



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.

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 8<sup>th</sup> 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

**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 i5

- 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

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

**VI**

FIN 340.	Financial Management I	3
IB 333	International Business	3
ENTR 310	Entrepreneurial Experience	3

**Year 3: Fall**

<b>Course #</b>	<b>Course Name</b>	
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**

<b>Course #</b>	<b>Course Name</b>	
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**

**Year 4: Spring**

<b>Course #</b>	<b>Course Name</b>	
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**







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 the program.

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

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

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

[2020 Hanover Research report](#)