

Wichita State University
Bachelor in Business Administration in Hospitality

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 in 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**

If "yes," please provide an explanation below regarding location, use, and, expected demand. Also address results of discussions with other universities on cooperating for clinical site placement. Please also state if your institution is party to the Inter-institutional Non-Binding Memorandum of Understanding for Clinical Affiliation Site Cooperation.

[Please limit to approximately **500** words; place your Clinical Sites information here.]

III. Justification

[Please limit to approximately **500** words; place your Justification here.]

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 capabilities in business functions such as finance, accounting, marketing, human resource management, operations, information technology along with broad general education.

Throughout the program, students will learn about the various aspects of the hospitality industry, including customer service, marketing, finance, operations, and management. They will also gain

practical experience through internships or work experiences at hotels, resorts, restaurants, or other hospitality-related businesses.

In addition to the hospitality-specific courses, students will also take business courses such as accounting, finance, marketing, management, and organizational behavior. This provides students with a well-rounded education that prepares them for a variety of leadership roles in the hospitality industry.

Program Objectives

1. Provide students with core knowledge and skills in all business functions (management, marketing, accounting, finance, HRM).
2. Equip 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 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 program to support the growth and prosperity of Greater Wichita and the area. We will rely on these partners to offer the technical skills necessary for our graduates to become well-rounded professionals in the hospitality sector. We also envision a collaboration with the existing Hospitality Management Concentration of the BS in Workforce Leadership offered by the College of Applied Studies in Wichita State University.

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

A. Survey of Student Interest

Number of surveys administered: _____
Number of completed surveys returned: _____
Percentage of students interested in program: ... _____

Include a brief statement that provides additional information to explain the survey.

B. Market Analysis

[Please limit to approximately **500** words; place your Market Analysis here. Please include any similar programs at other state universities and Washburn, and if applicable, in surrounding states.]

Based on national and local employment trends and support from local stakeholders, the demand for Hospitality graduates is strong and growing.

National Employment Trends. The Bureau of Labor Statistics Occupational Outlook projects the U. S. economy to 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. 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/>

A [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.

Potential Jobs for Hospitality Majors. Examples of jobs available for Hospitality majors include positions in guest relations, food and beverage, tourism, event planning, entertainment and leisure, senior living facilities, and country clubs and resorts.

Degree Popularity. Hospitality is ranked Number 49 out of 363 degrees on popularity according to College Factual <https://www.collegefactual.com/>

Local Job Growth. The website indeed.com reports 1,325 hospitality jobs currently available in Wichita, Kansas. Predicted job growth for selected management positions appears in Figure 1.:
<https://www.indeed.com/jobswichita>

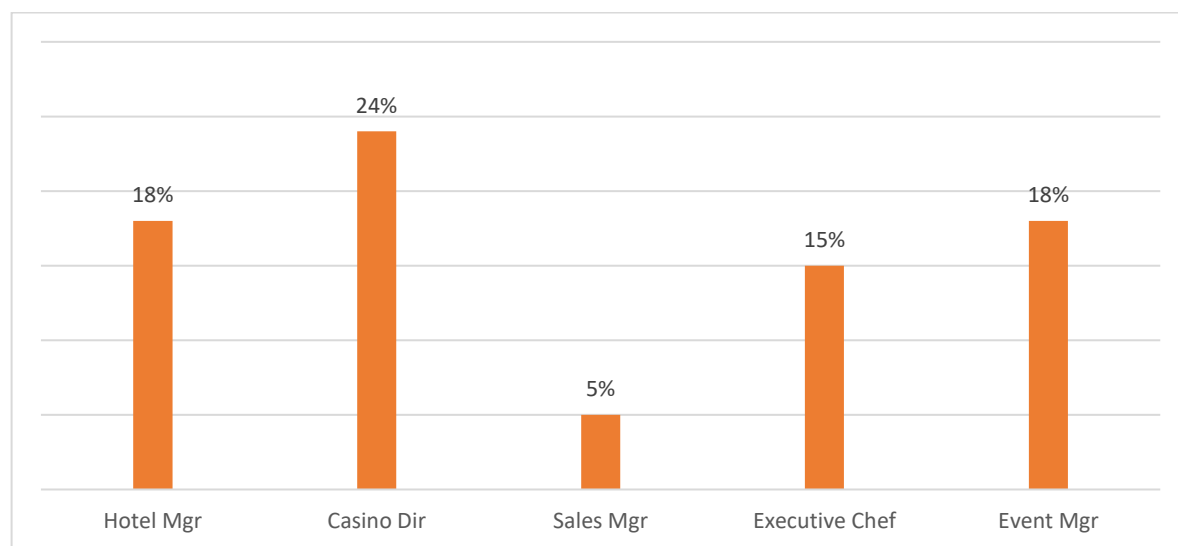


Figure 1. Projected Job Growth, Wichita

Selected Median Salaries. Figure 2 depicts median salaries for selected hospitality management positions. (Source: Various websites)

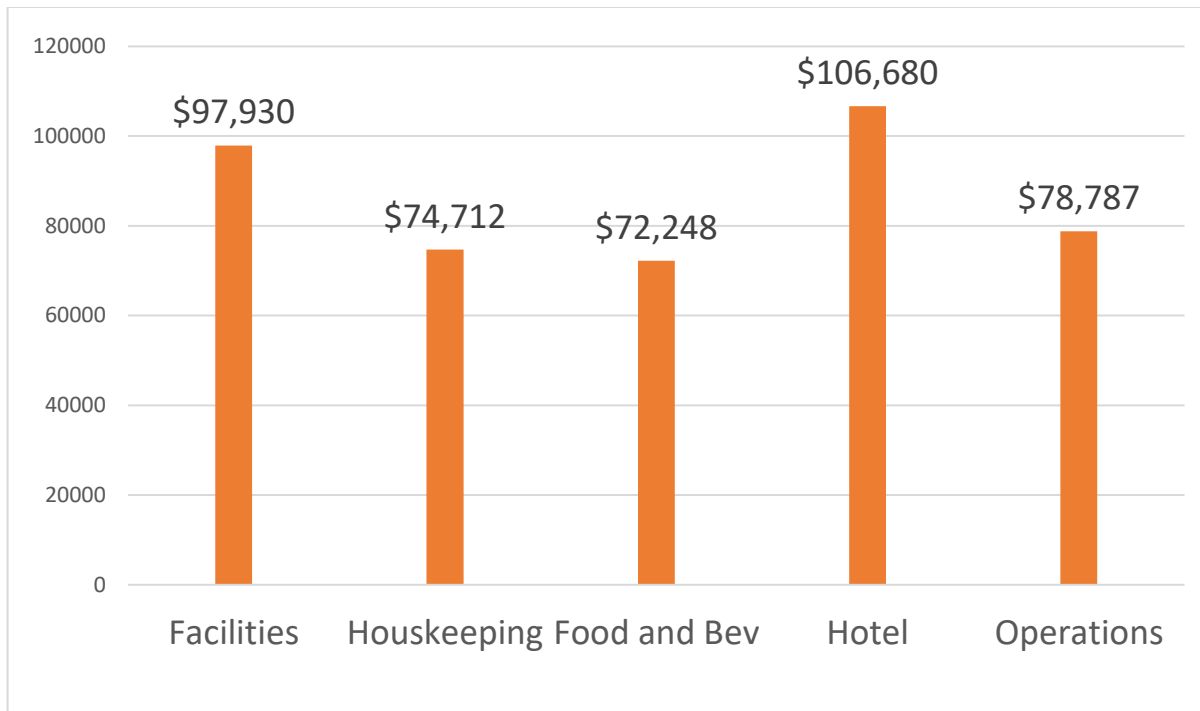


Figure 2. Selected Median Salaries

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

[Totals in the above table should be cumulative, both for headcount and semester credit hours. The information in this table should help calculate tuition and fee revenue for Table IX.]

VI. Employment

[Please limit to approximately 300 words; place your Employment information here.]

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.

Graduates of the program will seek employment in industry segments such as:

- Hotels and long-stay facilities.
- Apartments and other residential facilities.
- Senior living facilities.

- Event planning.
- Country clubs.
- Resorts.
- Food services.
- Casinos and resorts.
- Theme parks and attractions.
- Cruise lines and travel services.
- Tourism.

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, assistant 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 offer positions such as casino managers, gaming supervisors, and marketing managers.

Golf course managers oversee the operations of golf clubs, including golf course maintenance, member services, and event planning for club members and guests.

Theme parks and attractions employ professionals in roles such as guest services, ride operators, entertainers, and event coordinators.

The hospitality industry also offers opportunities for entrepreneurship, such as launching food businesses, managing B&B or Airbnb, boutique hotels, or event planning businesses.

Other target jobs for the program graduates:

- Food & Beverage Outlets Manager
- Culinary Director
- Director of Food and Beverages
- Guest Experience Manager
- Hospitality Services Coordinator (Cruise)
- Business Development Director
- Guest Services Coordinator
- Catering manager
- Director of operations

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.

These are just a few examples of the many job opportunities available within the hospitality sector. Each role comes with its own set of responsibilities, skill requirements, and potential for career growth. It's important to note that the hospitality industry is diverse and offers opportunities for individuals

with various backgrounds and interests, whether in management, customer service, culinary arts, or specialized fields like event planning and tourism management.

VII. Admission and Curriculum

A. Admission Criteria

[Please limit to approximately **150** words; place your Admission Criteria here if criteria that are above those used for Qualified Admissions are used for admission to the program. **If there are no additional criteria, please simply indicate the Qualified Admission criteria are used, as this program does not have separate admission requirements.**]

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

B. Curriculum

[This section should show the ideal sample semester-by-semester plan for the program or at least one concentration in the program.]

Year 1: Fall

SCH = Semester Credit Hours

Course #	Course Name	SCH....
ENGL 100 or 101	English Composition or College English I	3
ENGL 102.	College English II	3
Gen Ed Bucket 7	First Year Seminar	3
MATH 111 or 112	College Algebra or Precalculus Mathematics	3
ECON 201	Principles of Macroeconomics	3

Year 1: Spring

Course #	Course Name	SCH....
COMM 111.	Public Speaking	3
Gen Ed Bucket 5	Business Calculus or 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
	Free elective	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 [List amounts in dollars. Provide explanations as necessary. Please double-check the math.]

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 (projected as appropriate)	Current	First FY (New)	Second FY (New)	Third FY (New)
Tuition / State Funds	0	\$108,697.50	\$217,395.00	\$326,092.50
Student Fees	0	\$74,028.30	\$148,056.60	\$222,084.90
Other Sources	0	-	-	-
GRAND TOTAL FUNDING		\$182,725.80	\$365,451.60	\$548,177.40
C. Projected Surplus/Deficit (+/-) (Grand Total Funding <i>minus</i> Grand Total Costs)		\$78,725.80	\$263,451.60	\$446,177.40

\$182,725.80 \$365,451.60 \$548,177.40

X. Expenditures and Funding Sources Explanations

A. Expenditures

Personnel – Reassigned or Existing Positions

Three of the required 6 classes in the program will be taught by current faculty. They will be either re-assigned in the case of new courses or they will accept the hospitality students in classes they already teach.

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 lecturer – industry professionals or academic experts from other institutions that will be paid per course. The typical pay for lecturers (a.k.a, 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 practicality to the students in the program.

In order to assure a successful launch of the program, we will appoint a program director to oversee the curriculum, provide rich student experiences and assure continuous collaboration with the professional community.

Start-up Costs – One-Time Expenses

We allocate a one-time expense for technology to be potentially used by the Director/ Coordinator of the program.

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 material and supply 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 and assure positive student experiences.

B. Revenue: Funding Sources [Please use the figures from Section V and calculate both tuition and fees based on projected enrollments and credit hours, and include any other funding sources, as well. Provide a brief explanation here (including tuition rate(s) and fee rate(s) used.)]

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: \$78,725.80

Year 2: \$263,451.60

Year 3: \$446,177.40

XI. References

<https://www.indeed.com/jobs/wichita>

<https://www.mydegreeguide.com/best-business-majors-for-the-future/>

<https://www.collegefactual.com/>

[2020 Hanover Research report](#)