

TOPIC: PROPOSAL TO OFFER BACHELOR OF APPLIED SCIENCE IN HOSPITALITY MANAGEMENT AT MESA STATE COLLEGE

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I. SUMMARY

This agenda item requests approval for Mesa State College to offer a Bachelor of Applied Science in Hospitality Management.

II. BACKGROUND

The following is summarized from Mesa State's proposal:

The purpose of the Bachelor of Applied Science is to provide applied technology graduates the opportunity to enhance and expand their general education and technical core competencies through access to a baccalaureate-level program. The program will allow students with an Associates of Applied Science degree from a regionally-accredited institution to earn a four-year degree with a minimal loss of credit from their two-year institution, with appropriate advising. This program will be a transfer only program, allowing students to transfer up to 36 hours of an A.A.S. degree in hospitality management or related area. This will provide an opportunity to recruit students from within its own existing A.A.S. programs as well as throughout Colorado and other states.

ROLE AND MISSION SUPPORT

The Bachelor of Applied Science Degree in Hospitality Management supports the role and mission of Mesa State College. The statutory mission states:

There is hereby established a college at Grand Junction, to be known as Mesa state college, which shall be a general baccalaureate and graduate institution with moderately selective admission standards. Mesa state college shall offer liberal arts and sciences, professional, and technical degree programs, and a limited number of graduate programs. Mesa state college shall also maintain a community college role and mission, including career and technical education programs. Mesa state college shall receive resident credit for two-year course offerings in its commission-approved service area. Mesa state college shall also serve as a regional education provider. C.R.S. 23-53-101

EVIDENCE OF NEED/DEMAND FOR THE PROGRAM:

The business community has requested creation of a B.A.S. in Hospitality Management. The Colorado Labor and Employment data project a growth of 14.8 percent in this

industry by 2018. Faculty in A.A.S. programs in Hospitality Management, Culinary Arts and related programs also have requested a B.A.S. in Hospitality Management to provide opportunity for further study for their students. Enrollment projections – at full implementation in five years – are approximately 25 students.

RESOURCE NEEDS/CURRICULUM AND INSTRUCTION

With the exception of three courses, all courses in the program already exist and are part of the business department's ongoing rotation of courses, including those in its two-year program in Travel, Tourism, and Recreation Management. There is a need for one full-time faculty and some part-time funding to support the new courses.

III. STAFF ANALYSIS

Department staff have reviewed this proposed program and letters of assurances from academic administrators to ensure that the degree program meets the State's performance measures outlined in C.R.S. §23-5-129.6. The program meets all performance measures set forth by the state.

IV. STAFF RECOMMENDATION

Staff recommends that the Commission approve the Bachelor of Applied Science degree in Hospitality Management submitted by Mesa State College.

VI. SUPPLEMENTAL INFORMATION

Copies of all relevant statute and policy are on file in the Academic Affairs Office.

STATUTORY AUTHORITY

C.R.S. §23-5-129 (6)(b)