment: 25 Lecture: 25 Lab: N/A
S. Prerequisites or Restrictions: If none, leave blank. HSMG 113; HSMG 133
T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: Standards & Measures Coding and General Education Code

Basic Skill (BS) □ General Education □ Occupational Education □ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec’d: Click here to enter text. Date Completed: Click here to enter text. Entered: SCACRSE □ SCADETL □ SCARRES □ SCAPREQ □
CREATE NEW COURSE – Course Data Entry Form

COMPLETE ALL SECTIONS BELOW. If this course is to be used as a prerequisite for other university courses, FORM F's that reflect the prerequisite change must be submitted for all those courses as well. See Appendix E for Completing Forms.

I. ACTION TO BE TAKEN: CREATE A NEW COURSE

Desired Term Effective (6 digit code): 201608 Examples: 201601 (Spring), 201605 (Summer) NOTE: The first four digits indicate year, the next two digits indicate month in which term.

II. NEW COURSE ATTRIBUTES:

A. Course Prefix: HSMG B. Number: 280

C. Contact Hours: 2 Lecture 3 Lab [Lecture ☒ Lab ☐ Seminar ☐ [Enter contact hours per week in blank. See formula for contact hours to credit hours in Appendix E.]

D. Practicum ☐ Independent Study ☐ [Check Box as appropriate. See Definitions in Appendix E]

E. Course Title: Brew Equipment and Processes [Limit to 30 characters including punctuation and spaces]

F. College Code: COB G. Department Code: SEHM H. Credit Hours: Variable ☐ Fixed ☒

I. Minimum Credit Hours: 3 J. Maximum Credit Hours: 3 [Enter number is space.]

K. Hours May be Repeated for Extra Credit: Yes ☐ No ☒ If yes, max times Click here to enter text Or max credits Click here to enter text awarded.

L. Levels: Undergraduate ☒ Graduate ☐ Professional ☐

M. Grade Method: Normal Grading ☒ Credit/No Credit (Pass/Fail) ☐

N. Does proposed new course replace an equivalent course? Yes ☐ No ☒

O.Equivalent Course: Prefix: Click here to enter text. Number: Click here to enter text.

P. Catalog Description: Limit to 125 words – PLEASE BE CONCISE. Click here to enter text.

In this course students will learn hands on craft brewing in an actual brewery. Instructed by an industry brewer, students will practice brew processes and explore equipment functions and upkeep with specific attention to sanitation, safety, and quality production.

Q. Term Offered: Spring R. Max Section Enrollment: 25 Lecture: 25 Lab: N/A

S. Prerequisites or Restrictions: If none, leave blank. HSMG 113; HSMG 133; Must be age 18 or older

T. Co-requisites: Courses must be taken concurrently. If none, leave blank. Limit to 100 characters including punctuation and spaces. Click here to enter text.

To be completed by Academic Affairs Office: Standards & Measures Coding and General Education Code

Basic Skill (BS) ☐ General Education ☐ Occupational Education ☐ G E Codes: Click here to enter text.

UCC Chair Signature/Date

Academic Affairs Approval Signature/Date

OFFICE OF THE REGISTRAR USE ONLY

Date Rec'd: Click here to enter text. Date Completed: Click here to enter text. Entered: SACRSE ☐ SCADETLE ☐ SCARRES ☐ SCAPREQ ☐
FORM FIN

To be completed by the Director of Financial Aid (DFA). The DFA must return the original form to the Academic Senate Office to be inserted in the proposal and a copy to the initiator. The DFA must respond within 10 business days of receipt of this form to ensure that the form is included in the final proposal.

Failure to respond by 10 business days of receipt of this form is interpreted as support for the proposal.

RE: Proposal Title: Associate of Applied Science in Professional Brew Management

Initiators: Julie A Boyle & Karyn Kiio

Proposal Contact: Karyn Kiio

Date Sent: 11/10/2015

Department: Sports, Entertainment, & Hospitality Management

Campus Address: WCO 105

Director of Financial Aid Signature: [Signature]

Date Returned: 11/16/15

Please check all that apply:

[ ] The new program is remedial as it prepares students for study at the postsecondary level. This program is not an eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

[ ] The new program is considered a preparatory program as it prepares a student for a given program, i.e., they do not meet the academic criteria to be admitted to the program. Student is only eligible for Federal Direct Loans for one year.

[ ] The new program is a certificate program. Certificate programs are not eligible programs per Federal requirements; therefore students in this program are not eligible to receive financial aid.

[ ] The new program is a teacher certification program where it provides coursework required for a professional State credential necessary for employment as an elementary or secondary school teacher, but for which the institution awards no academic credential. Students are eligible for Federal Direct Loans only at an undergraduate level.

[ ] The new program is a teacher certification program that will award a certificate credential. Certificate programs are not eligible program per Federal requirements; therefore students in this program are not eligible to receive financial aid.

[ ] The new program is a Bachelor Completion program; a two-year degree completion program that requires an associate degree or the successful completion of at least two years of college coursework as a prerequisite for admission. These are aid eligible programs and students may receive financial aid.

[ ] The new program is a Master's, Professional, or Doctoral Degree/Major program that allows students to take some undergraduate courses where some deficiency exists. Please note, students are eligible to receive Federal loans for the program, but undergraduate courses will not be included in the total credit count to determine loan eligibility. Students must be half time (Graduate/Professional = 5 credits, Doctoral = 5 credits) in graduate level courses to receive Federal aid.

[ ] The new program is an Associate's, Bachelor's, Master's, Professional, or Doctoral Degree/Major and is conferred upon graduation. Per Federal requirements, these are aid eligible programs and students may receive financial aid.

Please include the number of credit hours to earn the degree or credential being sought. This is required as it must be reported to the Department of Education as well as the National Student Loan Clearinghouse, regardless if students are receiving federal aid.

Credits Required to Earn Degree: 

Revised 4/30/14 sd
Ferris State University
Preliminary Curriculum Approval Form

Directions: This form should be completed using 11-point font or larger, and should be no longer than six pages (excluding the signature/comment pages and references). For purposes of expediting the preliminary approval process, forms may be forwarded electronically by the initiator and from one administrative level to another.

<table>
<thead>
<tr>
<th>Name(s) of proposal initiator(s):</th>
<th>Karyn M Kiio &amp; Julie A Doyle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department(s)/College(s):</td>
<td>SEHM / COB</td>
</tr>
</tbody>
</table>

Type of curriculum change (check one)

<table>
<thead>
<tr>
<th></th>
<th>New degree/major</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>New minor requiring new courses/resources</td>
</tr>
<tr>
<td></td>
<td>New concentration in existing degree program</td>
</tr>
<tr>
<td></td>
<td>Curricular customization of existing program for off-campus cohort group</td>
</tr>
<tr>
<td></td>
<td>New certificate requiring 3 or more new courses and/or new resources</td>
</tr>
<tr>
<td></td>
<td>Existing program redirection or shift in emphasis if 3 or more new courses and/or new resources are required</td>
</tr>
</tbody>
</table>

1. Name of degree, major, concentration, certificate, or minor. Briefly describe the curriculum plan/template.
   Associates in Applied Science – Professional Brew Management

2. Target date for implementation. January 2016

3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization.

   The craft brew industry is booming (see statistics in 6) and there is an industry wide need for graduates with knowledge not only in brewing and fermentation, but also in brewery and brewpub management, equipment and processes, safety and sanitation, entrepreneurship, small business operations, accounting, finance, marketing and distribution. Consultations with brewery owners/operators and brewers throughout the state prove that these employers need employees with a strong business background. They note that the ability to brew does not translate into the ability to run a successful business.

   Ferris State University will be the first in the country to offer a degree of this kind. This will bring national attention to Ferris, and increased distinctiveness to the FSU Hospitality Management Program.

4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs?

   There are no degree programs in existence in Michigan nor in the country that provide this specialized format of business education.

   There are newly developed Fermentation Science programs launching in Michigan and around the country in Fall 2015 and we will continue to see more as the craft brew industry grows. These are science based programs and serve a different purpose and population then the Ferris State AAS in Professional Brew Management will.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs:
The Hospitality Management Program currently offers an Associates in Applied Science -- Restaurant and Food Industry Management. This degree prepares students for careers in food service including restaurant management and non-commercial food service management. Breweries and brewpubs are the fastest growing segment within the restaurant industry. The Professional Brew Management degree, while distinct in nature, will utilize several of the courses already offered within the hospitality management program and the College of Business. As craft breweries and brewpubs fall within the foodservice segment of hospitality, there is a natural overlap in programming between the two AAS degrees.

Courses within the Professional Brew Management AAS that are already in existence in the required business courses and major include ACCT 201 Principles of Accounting I, MGMT 310 Small Business Management, MGMT 350 Mgmt Metrics and Decision Making, HSMG 111 Principles of Food Science, HSMG 113 Sanitation and Safety, HSMG 207 Beverage Management, HSMG 211 Purchasing for Foodservice Operations, HSMG 215 Hospitality Cost Controls, and HSMG 292 HSMG Internship I. 52 of the 61 credits required for completion of the AAS will come from courses already in existence.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data.

Possible positions of employment: owner/operator of brewpubs, owner/operator of microbreweries, craft brewing entrepreneur, brewpub brewer, assistant brewer, microbrew distributor sales representative, malt and/or hop supplier sales representative, bottling line supervisor, brew shop manager, brew equipment sales representative, brew equipment installation and training representative.

In 2014, craft brewers produced 22.2 million barrels, accounting for 11% market share and saw an 18% rise in volume and a 22% increase in retail dollar value. Retail dollar value was estimated at $19.6 billion representing 19.3 percent market share. Additionally, the number of operating breweries in the U.S. in 2014 grew 19 percent, totaling 3,464 breweries, with 3,418 considered craft broken down as follows: 1,871 microbreweries, 1,412 brewpubs and 135 regional craft breweries. Throughout the year, there were 615 new brewery openings and only 46 closings. Combined with already existing and established breweries and brewpubs, craft brewers provided 115,469 jobs, an increase of almost 5,000 from the previous year. (Statistics released from Brewers Association, March 16, 2015)

In 2013, Michigan’s overall beer sector generated more than 64,000 jobs, including nearly 6,000 in the distributing sector alone, according to reports by the National Beer Wholesalers Association and the Beer Institute. Michigan is home to more than 180 craft brewers, with the industry experiencing 30-percent growth in just the past year alone. Growth the year before was around 23 percent. Both numbers far outpace the national average. (Statistics released from Michigan Beer & Wine Wholesalers Association, August 27, 2014)
7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data.

Student interest and demand for the Professional Brew Management AAS will come from four main places. Non Traditional- The majority of potential students who have shown interest in this degree program are non-traditional students who are currently working in the foodservice industry and want to expand their skills in craft brew management. Often, they are people who brew at home or in microbreweries but are looking to gain the knowledge needed to run a professional craft brew business. This can be equated to people who love to cook and dine at restaurants but must refine their skills and business knowledge in order to own and/or operate a restaurant.

TIPs- As this is a two-year associate degree program, the Professional Brew Management will be eligible for students receiving assistance from the Michigan Tuition Incentive Program (TIP).

Transfer- For many students, this will be an easy program to transfer into, in part due to the overlap of eligible restaurant and foodservice industry courses. Several prospective students who have contacted the Hospitality Management Program enjoy production, but rather than wanting to become chefs who prepare food and run kitchens, they want to become brewers who prepare craft beer and run brewpubs and microbreweries. Students who are currently enrolled in dual enrollment and concurrent enrollment program at Kent Career Technical Center will be able to complete credits toward this degree program while still in high school.

Traditional- As noted in the statistics in 6, the craft beer industry continues to grow at an astounding rate. Traditional students are and will be drawn to the distinctiveness of the degree program, the quality of programming, and the high availability of jobs within the craft beer industry upon completion of coursework.

8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs?
The interest in this program by new students has been overwhelming. Potential students have been contacting the hospitality management program for more information on a near daily basis, despite the fact that no formal announcement regarding this possible program has been made. By nature of the program's distinctiveness and interesting content, it has and will appeal to internal transfer students who the university may otherwise lose and/or current students who are not moving forward in their programming due to lack of interest.

Several breweries have also contacted the hospitality management program to find out when the first students will graduate from the program and be available for internships and employment.

9. Approximately how many students are expected to enroll?
   20 in the first year  50 after three years

10. At which FSU campuses/regional centers or other sites will the initiative be offered?
    The Professional Brew Management AAS will be offered on the FSU Big Rapids campus.

11. Will Internet or other distance learning technology be used for course/program delivery? Describe.
    The courses within the Professional Brew Management AAS will utilize the Ferris Blackboard Learn OLS to supplement face to face instruction.

Complete questions 12, 13, 14 in consultation with department administrator and/or dean.

12. Provide a rough estimate of the resources needed to implement the initiative:

<table>
<thead>
<tr>
<th></th>
<th>Start-up</th>
<th>After Three Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply and expense</td>
<td>$2000 (Vouchers?)</td>
<td>$2000 (Vouchers?)</td>
</tr>
<tr>
<td>Equipment</td>
<td>$2000</td>
<td>$1000</td>
</tr>
<tr>
<td>Full-time faculty</td>
<td>$0</td>
<td>$</td>
</tr>
<tr>
<td>Overworked/adjunct faculty</td>
<td>$3200</td>
<td>$3200</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

13. Project the resources that could come from reallocation within the department or college and the new resources that would be required.

A portion of equipment cost could be funded by Voc Ed through the HSMG courses. Because this is a two year degree program, the Hospitality Management Program will complete the application to have this
approved for future Perkins Grant Voc Ed funding. Order of funding: 1) COB; 2) Program; 3) Voc Ed through existing courses; 4) Seeking Voc Ed approval for degree once approved.

14. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary?

No additional space will be needed at this time.

15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one-time and ongoing costs of accreditation?

Not at this time. Accreditation will be sought through the Cicerone Program but this will be a completely new process as this has not been done before. It has not been done before because no program like this exists in the country.

16. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback?

Yes, preliminary discussion with Gayle Lopez (Management Department Chair) and David Brown (Assistant Professor in Management Program) regarding MGMT 310 Small Business Management and MGMT 350 Mgmt Metrics and Decision Making as part of this degree has been supportive.

Department Administrator's signature: [Signature] Date 8-10-15

If this is an interdepartmental initiative, include additional Department Administrator signatures

Comments:

Dean's signature: [Signature] Date 9/15/15

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For existing programs customized for off-campus delivery to a cohort group, include College and EIO Deans' signatures

Comments:

Provost's Signature: [Signature] Date 9/13/15

☑ Approved Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

☐ Not approved
Explanation:

c. Initiator(s)
   Department Administrator(s)
   Deans' Council  University Curriculum Council
   Academic Senate
   VPEIO
   Provost
   FSU Intranet