

MISSOURI STATE UNIVERSITY
Bachelor of Applied Science in
Hospitality and Restaurant Administration
A Proposal for the Missouri Department of Higher Education

2/11/13



Building Missouri's future...by degrees

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Missouri State University

Program Title: Hospitality and Restaurant Administration

Degree/Certificate: Bachelor of Applied Science

Options: None

Delivery Site(s): Springfield Campus

CIP Classification: 52.0901 (Please provide a CIP code)

Implementation Date: August 19, 2013

Cooperative Partners: _____

Expected Date of First Graduation: December 2013

AUTHORIZATION

Frank Einhellig, Provost *Frank Einhellig* 3/6/13
Name/Title of Institutional Officer Signature Date

Melissa Dallas, HRA Department Head (417-836-4409)
Person to Contact for More Information Telephone

1. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students (Please complete table below)

	Year				
	2013-14	2014-15	2015-16	2016-17	2017-18
Full Time	10	20	32	45	55
Part Time	0	0	0	0	0
Total	10	20	32	45	55

These projections are conservative and were based on estimations of current majors in the Hospitality and Restaurant Administration department who entered the university with an AS or AAS degree and would have likely opted for a BAS degree instead of the BS degree. As well, targeted recruiting activities at community colleges with hospitality and culinary programs will be undertaken and expanded. Finally, the numbers will grow year by year as the awareness of the degree becomes greater.

- ii. Will enrollment be capped in the future?
Enrollment will not be capped in the future.

B. Market Demand:

- i. National, state, regional, or local assessment of labor need for citizens with these skills

The proposed Bachelor of Applied Science (BAS) degree is designed to meet the academic and professional needs of students who have earned an Associate of Science (AS) or Associate of Applied Science (AAS) degree and who now desire to earn a baccalaureate degree. The AS and AAS degrees have not been historically readily transferable to four-year campuses since they tend to be primarily skills-based with less emphasis on general education courses. Students in such programs often have to go back and complete the traditional liberal arts core that comprises a major part of an AA degree, which is much easier to transfer to a four year institution.

The Hospitality and Restaurant Administration (HRA) Department's proposed BAS degree is modeled after the BAS degree currently offered by the Darr School of Agriculture and the Technology and Construction Management Department at Missouri State University as well as the BAS degree in Hospitality Management offered by Metropolitan State University in Minneapolis.

The primary objective of the proposed Bachelor of Applied Science degree is to address hospitality workforce needs as they pertain to managerial positions in a variety of industry segments. The BAS degree will also meet the educational

needs of hospitality industry employees who need deeper understanding of business-related hospitality subject matter in order to develop further professionally.

This degree is in line with the mission of the Coordinating Board for Higher Education, the Missouri Department of Higher Education, and the state's institutions of higher education to support affordable and accessible programs and will contribute to economic growth. The tuition and fees at Missouri State University are low when compared to those of similar regional institutions. The accessibility of the degree is addressed by increasing the number of general elective credits students may transfer in, including some online and blended courses in the major, and allowing for greater flexibility when selecting upper-division classes. The economic impact of providing the region with more formally educated individuals satisfies a need of the hospitality industry in that it is more sophisticated than ever before requiring a higher level of knowledge, both theoretical and practical.

The hospitality industry is one of the largest industries in the United States. It generated \$1.9 trillion in economic impact in 2011, and directly generated \$124 billion in tax revenue for local, state, and federal governments. The industry is one of America's largest employers, supporting 14.4 million jobs, including 7.5 million direct and 6.9 million indirect. One of every nine U.S. non-farm jobs is created directly or indirectly by travel and tourism (from U.S. Travel Association at <http://www.ustravel.org/marketing/national-travel-and-tourism-week/talking-points-and-facts>.)

The impact of hospitality and tourism on the economy in Missouri is powerful. The Missouri Division of Tourism reported that 36.09 million domestic visitors came to Missouri during FY11, up 0.7% from FY10. Of these, 32.40 million were leisure visitors, accounting for 89.8% of all the domestic visitors. Domestic travelers spent an estimated \$6.20 billion while visiting Missouri during FY11, up 2.3% from the \$6.05 billion estimated for FY10. Even during an economic downturn, employment in the hospitality industry remained stable as a percentage and was 279,599 during FY11. (From <http://industry.visitmo.com/Portals/1/Research/EconomicImpact/FY11%20Economic%20Impact%20Report%20Exec%20Summaryx.pdf>.)

Most importantly, the overall growth of the hospitality industry will continue to increase the demand for graduates. The National Restaurant Association projects that the restaurant industry will add jobs to the economy at a rate of 2.4% which is higher than the 1.8% projected growth for the economy as a whole. Furthermore, the American Hotel and Lodging Association reports job growth of 3.5%. The Occupational Outlook Handbook from the Bureau of Labor Statistics predicts the employment of foodservice and lodging managers to grow by five percent from through 2018.

The BAS in Hospitality and Restaurant Administration will be the first of its kind in the state and will help to satisfy employment and promotion needs of the

growing hospitality industry while addressing educational needs of students who earned either an AS or AAS degree and want to complete a four-year degree in the shortest amount of time possible without any sacrifice of quality.

C. Societal Need:

i. General needs which are not directly related to employment

The demand for a Bachelor of Applied Science (BAS) degree is evidenced experientially through the advisement of students who earned either an Associate of Science degree or an Associate of Applied Science degree. These students have been frustrated since many of their applied coursework count only as general electives which the students did not need. To illustrate, the proposed BAS degree in Hospitality and Restaurant Administration (HRA) allows students to transfer in 32 hours of free electives as compared to the Bachelor of Science degree which allows students to transfer in 26 credit hours of the same. In addition, BAS degree students will take 12 hours of any upper-division HRA coursework, and this flexibility will assist in their course scheduling. Moreover, students may complete up to 88 directly transferable hours at a community college, with accurate academic planning, and complete the last 37 at Missouri State University. This will be attractive for those students depending on loans and grants and those on a budget since the tuition and fees at community colleges are lower.

Initially, the HRA Department will target community colleges with which the department has articulation agreements in place. These include Johnson County Community College, Ozark Technical Community College, and St. Louis Community College. These articulation agreements will enable students to best schedule their classes in order to later transfer into the BAS degree program.

Johnson County Community College currently offers the following degrees that students could transfer to MSU to complete a BAS degree:

- AAS, Chef Apprentice
- AAS, Food and Beverage Management
- AAS, Hotel and Lodging Management

Ozarks Technical Community College currently offers the following AAS degrees which would flow nicely into the proposed BAS degree:

- AAS, Hospitality Management
- AAS, Culinary Arts
- AAS, Baking and Pastry

Finally, St. Louis Community College currently offers the following degrees that could be more easily transferred into the BAS degree:

- AAS, Hospitality Studies
- AAS, Food Service Management
- AAS, Baking and Pastry Arts
- AAS, Culinary Arts
- AAS, Hotel and Restaurant Management

The HRA Department will also pursue articulation agreements with East Central College, Metropolitan Community College, and Three Rivers Community College, all of whom offer AAS degrees in culinary arts. A business-based AAS degree would also be a viable feeder program since these students would already have credit for both ACC 201 and MKT 150 which are requirements for the BAS degree.

- D. Methodology used to determine "B" and "C" above.
- i. The market demand noted in B above was determined from the U.S. Travel Association, the American Hotel and Lodging Association, the National Restaurant Association, and the Missouri Division of Tourism.
 - ii. The societal need noted in C above was determined from experiential evidence and from degrees offered by two-year hospitality programs with which we already have articulation agreements in place.

2. Duplication and Collaboration (Form CL not required):

If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

Currently, no college or university in Missouri offers a Bachelor of Applied Science degree in any hospitality-related discipline. No program duplication exists.

Does delivery of the program involve a collaborative effort with any external institution or organization?

No

3. Program Structure (See also FORM PS in Appendix):

- A. What are the total credits required for graduation? This should match C+D+E below.

125 Credits are required for graduation

- B. Are there any residency requirements?

- Complete a minimum of at least 30 hours of courses administered by the Springfield Campus.
- Complete at least 12 hours of upper division credit in the major in courses administered by the Springfield Campus.
- Complete at least 20 out of the last 30 hours in courses administered by the Springfield Campus.

Total Credits by Category

- C. General Education courses: Total credits required: 41-50

List of classes (OR distribution area) that contribute to this total:

Course ID	Course Title	Credits
	Basic required courses	12-19
	Natural World	8-10
	Culture and Society	6
	Self-Understanding	9
	Public Affairs	6

D. Major requirements: total credits required: 48

List of classes that contribute to this total (an example has been entered).

Course ID	Course Title	Credits
HRA210	Introduction to Hospitality Leadership	3
HRA215	Introduction to Lodging Management	3
HRA218	Safety and Sanitation	3
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HRA354	Hospitality Human Resources Development	3
HRA428	Hospitality Law	3
HRA490	Advanced Hospitality Leadership	3
HRA499	Internship in Hospitality	6
ACC201	Introduction to Financial Accounting	3
MKT150	Marketing Fundamentals	3
	Upper division HRA electives	12

E. Free elective credits: 27-36

F. Describe any requirements for thesis, internship or other capstone experience.

HRA 499 (Internship in Hospitality): Supervised experience in a cooperative program in hospitality. Student must gain experience/exposure in at least three positions during the internship. The student must be paid for the internship and must work a minimum of 750 hours.

G. Describe any unique features such as interdepartmental cooperation.

This is primarily a transfer degree designed to improve access for AAS and AS graduates. Internal cooperation exists with the College of Business for major course requirements.

4. Financial Projections: See Form FP in the Appendix.

5. Program Characteristics and Performance Goals (See also FORM PG in Appendix). For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).

Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.

A. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

See Form FP at end of proposal

- Characteristics of a specific population to be served, if applicable.

The purpose of this degree is to provide the hospitality industry with more supervisors and managers who hold bachelor degrees by increasing accessibility for those who currently hold AAS or AS degrees.

B. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.

The requirements are dictated by MSU's Faculty Handbook as follows: For the rank of assistant professor, associate professor, or professor, a terminal degree or equivalent is required as determined by appropriate department faculty with the approval of the Provost. In exceptional cases, individuals with doctoral course work complete and dissertation in progress may be appointed with the stipulation that the degree must be completed within the first year of appointment to be specified in the contract letter. Instructors shall have earned a terminal degree or possess the degree required for teaching in hospitality administration, have potential or demonstrated teaching ability, and a willingness to serve the academic unit, college, and University. An Instructor who has demonstrated excellence in teaching and service at Missouri State University for at least five years (not necessarily consecutive) may be appointed as a Senior Instructor.

- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.

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degree required for teaching in hospitality administration, have potential or demonstrated teaching ability, and a willingness to serve the academic unit, college, and University. An Instructor who has demonstrated excellence in teaching and service at Missouri State University for at least five years (not necessarily consecutive) may be appointed as a Senior Instructor.

- Expectations for professional activities, special student contact, teaching/learning innovation.

Expectations for professional activities include participation in routine Department, College, and University functions; service on Department, College, and University committees; participation in Department, College, and University governance, and all activities contributing to the advancement of the Department outside of the University. This can include, but is not limited to, serving on boards and committees of professional organizations, participation in government advisory panels, reviewing papers submitted to professional journals, reviewing hospitality text books, recruitment on behalf of the Department, and contributions to the international, national, state, and local communities in matters of public concern.

Expectations for special student contact require that all faculty hold regular office hours and be available by email if they must be out of the office.

Expectations for teaching and learning include, but are not limited to, successful instruction of students in the classroom, advisements of students, direction of undergraduate research and independent readings, revision of courses, use of innovative and effective teaching methods, and participation in workshops and seminars devoted to the instruction of students. Designing new courses, materials, and teaching methods for classroom use is also expected as is providing high quality education based to a diverse student body.

C. Enrollment Projections (repeat section 1.A.i)

- Student FTE majoring in program by the end of five years.

55 students

- Percent of full time and part time enrollment by the end of five years.

100% full-time enrollment

D. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.

In the third year, 21 students are projected to graduate, and in the fifth year, 37 students are projected to graduate.

- Special skills specific to the program.

Graduates who earn a Bachelor of Applied Science degree from the Hospitality and Restaurant Administration Department at Missouri State University will possess skills in and knowledge of the following areas: the various segments of the hospitality industry as well as professional opportunities in each segment, operations relative to lodging management, operations relative to food service management, human resources, marketing of hospitality goods and services, accounting procedures and practices, the legal environment, the economic environment, management information systems, organizational theory and foundations of management, facility operations maintenance and management, financial management, ethical considerations and socio-political influences affecting organizations, strategic management, and leadership theory.

- Proportion of students who will achieve licensing, certification, or registration.

90% of the students will hold a ServSafe certification they earn in HRA 218 or its equivalent course (Safety and Sanitation). Students enrolling in an elective class, HRA 409 (Beverage Operations), have the opportunity to earn a TIPS - Training for Intervention ProcedureS – certification for responsible alcohol service.

- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

Performance on the university-wide exit examination (ETS Proficiency Profile) is expected to be 440/500, or 88%, which is the current average score achieved by hospitality students with 90 credit hours or more. Performance on the departmental exit examination, based on the body of knowledge as defined by our accrediting body, is expected to be the same as current hospitality students pursuing a Bachelor of Science degree, 68% overall. At least 90% of students are predicted to score a 60% or higher on this examination.

- Placement rates in related fields, in other fields, unemployed.

The placement rate is projected to be 85% in related fields, 12% in other fields, and 3% unemployed.

- Transfer rates, continuous study.

It is expected that no students will transfer out of the program once they enter it since it is geared specifically toward degree completion.

E. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

The Hospitality and Restaurant Administration's Bachelor of Science degree has been continuously accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) since 1992 and was most recently reaffirmed in July 2012. The Bachelor of Applied Science degree will be put forth for accreditation during the next ACPHA cycle when the Bachelor of Science degree goes forward for reaccreditation in 2018.

F. Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

The expected satisfaction rate for alumni is projected to be at or above 94% which is the outcome of the last survey sent in November 2012. Satisfaction surveys will be sent out every other year in November with the results reported in December.

- Expected satisfaction rates for employers, including timing and method of surveys

The expected satisfaction rate for employers is projected to be at or above 90% as based on evaluations administered in HRA 499, Hospitality Internship, in which the students' supervisor complete assessments on their knowledge, skills, and abilities in the workplace. These are conducted at the end of every semester including summers.

6. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.
7. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

The support for the Hospitality and Restaurant Administration (HRA) Department from upper administration is outstanding. They are fully aware of this proposal and have been very supportive.

The HRA Department is well equipped to offer a Bachelor of Applied Science degree in Hospitality and Restaurant Administration in addition to the current Bachelor of Science degree and three graduate classes. The department has five full-time faculty members, one half-time faculty member, four per course instructors, and a department head who also teaches a reduced load. Since its inception in 1983, the HRA Department currently has close to 2,000 alumni, many of whom are active supporters.

The department is the only one in Missouri which is accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). It has been continuously accredited since 1992, and most recently was reaffirmed in 2012. Accreditation for the Bachelor of Applied Science degree would be pursued during the next cycle.

The HRA faculty is comprised of a group of individuals with numerous publications and presentations who hold leadership posts in various international and regional associations and organizations. They have won many teaching and service awards, and are highly regarded for their dedication and commitment to hospitality education. Annually, the department hosts an Undergraduate Research Symposium, submissions to which are open to hospitality students from fourteen states throughout our region.

The HRA student body is vibrant and diverse. Over 13% of majors identified themselves as members of racial or ethnic minority groups, and our current students represent a number of different countries including Taiwan, Japan, South Korea, France, China, Sweden, and Barbados. Nine states are represented and include Arkansas, California, Kansas, Illinois, Missouri, Tennessee, Texas, Utah, and Wisconsin.

Efforts to increase the multiculturalism of our student population are on-going and include study abroad opportunities to various parts of the world. A number of HRA majors have engaged in international Study Away programs in locations such as Italy, New Zealand, Australia, Maastricht, and Ecuador. Such opportunities greatly enhance students' understanding of the international breadth and depth of the industry. In addition these international study away opportunities, HRA students participate in numerous field trips to local establishments and travel annually to the International Hotel, Motel, and Restaurant Show in New York City and, on demand, to the National Restaurant Association Show in Chicago.

Many ongoing and graduating students receive internship and job offers from the HRA Recruiters' Fair which is held every semester and is open only to HRA students. Companies from all over the country send recruiters, many of whom are alumni, to promote their companies to our students looking for internships and career opportunities after graduation.

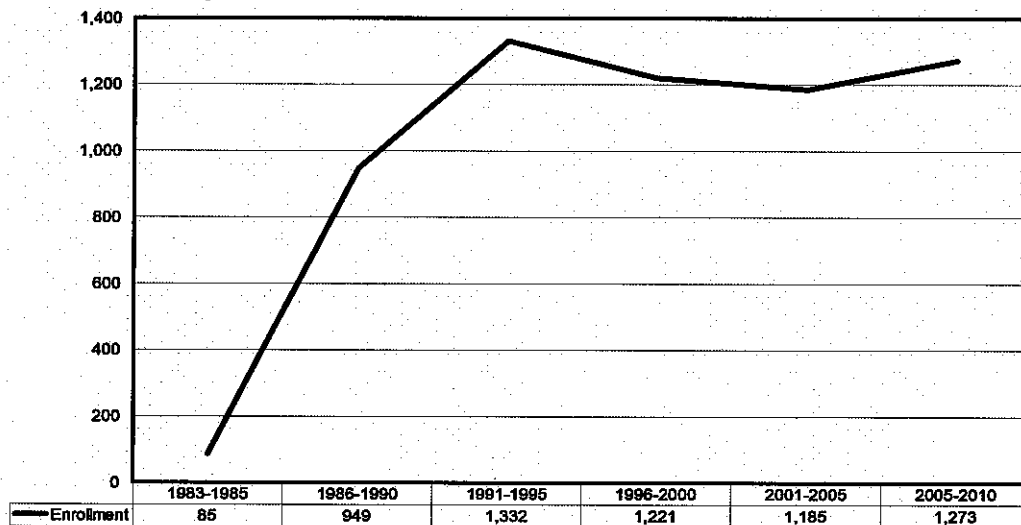
Current students apply these internships to HRA 499, Internship in Hospitality class, which is required for all majors. Students enrolled in HRA 499 must complete at least 750 hours of approved work experience in the hospitality industry before graduation. This allows students to gain relevant work experience while in college and assists them with placement opportunities upon graduation.

Even in economically challenging times, the placement success rate has remained constant. Lodging management, restaurant management, country club and resort

management, hotel sales and marketing, food and beverage sales, catering, institutional foodservice management, casino operations, sport facility management, and event management are among the varied professions available to HRA graduates.

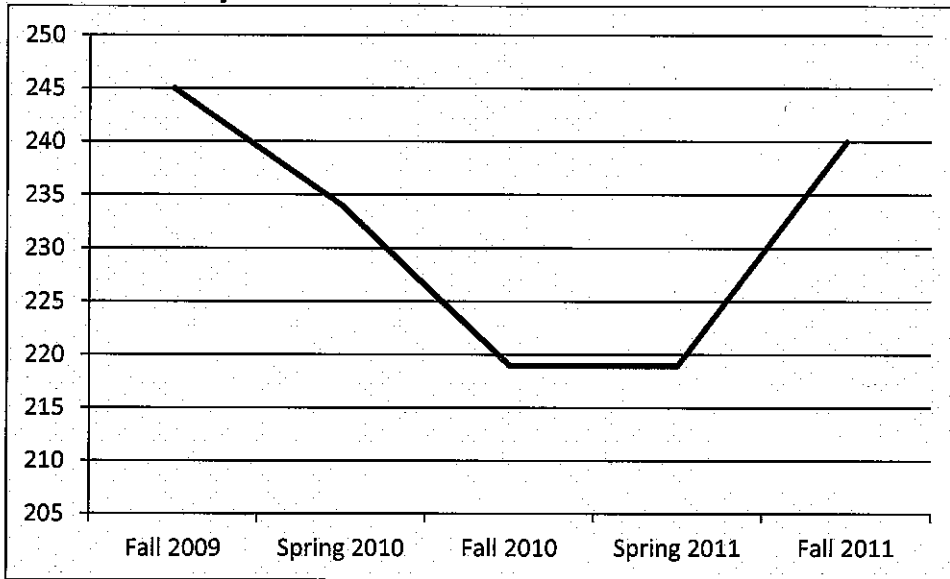
Regarding enrollment, the number of students pursuing a Bachelor of Science degree with a Hospitality and Restaurant Administration major count has been consistently high as can be seen in Table 1 below. The demand for the major continues to grow as the hospitality industry is in need of educated managers for this ever-expanding industry.

Table 1. HRA major count from 1983 - 2010



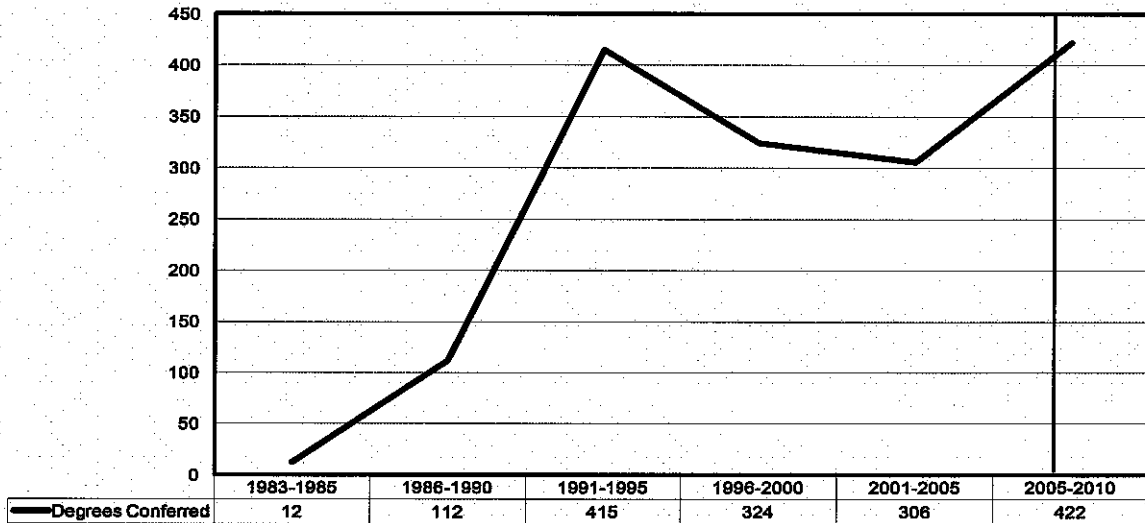
Enrollment data shows fall figures for each of the last three years in Table 2 below. The department experienced a decline in enrollment after the restructuring of the curriculum in 2009 which added more rigor to the major. Similar to the enrollment drop that occurred after MSU increased its ACT entrance score a few years ago, we expected this temporary decline. However, this decrease stabilized in the fall 2010 - spring 2011 semesters, and in the fall 2011 semester, HRA experienced an 11.5% increase in its major count.

Table 2. HRA major count



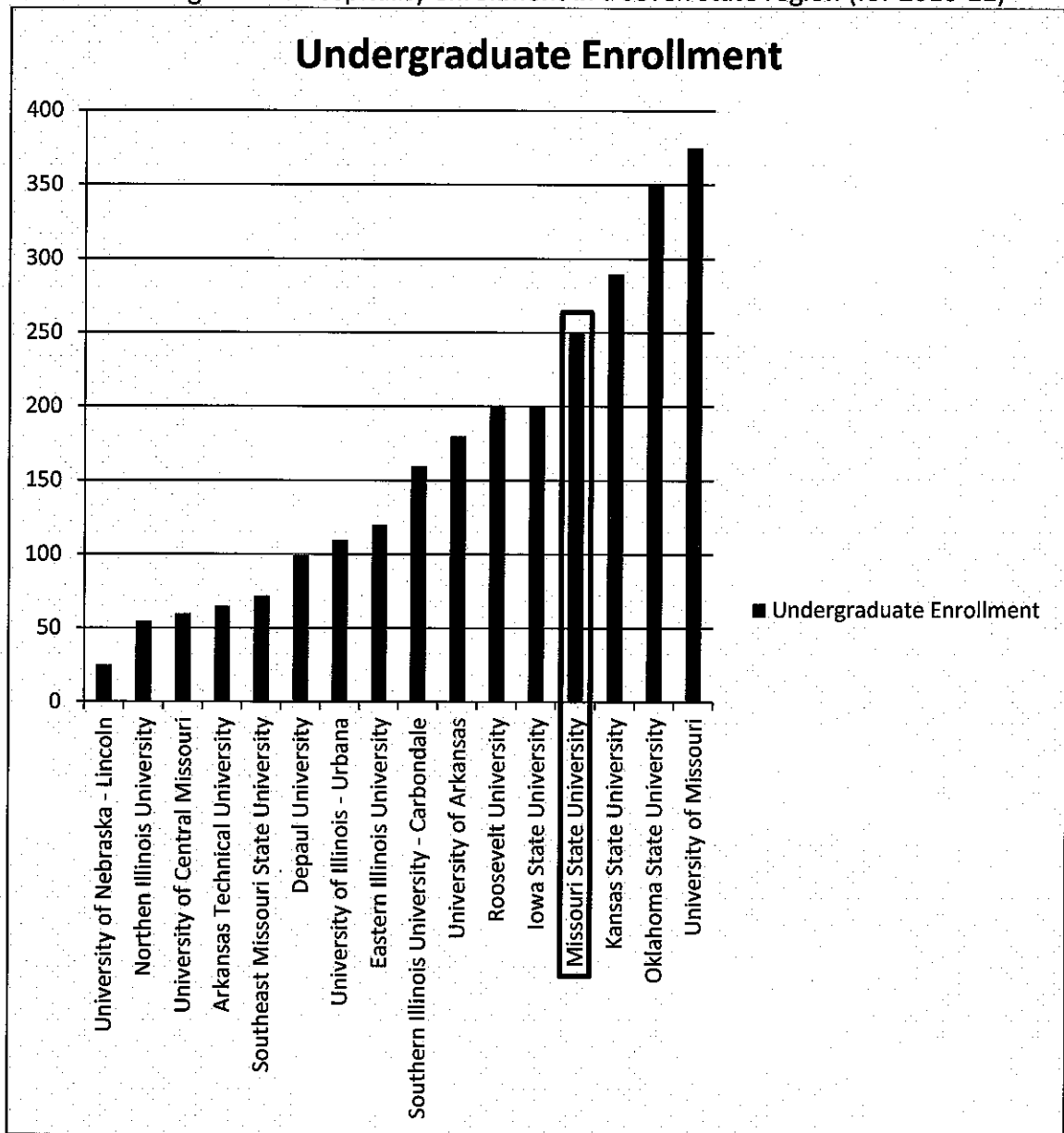
Graduation rates have been consistently high as well as can be seen in Table 3. The department has graduated approximately 1,600 students since 1983 with a slight dip in 2002 and 2003 following the events of September 11, 2001.

Table 3. HRA graduation counts



The HRA Department's enrollment as compared to other hospitality programs in our region is highly commendable. The enrollment data were taken from the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) website and are shown below in Table 4. Included are hospitality programs from Arkansas, Illinois, Iowa, Kansas, Missouri, Nebraska, and Oklahoma, our immediate market area.

Table 4. Undergraduate hospitality enrollment in a seven state region (for 2010-11)



Source: Council of Hotel, Restaurant, and Institutional Education (2011). *Guide to College Programs in Hospitality, Tourism, and Culinary Arts* (10th Ed.). Richmond, VA. Can also be found online at <http://www.guidetocollegeprograms.org/>.

While the HRA enrollment at MSU has been strong, an increase in enrollment is expected due, in part, to a number of recent departmental initiatives. Currently, focused recruitment activities are taking place at Missouri high schools and community colleges. In fall 2011, HRA faculty visited 12 high schools, and one community college. As well, dual credit partnerships are currently in place with multiple high schools that offer hospitality-specific curriculum. The HRA faculty's increased professional leadership roles and research output will further contribute to

an increase in enrollment since these types of initiatives positively affect awareness of our program as well as our reputation. A Bachelor of Applied Science degree with a major in Hospitality and Restaurant Administration would also contribute to enrollment growth while addressing accessibility.

In conclusion, the HRA Department at Missouri State University is well suited to offer a Bachelor of Applied Science degree. We have the support, energy, dedication, skills, vision, and experience as a team to develop and deploy this appropriate degree.

APPENDIX: CBHE/MDHE Related Forms

CBHE/MDHE Form PS

PROGRAM STRUCTURE

A. What are the total credits required for graduation? This should match C+D+E below.

125 Credits are required for graduation

B. Are there any residency requirements?

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Total Credits by Category

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CBHE/MDHE - Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Missouri State University

Program Name: Bachelor of Applied Science in Hospitality and Restaurant Administration

Date: (for MDHE Use) _____

H. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

See Form FP at end of proposal

- Characteristics of a specific population to be served, if applicable.

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Expectations for special student contact require that all faculty hold regular office hours and be available by email if they must be out of the office.

Expectations for teaching and learning include, but are not limited to, successful instruction of students in the classroom, advisements of students, direction of undergraduate research and independent readings, revision of courses, use of innovative and effective teaching methods, and participation in workshops and seminars devoted to the instruction of students. Designing new courses, materials, and teaching methods for classroom use is also expected as is providing high quality education based to a diverse student body.

J. Enrollment Projections (repeat section 1.A.i)

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L. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. If there are no plans to seek specialized accreditation, please provide reasons.

The Hospitality and Restaurant Administration's Bachelor of Science degree has been continuously accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA) since 1992 and was most recently reaffirmed in July 2012. The Bachelor of Applied Science degree will be put forth for accreditation during the next ACPHA cycle when the Bachelor of Science degree goes forward for reaccreditation in 2018.

M. Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys

The expected satisfaction rate for alumni is projected to be at or above 94% which is the outcome of the last survey sent in November 2012. Satisfaction surveys will be sent out every other year in November with the results reported in December.

- Expected satisfaction rates for employers, including timing and method of surveys

The expected satisfaction rate for employers is projected to be at or above 90% as based on evaluations administered in HRA 499, Hospitality Internship, in which the students' supervisor complete assessments on their knowledge, skills, and abilities in the workplace. These are conducted at the end of every semester including summers.