

ACAP
3/23/17
Agenda Item 5c

Name of Institution
College of Charleston

Name of Program (include concentrations, options, and tracks)
Bachelor of Professional Studies with concentrations in Applied Communication, Healthcare and Medical Services Management and Organizational Leadership and Management
Proposed new concentration in Hospitality Operations Management

Program Designation

- Associate's Degree
- Bachelor's Degree: 4 Year
- Bachelor's Degree: 5 Year
- Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.)
- Master's Degree
- Specialist
- Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?
 Yes
 No

Proposed Date of Implementation
Fall 2017

CIP Code
52.0901

Delivery Site(s)
College of Charleston North Campus
3800 Paramount Drive
North Charleston, SC 29420

Delivery Mode

- Traditional/face-to-face*
*select if less than 50% online
- Distance Education
 - 100% online
 - Blended (more than 50% online)
 - Other distance education

Program Contact Information (name, title, telephone number, and email address)
Godfrey Gibbison
Dean, School of Professional Studies
843-953-3596
gibbisonga@cofc.edu

Institutional Approvals and Dates of Approval
Approved by the Faculty Curriculum Committee on November 1, 2016.
Approved by the Faculty Senate on January 17, 2017.

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

The School of Professional Studies' degree-completion program is an individualized and flexible course of study, designed to meet the diverse needs of non-traditional students. Courses are offered in traditional, evening, online and hybrid formats. These choices help students balance the demands of their academic, work and family lives.

The College of Charleston School of Professional Studies is proposing an enhancement of the Bachelor of Professional Studies (BPS) program through the addition of a new concentration in Hospitality Operations Management. Taught by accomplished College of Charleston faculty and practitioners with extensive industry and scholastic experience, participants in this concentration will benefit from the established strength of the College's Hospitality and Tourism Management faculty in the area of revenue management. In addition, students will be able to build areas of specialization in food service management, hotel management and meetings and events management.

Like other BPS concentrations, the concentration in Hospitality Operations Management will consist of 30 credit hours. Students are required to complete 18 credit hours of focused study in hospitality management, including an introductory course, which is transferable from the technical colleges, a required course in Service Operations Management, and four courses that are of interest to the student or courses that focus on the development of an area of specialization. Students are also required to complete an additional 12 credit hours of coursework, building competencies in applied communication, leadership, and project management. The students will select from existing courses.

Professional Studies Learning Outcomes:

1. Students will demonstrate the ability to produce written work that explores complex ideas supported with relevant detail and evidence and is responsive to the assigned task
2. Students will plan, prepare, and deliver a well-organized, logical oral presentation using appropriate presentation techniques
3. Students will demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.
4. Students will develop and demonstrate the knowledge, skills and dispositions required to effectively navigate the workplace dynamics pertaining to diversity.
5. Students will be able to identify ethical issues and apply relevant principles and arguments to their resolution
6. Students will be able to represent mathematical information symbolically, visually, numerically, and verbally and understand the role of empirical data in establishing scientific knowledge
7. Students will be able to adapt and apply, independently, skills, abilities, theories, and/or methodologies gained in one situation to new situations to solve problems or explore complex issues in original ways.

Student Learning Outcomes for Hospitality Operations Management Concentration

1. Students will demonstrate effective writing as well as verbal and nonverbal skills through the development and defense of a hospitality/tourism case.
2. Students will document real world business computational and analysis expertise (i.e. balance sheet and sources and uses of funds, income and cash flow statements).
3. Student will weigh changing environmental trends, unsolved problems and gaps for relevance in the marketplace.
4. Students will efficiently synthesize principles of hospitality/tourism management.

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

Hospitality and tourism is one of the primary industries in the greater Charleston area. With over five million guests (representing over \$1.23 Billion in labor earnings) per annum, the growth of the industry has resulted in a need for a well versed and educated workforce. The BPS option in Hospitality Operations Management will provide a mechanism whereby students can transfer from two-year partner programs and remain in the city to complete their four-year degree. Further, this program will assist those currently working in the industry who do not have a degree in hospitality by providing an opportunity for them to complete a degree in this field while maintaining a life balance. This will allow the hospitality and tourism management program at the College of Charleston to expand into non-traditional student markets and articulate the program to be more comparable to the hospitality and tourism management employment profile. This program will offer an operations management perspective with a special focus on corporate decision making, revenue management and cost control procedures as well as sales and negotiations.

Employment opportunities for individuals who hold a bachelor's degree in the hospitality management are quite robust in South Carolina. Common positions that require a bachelor's degree include restaurant manager, general manager, sales manager, director of dining services, and food and beverage manager. Employers seek employees with skills in accounting, event planning, financial reporting and restaurant operations. Between January 1, 2015 and December 31, 2015 there were 15,606 job postings in South Carolina in the hospitality, food and tourism category. The largest number of posting were in the Charleston-North Charleston metro area, followed by Columbia, Greenville, and Myrtle Beach. Approximately 3,700 job postings required or preferred at least a bachelor's degree. An analysis of more recent job postings reveal the same intense demand for hospitality management graduates. For examples, in the Charleston region, a look at job postings between December 14, 2016 and January 12, 2017 indicated there were 137 postings. Of the 60 postings that listed education requirements, approximately 55 percent required or preferred at least a bachelor's degree.

This new concentration also provides another opportunity to build bridges between the College of Charleston and SC technical colleges. Culinary arts and hospitality management programs are offered by Horry-Georgetown Technical College, Spartanburg Community College, Technical College of the Lowcountry and Trident Technical College. This program will allow students to transfer up to 60 credit hours from hospitality management programs and up to 36 credit hours from culinary arts programs.

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
B. S. Hospitality Management	University of South Carolina-Beaufort	This program has similar objectives as the BPS program at the College of Charleston.	This program is offered entirely online
B. S. Hospitality and Tourism Management	College of Charleston	This program has similar objectives as the BPS program at the College of Charleston.	This program is not as transfer friendly as the BPS program. Given the general education requirements for the B.S. In addition, given other requirements of the B.S. degree, students will be able to apply fewer transfer hours towards their degree.
B.S. Hospitality Management	University of South Carolina-Columbia	This program has similar objectives as the BPS program at the College of Charleston.	This program is not as transfer friendly. This program accepts fewer credits in hospitality management from SC technical colleges than the BPS program, and zero hours from the culinary arts program.
B.S.and B.A. Hospitality, Resort and Tourism Management	Coastal Carolina University	This program has similar objectives as the BPS program at the College of Charleston.	This program gives elective credits for select hospitality management courses from SC technical colleges, but fewer transfer credits than the BPS program. This program does not give transfer credit for culinary arts courses.

Description of the Program

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2017-2018	10	90	10	90	5	30
2018-2019	15	135	15	135	7	42
2019-2020	20	180	20	180	10	60
2020-2021	20	180	20	180	10	60
2021-2022	20	180	20	180	10	60

Enrollment estimates were calculated using the most conservative approach. We expect demand for this program to be strong, based on strong employer demand for applicants with bachelor's degrees in hospitality management as demonstrated above, a solid number of students who complete associate of applied science degrees each year at SC technical colleges in culinary art technology and hospitality management and the size of the workforce that could be served by this program. However, estimates are conservative because information about new academic offerings tend to diffuse slowly, taking a period of up to three years for enrollment grow, and not all individuals who are targeted by this program are interested in returning to school. These estimates are based on an assumption that approximately 1% of prospective students will apply within the first three years, with a yield rate of 50%. This approximation is based on the College's experience with offering its degree completion program between 2013 and 2016.

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

Note: This program does not require the creation of any new courses. It leverages only existing courses.

Bachelor of Professional Studies (BPS) Hospitality Operations Management Curriculum

Required BPS Liberal Arts Seminars (26 hours)

- PRST 220: Intro Analytical & Critical Reasoning (3 hours)
- PRST 230: Professional Presentations (3 hours)
- PRST 300: The Ethics of 21st Century Living (4 hours)
- PRST 301: Science, Technology and Society (4 hours)
- PRST 302: Diversity in the Workplace (4 hours)
- PRST 303: Understanding Global Issues (4 hours)
- PRST 400: Capstone Seminar (4 hours)

Hospitality Operations Management Concentration (30 credit hours)

Required Courses

HTMT 210 Principles & Practices in Hospitality & Tourism (3) PR: None
HTMT 352 Service Operations Management (3) PR HTMT 210; junior standing

Hospitality Operations Management Concentration Elective Courses - At least 12 credit hours to be chosen from the following courses:

HTMT 310 Current Issues in Hospitality and Tourism Management (1-3) PR: HTMT 210; junior standing; or department chair permission
HTMT 350 Hospitality and Tourism Marketing (3) PR: Junior standing; HTMT210; MKTG 302 or ARTM 370; or instructor permission
HTMT 351 Hotel Management (3) PR: HTMT 210; junior standing
HTMT 353 Hospitality Sales and Negotiations (3) PR: HTMT 350 or MKTG 302; junior standing
HTMT 354 Hospitality and Tourism Technology (3) PR: Junior standing
HTMT 355 Negotiations: Principles and Practices (3) PR: HTMT 352 or instructor permission
HTMT 360 Special Topics in Hospitality & Tourism (1-3) PR: Junior standing; other pre-requisites depending on topics
HTMT 361 Meeting and Conventions Management (3) PR: HTMT 210, ACCT 203; junior standing
HTMT 362 Events Management (3) PR: HTMT 210, ACCT 203; junior standing
HTMT 370 Foodservice Enterprise: Design & Development (3) PR: HTMT 210; junior standing
HTMT 372 Foodservice Operations Analysis (3) PR: HTMT 210; junior standing
HTMT 380 Managing Global Tourism (3) PR: ACCT 203, ECON 200, HTMT 210; or instructor permission
HTMT 420 Independent Study (3) PR: Junior standing; written agreement with instructor and chair
HTMT 444 Hospitality Tourism Management Internship (3) PR: Senior standing, declared major or minor in hospitality and tourism management, or instructor permission

Other Concentration Electives – At least 12 credit hours to be chosen from the following courses

APCP 321 Interpersonal and Small Group Communication (3)
APCP 322 Communication for Business and Professions (3)
APCP 323 Interviewing (3)
APCP 324 Leadership in Concept and Practice (3)
APCP 325 Strategic Communication Practices (3)
CSCI 112 Communication Technology and the Internet (3)
CSCI 115 Website Design (3)
ENGL 334 Technical Writing (3) PR: ENGL 110 or equivalent
PMGT 301 Introduction to Project Management (3)
PMGT 311 Managing Scope, Schedule and Cost (3) PR: PMGT 301
PMGT 321 Estimating and Managing Risk (3) PR: PMGT 301
PMGT 331 Contracting and Negotiating a Project (3) PR: PMGT 301
PMGT 341 Controlling Quality (3) PR: PMGT 301
PGMT 400 PMGT Capstone (3) PR: PMGT 301, 311, 321, 331, 341
PSYC 321 Psychology in the Workplace (3) PR: PSYC 103
PSYC 334 Psychology of Stress (3) PR: PSYC 103

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification.

All courses in this new concentration will be taught by existing College of Charleston faculty or by additional adjunct faculty, resulting in no permanent institutional changes in faculty. Instruction in hospitality management at the North Campus will be phased in, with three of the six required courses offered in the first year of the program. Starting in year two, all six required courses will be offered on a revolving basis during fall, spring and summer semesters. Of the three courses that will be offered in the first year, two will be taught by roster faculty, who will be compensated for the additional teaching responsibility, and one course will be taught by adjunct faculty. Starting in year two it is anticipated that three of the six courses will be taught by roster faculty and three will be taught by adjunct faculty. An additional instructor might be hired after year three, as dictated by program enrollments, which is accounted for in the cost projections below. This concentration, like the other concentrations in the Bachelor of Professional Studies program, will be administered by the Dean of the School of Professional Studies.

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

The College of Charleston already offers a well-established Bachelor of Science in Hospitality and Tourism Management, which is adequately supported by library/learning resources. BPS students pursuing the concentration in Hospitality Operations Management will have full access to all available resources. No new resources are required.

Financial Support

Estimated New Costs by Year

Category	1st	2nd	3rd	4th	5th	Total
Program Administration						
Faculty and Staff Salaries	\$15,000	\$27,000	\$27,000	\$65,000	\$65,000	\$199,000
Graduate Assistants						
Equipment						
Facilities						
Supplies and Materials						
Library Resources						
Other*						
Total	\$15,000	\$27,000	\$27,000	\$65,000	\$65,000	\$199,000

Sources of Financing

Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	\$62,640	\$93,960	\$125,280	\$125,280	\$125,280	\$532,440
Program-Specific Fees						
State Funding (i.e., Special State Appropriation)*						
Reallocation of Existing Funds*						
Federal Funding*						
Other Funding*						
Total	\$62,640	\$93,960	\$125,280	\$125,280	\$125,280	\$532,440
Net Total (i.e., Sources of Financing Minus Estimated New Costs)	\$47,640	\$66,960	\$98,280	\$60,280	\$60,280	\$333,440

*Provide an explanation for these costs and sources of financing in the budget justification.

Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

Costs

The addition of the Hospitality Operations Management concentration will result in the addition of 6 new courses to the Professional Studies curriculum. Instruction for these six course will be delivered as follows:

Year 1

2 courses will be taught by roster faculty who will be compensated for additional teaching responsibility. Cost: \$12,000 per year

1 course will be taught by adjunct faculty. Cost \$3,000

Year 2

3 courses will be taught by roster faculty who will be compensated for additional teaching responsibility. Cost: \$18,000 per year

3 courses will be taught by adjunct faculty. Cost \$9,000 per year (\$3,000 per course)

Additional resources will be considered if program growth requires it. Instructional costs will be covered from the tuition revenue generated.

Revenue

We anticipate achieving enrollments of 10 students in year 1, 15 students in year 2 and 20 students in year 3. BPS students typically complete, on average, 9 credit hours in the fall and spring semesters, and 6 credit hours in the summer semester. These revenue projections reflect these anticipated enrolments and completed hours at the BPS tuition rate of \$261 per credit hour.

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?

Yes

No

If yes, explain. (1000 characters)

Will the proposed modification affect or result in program-specific accreditation?

Yes

No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

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Will the proposed modification affect or lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

Yes

No

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.