

Program Approval

I. General Information

A. Institution Wichita State University

B. Program Identification

Degree Level: Bachelor's
Program Title: Hospitality
Degree to be Offered: Bachelor of Business Administration in Hospitality
Responsible Department or Unit: Barton School of Business, Department of Management
CIP Code: **52.0901**
Modality: Online & Hybrid
Proposed Implementation Date: Fall, 2024

Total Number of Semester Credit Hours for the Degree: **120 credit hours**

II. Clinical Sites: Does this program require the use of Clinical Sites? **No**

We do not consider the work site for students to be clinical sites. Students will be required to complete an applied learning component in establishments of the hospitality industry. Students will have to work at least 340 hours on their own on a job pre-approved by the Program Director as a part of a required course. The work hours will be verified by the employer in the same manner as other applied experiences for credit are verified at Wichita State University. Sites for the applied experience are readily available through our community partners including on campus.

III. Justification

Purpose: Create a program that reflects the needs of the hospitality sector and serves the needs of students for specialized, industry education.

The BBA in Hospitality is a business degree that prepares students to become hospitality professionals. Our graduates will possess business knowledge, managerial skills, and professional competencies to obtain management positions in a large array of businesses operating in the hospitality sector. We expect our graduates to seek careers in hotels, restaurants and other dining establishments, food and beverage businesses, lodging, residential facilities, senior living facilities, event planning, country clubs, resorts, and all aspects of the tourism sector. Our curriculum will offer core business education that assures competencies in business functions such as finance, accounting, marketing, human resource management, operations, information technology along with broad general education. Further, students will learn about the various aspects of the hospitality business and gain practical experience through the required work experiences at hotels, resorts, restaurants, or other hospitality-related businesses. The proposed curriculum provides students with a well-rounded education that prepares them for a variety of leadership roles in the hospitality sector.

This program was inspired by the stories of Wichita businesses that brought new ways of serving customers and created new models of hospitality. Names such as Pizza Hut, White Castle, Freddy's, Residence Inn, Candlewood Suites, and Value Place are household brands that were all born in Wichita.

Program Objectives

1. Provide students with core knowledge and skills in all business functions (management, marketing, accounting, finance, Human Resource Management).
2. Provide students with core knowledge and skills to be successful professionals in the hospitality sector.
3. Prepare students with cutting edge awareness about the fast-changing sector of the hospitality industry.

4. Equip students with technical and soft skills to become adaptive leaders in the hospitality field.
5. Expose students to practical aspects of pursuing careers in hospitality.

Partnerships. The program is designed to serve as a completion program for technical schools and community colleges with 2-year degrees in culinary arts, hospitality, and tourism. We have already established working relationships with WSU Tech and Butler Community Colleges. Both institutions have recently launched new programs to support the growth and prosperity of Greater Wichita. We will rely on these partners to offer the technical skills necessary for our graduates to become well-rounded professionals in the hospitality sector.

The initial interest for a business program in hospitality was brought to us by students who are already pursuing a business degree but were interested in more specialized industry knowledge as they were competing for jobs in the hospitality sector. As the idea of pursuing a new program matured, we met with many industry executives and practitioners. We sought their input on the skills and competencies necessary for their employees, the growth opportunities and challenges for their businesses, and finally the viability of a hospitality program in the Barton School of Business. The feedback was encouraging for us to begin building a curriculum for a program that can meet the global demands of the fast-changing hospitality sector while providing a local impact for our city and state. Some of the notable contributors to our market feasibility analysis and partners of the program are:

Scott Redler, Co-founder, Freddy's Frozen Custard & Steakburgers
Lynda Carrier-Metz, Chief Marketing Officer, Restaurant Management Company
Michelle Ruffin-Stein, General Manager, Wichita Marriott Hotel
Jim Korroch, President, Waterwalk Management
John Cantele, President, Lexima Hotel Management Services
Mike Daood, President, LodgeWorks
Susayn Brandes, President and CEO, Great Plains Ventures Inc
Jeff Blackman, Founder and President, Bedford Lodging & Founder, Five Senses Hospitality Management
Christopher Rea, Manager, Facility Operations, Foundation Properties
Steve Johnson, Viva Chicken

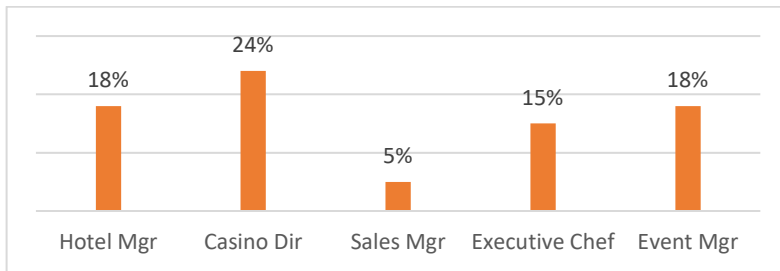
IV. Program Demand: Select one or both of the following to address student demand:

A. Survey of Student Interest

While we gauged the interest of students in high schools, community colleges, and technical schools, we chose to focus on the market analysis to inform our program development.

B. Market Analysis

The support from local stakeholders along with national and local employment trends demonstrated a strong and growing demand for hospitality graduates. The Bureau of Labor Statistics Occupational Outlook projects the U.S. economy will add 8.3 million jobs from 2021 to 2031. Further, the number of jobs for administrative services & facilities managers is expected to grow by 6% (faster than average) between 2019 and 2029. Additionally, a 2020 Hanover Research report found that a hospitality management bachelor's program had the highest demand among bachelor's degree students at an urban university that served a diverse student population. The BLS also predicts 1.9 million (or 23%) job growth by 2031 and 1 of 4 new jobs in 2031 to be in the hospitality sector. The Bureau of Labor Standards ranked the Hospitality Degree 8th of 20 business degrees based on average salary and expected job growth (<https://www.mydegreeguide.com/best-business-majors-for-the-future/>). The 2020 Hanover Research analysis reported that Hospitality bachelor's programs have the highest demand among students pursuing a bachelor's degree in urban universities that serve diverse student populations. Hospitality is also ranked Number 49 out of 363 degrees on popularity according to College Factual (based on search in September 2023; <https://www.collegefactual.com/>). Predicted job growth for selected management positions appears in the figure below (based on search in September, 2023; <https://www.indeed.com/job.swichita>).



The promising job growth and the salaries of actual job postings demonstrate the viability of the program. While salaries vary across specific postings, listed salaries consistently exceed the \$38,000 median benchmark as shown below.

Position	Average/Range Salary*	Source (details in references)
Hotel manager, Kansas	\$51,942	Indeed
Hotel manager, Wichita, KS	\$63,684	Indeed
Hotel manager, Kansas	\$110,532	Salary.com
Restaurant manager, Kansas	\$54,303	Salary.com
Restaurant manager, Kansas	\$56,521	Indeed
Hospitality manager, Wichita, KS	\$48,000-\$73,000	Glassdoor

*The salary data was collected from the listed websites on October 10th, 2023.

Two other institutions in the state system offer Hospitality related degrees: Kansas State University offers a Bachelor of Science in Hospitality Management in the College of Health and Human Services and Fort Hays State University offers a Bachelor of Science and a Bachelor of Business Administration in Hospitality and Tourism from the Department of Applied Business Studies. Based on data from the National Center for Educational Statistics, KSU reported 47 graduates and FHSU reported 28 graduates in 2021 (<https://nces.ed.gov/ipeds/use-the-data>).

A search for management positions in hospitality on Indeed.com that require at least a bachelor's degree varies between 400 and 600 for the Greater Wichita Area (positions listings in November 2023). This demonstrates a significant gap between college graduates with knowledge and skills in the hospitality field and the needs of the market. It is worth noting that hospitality jobs are harder to be outsourced in comparison to technical and analytical jobs. Further, the development of a prosperous service and entertainment industry adds to the quality of life and the likelihood for younger professionals to remain in the area.

The first distinctive characteristic of the program is the access to the amenities and opportunities of Wichita as a large metropolitan city. Related to the local landscape is the access to a thriving community of entrepreneurs and seasoned hospitality executives who are eager to engage with our students. Further, our students will benefit from outstanding faculty in an AACSB accredited Business School with a dual accreditation in business and accounting that only 1% of the business schools in the world have acquired. Finally, the program builds on the modern infrastructure offered by National Institute of Culinary Education at WSU Tech and Redler Institute of Culinary Arts at Butler Community College.

V. Projected Enrollment for the Initial Three Years of the Program

Year	Headcount Per Year		Sem Credit Hrs Per Year	
	Full- Time	Part- Time	Full- Time	Part- Time
Implementation	15	0	450	0
Year 2	30	0	900	0
Year 3	45	0	1350	0

VI. Employment

Graduates with a BBA in Hospitality can pursue a wide range of career opportunities. With the skills and knowledge gained from this program, graduates will be prepared to provide exceptional customer service, manage a variety of hospitality operations, and make strategic business decisions to drive growth and success. The hospitality sector is diverse and offers employment in hotels and long-stay facilities, senior living facilities, restaurants and food services, event planning, country clubs, casinos and resorts, theme parks and attractions, cruise services, travel services, and some of the emerging models of leisure.

Examples of specific jobs in selected industry segments include:

Hotel managers, assistant managers, front office managers, housekeeping managers, and revenue managers.

Restaurant and food establishments: service managers, restaurant managers, director of food and beverages, culinary managers, bar managers, and sommeliers.

Event planning and coordinators manage a wide range of events, such as weddings, conferences, trade shows, and corporate meetings.

Casinos and resorts offer positions such as casino managers, gaming supervisors, business development directors and marketing managers.

Golf courses hire catering managers, directors of operations, golf course maintenance managers, member services, and event planning for club members and guests.

Theme parks, attractions, and cruises employ professionals in roles such as guest experiences manager, hospitality services coordinators, entertainers, and event coordinators.

Each role comes with its own set of responsibilities, skill requirements, and potential for career growth. The hospitality industry also offers opportunities for entrepreneurship, such as launching food businesses, managing B&B or Airbnb, boutique hotels, or event planning businesses. As the industry evolves, new roles and niches are constantly emerging, making it a dynamic and exciting field for individuals with a passion for service and guest experiences. Individuals with strong business acumen will be able to recognize opportunities for creating new ventures as the consumer habits in society continue evolving.

VII. Admission and Curriculum

A. Admission Criteria

Qualified Admission criteria are used. This program does not have separate admission requirements.

B. Curriculum

Year 1: Fall

SCH = Semester Credit Hours

Course #	Course Name	SCH....
ENGL 101 Gen Ed Bucket 1	College English I	3
ENGL 102	College English II	3

Gen Ed Bucket 1		
Gen Ed Bucket 7	First Year Seminar	3
MATH 111 / 112 Gen Ed Bucket 3	College Algebra/ Precalculus Mathematics	3
ECON 201 Gen Ed Bucket 5	Principles of Macroeconomics	3

Year 1: Spring

Course #	Course Name	SCH....
COMM 111 Gen Ed Bucket 2	Public Speaking	3
MATH 144/ 242	Business Calculus/ Calculus I	3
Gen Ed Bucket 6	Humanities course – open	3
Gen Ed Bucket 6	Fine art course	3
ECON 202	Principles of Microeconomics	3

Year 2: Fall

Course #	Course Name	SCH....
Gen Ed Bucket 4	Natural & Physical Sciences class with lab	4
BADM 100	Exploring the World of Business	3
ECON 231	Introductory Business Statistics	3
BADM 162	Business Software: Excel	1
ECON 232	Statistical Software Applications for Business	1
Gen Ed Bucket 5	Social and Behavioral Science (not Economics)	3

Year 2: Spring

Course #	Course Name	SCH....
ACCT 210	Financial Accounting	3
ACCT 220	Managerial Accounting	3
MKT 300	Marketing	3
FIN 340	Financial Management I	3
IB 333	International Business	3
ENTR 310	Entrepreneurial Experience	3

Year 3: Fall

Course #	Course Name	SCH....
DS 350	Introduction to Prod & Operations Management	3
MGMT 360	Principles of Management	3
	Free elective	3
	Free elective	3
	Free elective	3

Year 3: Spring

Course #	Course Name	SCH....
MGMT 411	Introduction to Hospitality	3
BLAW 431	Legal Environment of Business	3
MIS 395	Management Information Systems	3
	Free elective	3
	Free elective	3

Year 4: Fall

Course #	Course Name	SCH....
MGMT 412	Advanced Concepts in Hospitality	3
MGMT 414	Human Resource Management in Hospitality	3
MGMT 415	Customer Experience in Hospitality	3
ENTR 455	Entrepreneurial Finance	3
	Free elective	3

Year 4: Spring

Course #	Course Name	SCH....
MGMT 413	Applied Learning in Hospitality	3
MGMT 681	Strategic Management	3
	Elective for the major	3
	Elective for the major	3
	Free elective	3

Total Number of Semester Credit Hours: 120 credit hours

VIII. Core Faculty

Note: * Next to Faculty Name Denotes Director of the Program, if applicable
 FTE: 1.0 FTE = Full-Time Equivalency Devoted to Program

Faculty Name	Rank	Highest Degree	Tenure Track Y/N	Academic Area of Specialization	FTE to Proposed Program
Gery Markova*	Professor	Ph.D.	Y	Human recourse management	0.25
Gaylen Chandler	Professor	Ph.D.	Y	Entrepreneurship	0.25
Brian Rawson	Associate Educator	Master's	N	Management/ Customer Experience	0.125
	Lecturer	Ph.D.	N	Hospitality Management	0.25
	Lecturer	Master's	N	Hospitality Experience	0.25

Number of graduate assistants assigned to this program: **1 graduate assistant for 10 hours a week.**

IX. Expenditure and Funding Sources

A. EXPENDITURES	First FY	Second FY	Third FY
Personnel – Reassigned or Existing Positions			
Faculty			
Administrators (<i>other than instruction time</i>)			
Graduate Assistants			
Support Staff for Administration (<i>e.g., secretarial</i>)			
Fringe Benefits (<i>total for all groups</i>)			
Other Personnel Costs			
Total Existing Personnel Costs – Reassigned or Existing			

Personnel – New Positions			
Faculty	40,000	40,000	40,000
Administrators (<i>other than instruction time</i>)	8,000	8,000	8,000
Graduate Assistants	2,000	2,000	2,000
Support Staff for Administration (<i>e.g., secretarial</i>)			
Fringe Benefits (<i>total for all groups</i>)	15,000	15,000	15,000
Other Personnel Costs			
Total Existing Personnel Costs – New Positions	65,000	65,000	65,000
Start-up Costs - One-Time Expenses			
Library/learning resources		-	-
Equipment/Technology	2,000		
Physical Facilities: Construction or Renovation		-	
Other: Marketing and Branding	22,000	22,000	22,000
Total Start-up Costs	24,000	22,000	22,000
Operating Costs – Recurring Expenses			
Supplies/Expenses	1,000	1,000	1,000
Library/learning resources			
Equipment/Technology			
Travel	4,000	4,000	4,000
Other: Promotions & student experiences	10,000	10,000	10,000
Total Operating Costs	15,000	15,000	15,000
GRAND TOTAL COSTS	104,000	102,000	102,000

B. FUNDING SOURCES (<i>projected as appropriate</i>)	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds	0	\$108,698	\$217,395	\$326,093
Student Fees	0	\$74,028	\$148,057	\$222,085
Other Sources	0	-	-	-
GRAND TOTAL FUNDING		\$182,726	\$365,452	\$548,178
C. Projected Surplus/Deficit (+/-) (Grand Total Funding <i>minus</i> Grand Total Costs)		\$78,726	\$263,452	\$446,178

X. Expenditures and Funding Sources Explanations

A. Expenditures

Personnel – Reassigned or Existing Positions

Three of the required six classes in the program will be taught by current faculty as either overload or will accept the hospitality students in classes they already teach. The hospitality students will enroll in existing business classes. All elective courses in the program are existing courses and these existing courses will be optimized by accepting the additional students from the Hospitality major.

Personnel – New Positions

Three of the required courses will be taught by lecturers – industry professionals or academic experts from other institutions that will be paid per course. The typical pay for lecturers (adjunct faculty) is between \$4,000-\$8,000 dependent on their qualifications and experience. This approach assures diligent use of resources while the program is in its infancy. It is also the most effective way to bring cutting edge knowledge and practical experience to the students in the program. The program director will be a member of the current faculty. The Program Director will oversee the curriculum and assure continuous collaboration with the professional community in order to provide rich student experiences.

Start-up Costs – One-Time Expenses

We allocate a one-time expense for technology to be used by the Program Director. We also allocate resources to create appropriate branding, recruitment materials, and promotions during the initial stages of the program.

Operating Costs – Recurring Expenses

We allocate about \$1,000 for materials and supplies which will include printing promotional materials and other office supplies. We also allocate 4,000 for recruitment travel and \$10,000 for promoting the program.

B. Revenue: Funding Sources

Funding sources will be tuition and fees paid by the students majoring in the BBA in Hospitality.

The funding calculations are based on the headcounts listed in the Projected Enrollment section (above)

Funding from tuition is based on \$241.55 per credit hour (the 2023-24 Kansas resident undergraduate tuition rate) - **\$7,246.50** per year for each full-time student.

Funding from student fees is **\$4,935.22** per student per year and is based on:

- \$2,075.32 per year for each full-time student
- \$73.00 per credit business course fee - \$2,190 per year per student
- \$20.58 per credit campus infrastructure and support fee - \$617.40 per year per student
- \$1.00 per credit technology fee - \$30 per year per student
- \$0.75 per credit transportation fee - \$22.50 per year per student

No additional source of funding is necessary. The new classes offered for the program may also generate revenue from non-degree seeking students.

C. Projected Surplus/Deficit

The program is projected to generate surplus from the first year of launch and the amounts are as follows:

Year 1: \$78,726

Year 2: \$263,452

Year 3: \$446,178

XI. References

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