



Hospitality Major

Task Group: Gery Markova, Gerald
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Proposed BBA in Hospitality



- **BBA in Hospitality**

- **120 credit hours**



- **Management Department**

- **Barton School of Business**



- **25+ years since last major**



Hospitality and Leisure

- **Food and beverage**
- **Lodging industry**
- **Recreation industry**
- **Travel and tourism**
- **Meetings and events**



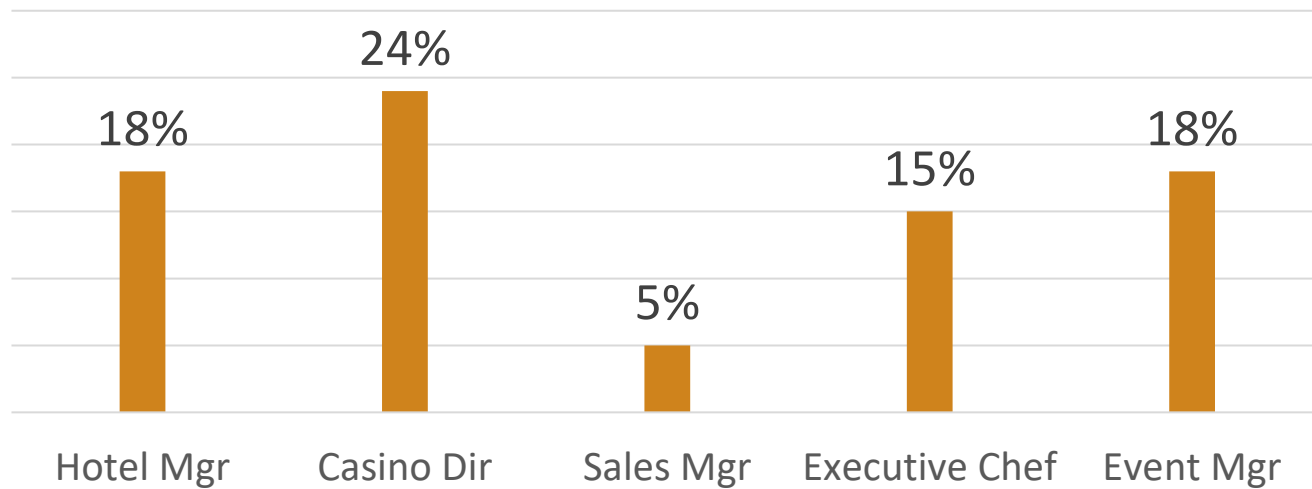
Demand--Growth of Jobs in the Hospitality Industry

- **1.9 million job growth 2031 (BLS)**
- **1 of 4 new jobs 2031 (BLS)**
- **Hospitality—highest demand for majors in urban universities (Hanover Research)**
- **1,325 current job openings in Wichita (indeed.com)**



Projected Job Growth, Wichita

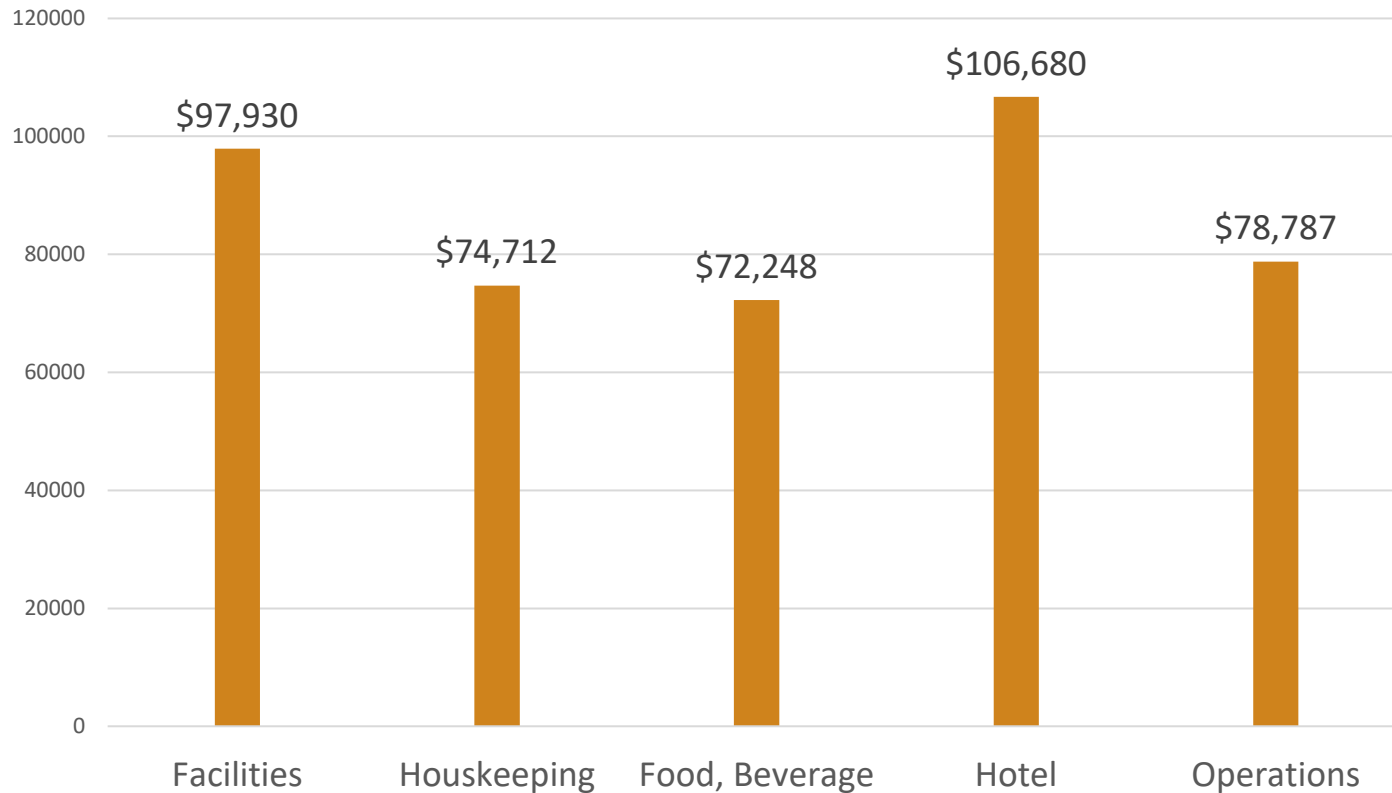
Selected Management Positions



Source: indeed.com/jobs/wichita



Median Salaries, Selected Positions



Source: various websites



Regional Offerings



SCHOOL OF
**HOSPITALITY AND
TOURISM MANAGEMENT**
Spears School of Business

95% of graduating seniors had employment, job offers or other professional plans within six months after graduation

**KANSAS STATE
UNIVERSITY**

Department of Hospitality Management

**100% freshman to sophomore retention rate
76% of graduates are employed at graduation
36% growth in graduates
49 annual graduates**



Learn. Experience. Succeed.

**18% growth in graduates
28 annual graduates**



Educational Partners

- **WSU Tech**
Sheri Utech, President
- **Butler Community College**
Kimberly Krull, President
- **Johnson Community College**
Andrew W. Bowne, President
- **High School Career Academies**



Workforce Development



Internships

Applied Learning



Jobs





19 Testimonials

“The Hospitality Major at the Barton School of Business could make important contributions to our industry’s talent development by preparing graduates to efficiently lead operations, ensure superb customer experiences, and operate financially sound enterprises.”

Michelle Korsmo, President & CEO, National Restaurant Association



19 Stakeholder Testimonials

Creating a bachelor's degree in hospitality will not only support the expanding hospitality industry in southcentral Kansas but prepare students for the workforce across the country.”

Scott Redler, Co-founder, Freddy's Frozen Custard & Steakburgers



19 Stakeholder Testimonials

“Because of the skill set needed to successfully manage boutique hotels and provide elevated dining experiences, and because we personalize everything based on what investors need, outstanding graduates from the Barton School Hospitality Management program could prosper in environments like ours.”

**Wynn Hukle, Director, Revenue Management,
Coury Hospitality**



Potential Advisory Board

- 1. Mary Billings, Love of Character**
- 2. Susayn Brandes, President and CEO, Great Plains Ventures Inc**
- 3. Jeff Blackman, Founder and President, Bedford Lodging; Founder, Five Senses Hospitality Management**
- 4. John Cantele, President, Lexima Hotel Management Services**



Potential Advisory Board

- 5. Mike Daood, President, LodgeWorks**
- 6. Andrew Gough, Founder, Reverie Coffee Roasters**
- 7. Jim Korroch, President, Waterwalk Management**
- 8. Barney Lehnherr, Chairman of the Board,
Transition group**



Potential Advisory Board

- 9. Lynda Carrier-Metz, Chief Marketing Officer,
Restaurant Management Company**
- 10. Christopher Rea, Manager, Facility Operations,
Foundation Properties**
- 11. Michelle Ruffin-Stein, General Manager, Wichita
Marriott Hotel**
- 12. Rene Stevens, Owner, Spangles**



Course Content

Number	Title	Description
Mgmt 411	Introduction to Hospitality	Surveys of the history and ethics of the hospitality industry and includes topics dealing with hotel operations, management companies, gaming and casinos, travel and tourism, food service operations, recreation, event planning and meetings industry, tourism, floating resorts and cruises.
Mgmt 412	Special Topics in Hospitality	You will analyze management philosophies, evaluate competitive advantages and discuss strategies regarding digital implications, social media, extended living trends, new models in food services, global tourism, and future trends in hospitality and leisure services.
Mgmt 413	Applied Learning in Hospitality	This course requires you to document one hundred hours of work in the hospitality and leisure industry and they will be required to identify areas of interest and analyze their observations of professional behaviors required for a successful career, discuss the importance of initiative, critical thinking and problem solving, describe effective communication skills, and assess classroom knowledge against their industry observations.



Course Content

Mgmt 414	HRM in Hospitality	You will study human resource strategies in the hospitality and leisure industry. Topics include legal issues, HR planning, recruitment and selection, training and development, compensation and rewards, employee relations.
Mgmt 415	Customer Experience (CX) in Hospitality	Every customer interaction provides opportunities to strengthen or weaken relationships. You will learn how end-to-end customer experiences become strategic differentiators. Topics of study include how to: model key customer types through personal development and experience mapping, use customer experiences to drive a company's transformation, and develop improvement plans for customer experience transformations.
Entre 455	Entrepreneurial Finance	You will learn how to use financial statements to report revenue flows and capital structure of a business model, employ ratio analysis to gauge performance, read income statements, balance sheets and cash flow statements, project financial statements for planning, and identify financial options.



Tentative Class Schedule

Fall 24: Mgmt 411. Introduction to Hospitality Management

Spr 25: Mgmt 412. Special Topics in Hospitality

Mgmt 415. Customer Experience (CX) in Hospitality

Sum 25: Mgmt 413. Applied Learning in Hospitality

Fall 25: Mgmt 414. HRM in Hospitality

Mgmt 455. Entrepreneurial Finance



Rewards and Risks

Rewards

- **Increased enrollment**
- **Economic development**
- **Response to stakeholders**
- **Brand enhancement**

Risks

- **Insufficient enrollment**
- **Loss of faculty time**
- **Minor resource loss**



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Questions?

Suggestions?