COMMISSION FOR HIGHER EDUCATION
Thursday, February 14, 2013

DECISION ITEM A-1: **Bachelor of Science in Hospitality and Tourism To Be Offered by Indiana University Kokomo at Kokomo**

Staff Recommendation That the Commission for Higher Education approve the Bachelor of Science (B.S.) in Hospitality and Tourism to be offered by Indiana University Kokomo at Kokomo, in accordance with the background discussion in this agenda item and the *Program Description*.

Background The Academic Affairs and Quality Committee discussed this program on December 12, 2012. In response to this discussion, the University re-submitted its proposal, which now includes economic data and job listings.

Similar Programs in Indiana. According to the Independent Colleges of Indiana (ICI) web site, there are no hospitality and tourism baccalaureate programs in the **independent** or private not-for-profit sector.

The Board for Proprietary Education (BPE) data base indicates there are two institutions in the **proprietary** or private for-profit sector (Art Institute of Indianapolis and Harrison College) that offer hospitality-related baccalaureate programs; a third institution (DeVry University) offers a Hospitality Management specialization with its B.A. in Business Administration. BPE data also indicates there are two certificate and two associate degree programs in travel and hospitality.

Within the **public** sector, there are four baccalaureate degree hospitality and tourism programs, which graduated a total of 264 students in FY2011:

Campus	FY 2011 B.S. Graduates
IUPUI	66
IPFW	25
Purdue Calumet	35
Purdue West Lafayette	138
Total	264

In addition, Ivy Tech offers an A.A.S./A.S. in Hospitality Administration on eight campuses and VU offers an

A.A.S./A.S. in Hotel and Motel Management. Together, these programs graduated at total of 122 students in FY2011.

Related Programs at IU Kokomo. Currently, IU Kokomo students have two baccalaureate options if they want to pursue a career related to hospitality and tourism at IU Kokomo – Business and Communication Arts, which together graduated a total of 46 students in FY2011. IU Kokomo also offers an MBA program.

Program, Level	FY 2011 Graduates
Communication Arts (B.A./B.S.)	5
Business (B.S.)	41
M.B.A.	18
Total	64

IWIS Analysis. Wage data were extracted from IWIS on Indiana residents who graduated in FY2011 from baccalaureate hospitality and tourism programs and who were employed in Indiana in industries included in IWIS. The average annual earnings one year after graduation for these graduates was $29,821. Graduates at the low end of earnings averaged $25,904 while those at the high end averaged $32,028.

Concluding Points. Since this is a standalone degree program, it is unclear how this program fits into the Commission's challenge to the IU and Purdue University regional campuses to provide greater access to programs through collaboration and common curricula. However, discussions with Indiana University continue regarding a comprehensive, strategic vision for the regional campuses regarding both new and existing degree programs.

Supporting Documents   *Program Description* – February 1, 2013

Program Description
**Bachelor of Science in Hospitality and Tourism
to be Offered by Indiana University Kokomo**

1. Characteristics of the Program
   a. Campus(es) Offering Program: Indiana University Kokomo
   b. Scope of Delivery (Specific Sites or Statewide) : IU Kokomo
   c. Mode of Delivery (Classroom, Blended, or Online): Classroom
   d. Other Delivery Aspects (Co-ops, Internships, Clinicals, Practica, etc.): Internships
   e. Academic Unit Offering Program: School of Business

2. Rationale for Program
   a. Institutional Rationale (e.g. Alignment with Institutional Mission and Strengths)

   <u>Why is the institution proposing this program?</u>

   The purpose of the Bachelor Science in Hospitality and Tourism is to provide students with a targeted degree for those who desire to work in the hospitality and tourism profession. While the degree will be housed in the School of Business, for administrative purposes, it will be exempt from AACSB review since there is less than 25% business content in the program. This degree will serve existing and potential students who desire a career in the growing fields of hospitality and tourism. Today's hospitality and tourism industry needs professionally educated individuals. Graduates can find jobs in amusement parks, hotels and motels, restaurants, bed and breakfasts, travel agencies, convention centers and as meeting planners.

   <u>How is it consistent with the mission of the institution?</u>

   The mission of Indiana University Kokomo, a regional campus of Indiana University, is to enhance the educational and professional attainment of the residents of north central Indiana by providing a wide range of bachelor's degrees, and a limited number of master's and associate degrees. Indiana University Kokomo is further dedicated to enhancing research, creative work, and other scholarly activity, promoting diversity, and strengthening the economic and cultural vitality of the region and the state through a variety of partnerships and programs. The proposed Bachelor of Science is designed to enhance the educational and professional attainment of students who desire to work in the hospitality and tourism industry.

   <u>How does this program fit into the institution's strategic and/or academic plan?</u>

   IU Kokomo has added a variety of new degrees over the past two years. The campus has added a complement of BS degrees since we had mostly BA degrees. In addition, we have added new degree paths in Health Sciences, Applied Sociology, Biochemistry and the Masters in Nursing. The addition of the BS in Hospitality and Tourism and the Bachelor of Applied Science degrees will complete the current campus strategic initiative to provide a complete menu of needed degrees in the region. The current goal of the campus is to direct resources to build these new programs.

   <u>How does this program build upon the strengths of the institution?</u>

   IU Kokomo already offers many of the introductory business courses. We continue to receive requests for this degree from local students, who are place bound, and want to major in this subject area.

This degree is fully articulated with Ivy Tech. Articulation agreements will be worked out for similar associates' degrees at other two year institutions

    b.   State Rationale

How does this program address state priorities as reflected in *Reaching Higher, Achieving More*?

The Hospitality and Tourism degree provides an efficient pathway for students to complete a baccalaureate degree while remaining in their home areas. This degree is also workforce-aligned in that it will provide students with the knowledge and skills needed for employment in the hospitality and tourism field.

    c.   Evidence of Labor Market Need
        i.   National, State, or Regional Need

The development of this program emerged primarily because many students in our service region have expressed an interest in the program because it has become one of the high growth industries. See iii below. As our students are often place-bound, this type of program was not available to them.

        ii.   Preparation for Graduate Programs or Other Benefits

The Bachelor of Science Degree will assist students who desire to enter graduate programs by providing a quality education featuring both a broad range of knowledge as well as depth within an area of concentration.

        iii.   Summary of Indiana DWD and/or U.S. Department of Labor Data

The United States Department of Labor has declared Hospitality and Tourism to be a "High Growth Industry" as shown at http://www.doleta.gov/BRG/Indprof/Hospitality_profile.cfm with the data taken from the *United States Bureau of Labor Statistics* publication, the *2006-07 Career Guide to Industries*. According to this site, this industry is expected to grow 17% in terms of wages and salary employment by 2014.

The Bureau of Labor Statistics provides information on their *Industries at a Glance* web page. Hospitality and Tourism is classified as the Leisure and Hospitality Industry and the information is found at http://www.bls.gov/iag/tgs/iag70.htm. The industry has openings in both entry level positions as well as higher level positions that need skilled workers that understand quality customer service, and health and safety requirements.

Nationwide, the hospitality industry has been growing for the past decade and is expected to continue that trend. The hospitality industry provides necessary goods and services to travelers and can be roughly split into five sectors: 1) Lodgings (hotels, motels, etc.); 2) Transportations (planes, trains, etc.); 3) Food and Beverage Operations (restaurants, bars, etc.); 4) Retail Stores (souvenir shops, arts/crafts stores, etc.); and 5) Tourism Activities (recreation, festivals and events, etc.). In official labor statistics, these jobs are classified as Leisure and Hospitality.

Each of these five sectors has their own growth patterns and trends but overall the entire hospitality and tourism industry continued to grow in 2012 and this growth is expected to continue in 2013. All of these five sectors offer what economists call "normal" goods, meaning that as income increases, people demand more of these goods; they dine out more, they travel more, they stay in hotels more, they buy more souvenirs and so on. Since the recession of 2007-2009 (the recessions as officially defined by the Bureau of Economic Analysis at http://www.bea.gov/faq/index.cfm?faq_id=1004), incomes both nationwide and within the state of Indiana have increased, thus increasing the demand for "normal" goods.

iv.　　National, State, or Regional Studies

Numbers of Jobs available

Nationwide, figures from December 7, 2012 showed that "Leisure and hospitality added 23 thousand jobs for November. Amusements, gambling and recreation added 12.2 thousand jobs, leading the way over food services and restaurants with 8.6 thousand new jobs" found at (http://americanjobmarket.blogspot.com/ citing the Bureau of Labor Statistics). An additional 23,000 jobs were added in October and November 2012. So the growth is strong and continuing. Overall, Leisure and Hospitality ranked 4th nationwide (out of the top 12 that are followed) in the number of jobs, with an estimated 10.2% of all jobs. This is up from 7th in and 1990s to 5th for the last few years (again, citing the Bureau of Labor Statistics http://americanjobmarket.blogspot.com/).

Nationwide, the medium wage for meeting, convention and event planners is $45,260 and the percentage employment growth rate is expected to be 44% from 2010 to 2020. The wages for food preparation and serving workers is not nearly as high ($17,950) but the number of new jobs in this area is expected to be approximately 398,000 by 2020. (http://www.bls.gov/opub/ooq/2011/winter/winter2011ooq.pdf)

Statewide, the Leisure and Hospitality industry account for approximately 290,000 jobs (on a seasonally adjusted basis) and the trend is also for increasing growth (http://www.bls.gov/eag/eag.in.htm). October 2012, the latest figures available, showed an increase in Leisure and Hospitality jobs of 5.2% (again, from http://www.bls.gov/eag/eag.in.htm).

Regionally IU Kokomo commissioned an economic study, the *Regional Benchmarking Study*, completed in fall 2011 by the Indiana Business Research Center. This study compared Kokomo to a number of peer MSAs (Metropolitan Statistical Areas – MSA) across the country. The study showed that the Kokomo MSA has over 4200 workers directly involved in the Leisure and Hospitality industry in 2012. This makes this one of the largest industries in the MSA. The Kokomo region has lost over 12,000 jobs since May 2000 (http://www.ibrc.indiana.edu/ibr/2010/outlook/kokomo.html) and hospitality and tourism both remains a bright spot economically and is growing. Many of our students have therefore, come to realize that a Hospitality and Tourism degree will provide them with the skills needed to compete in this industry. Surveys of the IUK student body indicate that many of them are place-bound while completing their degrees. This is often due to families and work. Offering them a hospitality and

tourism degree close to home will increase degree completion and help the IU Kokomo service region.

     v.   Surveys of Employers or Students and Analyses of Job Postings

The development of this program emerged from many students in our area expressing an interest in such a program. As our students are often place-bound, this type of program was not available to them.

Wages in Leisure and Hospitality Jobs
Nationwide, the medium wage for meeting, convention and event planners is $45,260 and the percentage employment growth rate is expected to be 44% from 2010 to 2020. The wages for food preparation and serving workers is not nearly as high ($17,950) but the number of new jobs in this area is expected to be approximately 398,000 by 2020. (http://www.bls.gov/opub/ooq/2011/winter/winter2011ooq.pdf)

Locally, a quick scan of various electronic job bulletin boards on December 11, 2012, showed that there were a number of leisure and hospitality jobs available in Kokomo and the surrounding region. These include higher level positions such as a concierge in a local hotel, and several assistant manager positions in local hotels and restaurants, and entry level positions as housekeepers or front desk agents. See Appendix A (attached) for a subset of the job listings available on December 11, 2012.

Commuting patterns (as shown in the Regional Benchmarking Survey cited above) show that workers from Howard and other regional counties often travel out of the county to jobs. Thus, hospitality and tourism jobs located in Indianapolis, Lafayette, Fort Wayne or South Bend are viewed as perfectly viable options for job seeking graduates of IU Kokomo programs. Skills necessary in the higher level Leisure and Hospitality industry jobs may be similar to those required for other management positions. These include financial and business management, marketing, human resources, communications, and public relations. These are skills that the new Hospitality and Tourism degree at IU Kokomo will develop and thus ensure that IU Kokomo students are ready for the existing jobs.

This new degree will offer IU Kokomo students the opportunity to study in a fast growing field, one with good job prospects and good possibilities for advancement.

Appendix A of this document has a listing of some of the many hospitality jobs available in the region as of December 11, 2012.

     vi.   Letters of support
Four letters from potential employers are included, as well as a letter from IUPUI expressing support for this program.

3. Cost of and Support for the Program
    a.   Costs
        i.   Faculty and Staff
           Many of the required business courses and some of the elective courses are regularly offered on campus and are available in other degree programs. We will need to add

several new hospitality and tourism courses. The campus is in the process of searching for a faculty member in Hospitality and Tourism.

      ii.   Facilities

The library holdings are sufficient for the requirements of this program, as it currently sufficiently meets the needs of other programs at IU Kokomo. Articles and books needed by students but not housed in the IU Kokomo library (or full text database) can be acquired through interlibrary loan.

The program's laboratory, hardware, and software needs are the same as the existing degrees, and as such nothing additional is required. Therefore, this program will not negatively affect the utilization of the current library resources, laboratory, and the computer user space.

The effect of this program on other instructional programs will be minimal. Many of the required and elective courses are regularly offered on campus and are available in other degree programs. We will need to add several new courses.

      iii.   Other Capital Costs (e.g. Equipment)
None needed

b. Support
      i.   Nature of Support (New, Existing, or Reallocated)

IU Kokomo has been engaged in a deliberate and strategic effort to align resources to the academic areas that are either growing or have the best chance of growth. This has been an on-going effort and has resulted in the transfer of a number of positions.

Given the student demand, we believe that Hospitality and Tourism has the potential to be an excellent growth area and therefore we will direct resources to this growth area as needed.

      d.   Special Fees above Baseline Tuition
None

4. Similar and Related Programs
    a. List of Programs and Degrees Conferred

      i.   Similar Programs at Other Institutions within the state

This program is very similar to the Hospitality and Tourism program at IUPUI. In fact, IU Kokomo has consulted with IUPUI during the development of this program. Purdue has a program; a Bachelor of Science degree in Hospitality and Tourism Management. Ball State has two programs; a B.A. or a B.S. in Hospitality and Food Management. IPFW has a program; Bachelor of Science in Hospitality Management. These are the three programs that are closest geographically to IU Kokomo.

      ii.   Related Programs at the Proposing Institution

Currently students who want to enter the Hospitality and Tourism field major in either general business or communication arts. Unfortunately, these programs do not offer courses in the area of hospitality and tourism. So although the student gains general business or communication content and skills, they are not prepared to address hospitality and tourism content.

b. List of Similar Programs Outside Indiana
   Hospitality and Tourism (under a variety of similar names) is a very popular program at a number of institutions nationwide. In our surrounding states, Illinois offers bachelor's degrees at a number of 4 year profit and non-profit institutions including: DePaul University, Southern Illinois University Carbondale, Kaplan, Kendall College, Lexington College, Lincoln College, and Roosevelt University. Ohio has a similar variety of 4 year programs including Ashford University, Bowling Green State University, Kent State, Ohio State, and the University of Cincinnati. Kentucky has 4 year programs at Beckfield College, Sullivan University, University of Kentucky, and Western Kentucky University. Finally Michigan offers similar 4 year degrees at Baker College of Owosso. Central Michigan, Cleary University, Eastern Michigan, Ferris State University, Madonna University, Michigan State, and Northern Michigan University. Obviously this is a very popular degree in the Midwest with a number of schools offering similar programs.

c. Articulation of Associate/Baccalaureate Programs
   This degree is fully articulated with Ivy Tech. These proposed articulations are available. A maximum of 64 credits will transfer (and count towards degree completion) from Ivy Tech.

   Articulation agreements will be worked out for similar associates' degrees and other two year institutions.

d. Collaboration with Similar or Related Programs on Other Campuses

   As this program will be housed within the School of Business, it will share resources and courses with the School.

5. Quality and Other Aspects of the Program
   a. Credit Hours Required/Time to Completion
      This degree requires 120 credit hours. Assuming a student takes 30 credits per year, this would result in a student graduating in four years.

      The curriculum for the degree consists of 41 - 44 course hours of required campus general education. These hours are spread across the campus continuum of sciences and liberal arts. This is to develop students with a well-rounded education and to enhance critical thinking as well as problem solving abilities. Student must complete the campus's mandatory general education requirements of 41- 44 credit hours.

      In total the degree consists of 120 credit hours as outlined below:
      - 41 – 44 credit hours – Campus General Education (although some may be transferred in)
      - Up to 60 credit hours of Hospitality and Tourism courses
      - 18-19 credit hours of additional electives, for 120 total hours
      (Students who have completed an A.S. in Hospitality Administration and transfer it into the program will have most or all of these elective hours satisfied within their A.S degree program.)

B. S. in Hospitality and Tourism Curriculum (120 credit hours)
IU Kokomo campus General Education Requirements

Communication Skills	9 credit hours
Critical Thinking Skills	3 credit hours
Cultural Diversity	3 credit hours
Ethics and Civic Engagement	3 credit hours
Physical and Life Sciences	8 credit hours
Humanities	6 credit hours
Social and Behavioral Sciences	6 credit hours
Quantitative Literacy	4-6 credit hours
TOTAL	**41 – 44 credit hours**

Required Foundation Courses – 45 credits

Unit	Number	Course Title	Status	Credit Hours
Business	A200 A201	Survey of Accounting (for non-business majors) OR Financial Accounting	Existing	3
Economics	E200* OR E201	Survey of Economics (for non-business majors) OR Microeconomics*	Existing	3
Business	M300 OR M301	Marketing (for non-business majors) OR Marketing (for business majors)	Existing	3
Business	Z300 OR Z302	Human Resources (for non-business majors) OR Human Resources (for business majors)	Existing	3
Business OR Business	L200 OR L201	Business Law (for non-business majors) OR Business Law**	Existing	3
Business	F300	Survey of Finance (for non-business majors)	Existing	3
Speech	S427*	Cross Cultural Communications	Existing	3
Speech	C380	Organizational Communication	Existing	3
Hospitality	T191	Sanitation and Health in Food Service, Lodging, and Tourism	NEW – exists within IU	3
Hospitality	T100	Introduction to Tourism Studies	NEW – exists within IU	3
Hospitality	T171	Introduction to Convention/Meeting Management	NEW – exists within IU	3
Hospitality	T210	Special Events Management	NEW – exists within IU	3
Hospitality	T401	Internship	NEW – exists within IU	6
Hospitality	T181	Lodging Industry Operations	NEW – exists within IU	3
TOTAL				**45 credits**

*satisfies campus General Education requirement – social studies in terms of economics, and diversity in terms of cross-cultural communications
**the Business Law L201 course satisfies the Ethics and Civic Engagement requirement of General Education – the L200 course does not at this time

Hospitality and Tourism elective courses – Take 5 courses out of the list below – at least three of these courses must be at the 300 or 400 level

Course	Number	Course Title	Status	Credit Hours
Hospitality	T219	Management of Sports Events	NEW – exists within the IU System	3
Hospitality	T271	Mechanics of Meeting Planning	NEW – exists within the IU System	3
Hospitality	T306	Destination Planning	NEW – exists within the IU System	3
Hospitality	T218	Wines of the World	NEW – exists within the IU System	3
Hospitality	T328	Introduction to Microbrewing	NEW – exists within the IU System	3
Hospitality	T385	Beer and Spirit Management	NEW – exists within the IU System	3
Hospitality	T334	Cultural/Heritage Tourism	NEW – exists within the IU System	3
Hospitality	T362	Tourism Economics	NEW – exists within the IU System	3
Hospitality	T310	Event Catering Management	NEW – exists within the IU System	3
Business	M415	Advertising and Promotion	Existing	3
Any 300 or 400 level Hospitality course				

Please check with advising centers for an up-to-date elective course list.

a. Exceeding the Standard Expectation of Credit Hours

This program does not exceed 120 hours

b. Program Competencies or Learning Outcomes

Students who complete this degree will have completed the IU Kokomo general education requirements and demonstrated proficiency in its 9 areas: Communications Skills; Information Literacy; Quantitative Literacy; Critical Thinking; Ethics and Civic Engagement; Social and Behavioral Sciences; Humanities and the Arts; and Physical and Life Sciences.

In addition, students who complete this degree will demonstrate proficiency in the following areas due to their courses in the B.S.:

    i. Understand the basic principles that underlie the hospitality and tourism industry
- a. Identify and describe food and beverage operations
- b. Be able to prepare common financial and accounting reports for the industry
- c. Derive the different measures of costs, revenues, and profits
- d. Develop an understanding of the interrelationships of hospitality functional areas in guest satisfaction

    ii. Demonstrate knowledge and skills in legal, ethical, social, international topics
- a. Describe the influence of national, international and intercultural factors on the industry
- b. Describe the various communication style differences among cultures and socio-economic classes and how these impact the industry
- c. Describe the concept of ethics and its impact on leadership and decision-making

    iii. Demonstrate knowledge and skills in management
- a. Evaluate human resource needs
- b. Assess characteristics of personnel to improve organizational effectiveness
- c. Perform a competitive analysis and assessment of the external forces affecting a business

    iv. Demonstrate knowledge and skills in marketing
- a. Describe the 4 P's functions of marketing
- b. Describe how to find attractive marketing opportunities
- c. Demonstrate knowledge and skills in communication
- d. Be able to assess communication skills
- e. Be able to assess interpersonal communication skills
- f. Be able to critically analyze messages
- g. Be able to strategically apply communication message formats
- h. Be able to draw on knowledge of methods to diagnose or analyze real-world communication problems.

e. Assessment

The Bachelors of Science in Hospitality and Tourism will be assessed using the following criteria. (The assessment criteria are listed above in c). These criteria include:

Goal	Outcome	Measurement Methodology	Success Criteria	Feedback Loop
Understand the basic principles that underlie the hospitality and tourism industry	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.

Demonstrate knowledge and skills in legal, ethical, social, international topics	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in management	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.

Demonstrate knowledge and skills in marketing	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.
Demonstrate knowledge and skills in communication	This will be assessed using course embedded assessment tools	There are three levels of performance: Level I (excellent achievement of the outcome, Level II (acceptable achievement of the outcome, and Level III (achievement of the outcome needs work). Faculty will assess the attainment of this outcome on a class-wide basis, using percentages	Scores above 85% will be deemed to be at Level 1; Scores from 70 – 85% will be at Level 2; and Scores below 70 will be at Level 3	Student learning data regarding this goal collected during the year will be analyzed, reviewed and discussed during a departmental meeting in September. Previous years' data will be reviewed for trends. Student learning improvements will be identified and discussed, and changes will be implemented to improve student learning.

e. Licensure and Certification

   Not applicable

f. Placement of Graduates

   The B.S. degree in Hospitality and Tourism is appropriate for those students seeking work in the dynamic hospitality and tourism industry. Graduates can find jobs in amusement parks, hotels and motels, restaurants, bed and breakfasts, travel agencies, convention centers, as meeting planners and other such careers.

   IU Kokomo has an active career placement center that handles both internships and job placement. We will work actively to ensure that our students have optimal internships and help in beginning their career.

g. Accreditation

   There is no accreditation agency for this degree program.

6. Projected Headcount and FTE Enrollment and Degrees Conferred

Hospitality and Tourism positions in Indianapolis and Kokomo on December 11, 2011

These are just a sampling of what we found for Hospitality and Tourism positions in Indianapolis and Kokomo

Hospitality Positions – Indianapolis, IN

Front Desk Manager (2nd & 3rd Shift) Sheraton Indianapolis Hotel And Suites Indianapolis

Front Office Supervisor   Omni Severin Hotel   Indianapolis

Front Desk Agent (part-time)   First Hospitality Group Inc.   Indianapolis

Front Desk Agent - 3rd Shift   Omni Severin Hotel   Indianapolis

General Manager   Hawkeye Hotels Inc   Indianapolis

Front Office Manager   Omni Severin Hotel   Indianapolis

Director of Revenue Management   Sheraton Indianapolis Hotel And Suites   Indianapolis

Software Implementation Project Manager   Kronos Incorporated   Indianapolis, IN

Kitchen Manager BJ's Restaurants Indianapolis, IN

Salaried Management - McDonalds

Audio Visual Manager - Kronos

Restaurant Manager Restaurant Hospitality Company Indianapolis, IN 11/9/12

Hospitality jobs - Kokomo, IN

Dietary Aides & Cook North Woods Village

Taco Bell Shift Lead   Taco Bell

Pizza Hut Assistant General Manager Job

Restaurant Manager   Steak 'n Shake

Assistant Manager   Bob Evans

Outback Steakhouse is seeking FOH Managers

Casino Jobs in Indiana

Table Games Experienced Dealer (FT) - Horseshoe Hammond - Hammond, IN

Security Officer - Hollywood Casino Lawrenceburg - Lawrenceburg, IN

Value Manager – Horseshoe Hammond – Hammond, IN

Customer Service Representative – Horseshoe Southern Indiana – Elizabeth In

Training Supervisor – Horseshoe Hammond – Hammond, IN
Other Hospitality Jobs Statewide

Fundraising Coordinator – Muscular Dystrophy Association, Indianapolis, IN

Activities Events Coordinator – CarDon & Associates, Carmel, IN

Multicultural Event Marketing Representative – ALSAC, Carmel, IN

Multicultural Event Marketing Representative – St. Jude's Children's Hospital, Carmel, IN

School Site Parks Coordinator – City of Indianapolis and Marion County, (pay is 26,750 to 39,194 per year)

Office Coordinator – Romance Languages, University of Notre Dame, pay is 12.00 to 13.89 per hour

Coordinator, Donor Relations, United Way of Central Indiana, Indianapolis,

Safety and Events Coordinator, Town of Fishers, Fishers, IN (pay is 19.49 per hour)

Senior Education Manager, Kenra Professional, Indianapolis, IN

Institution/Location: Indiana University Kokomo at Kokomo

Program: B.S. in Hospitality and Tourism

		Year 1 FY2013	Year 2 FY2014	Year 3 FY2015	Year 4 FY2016	Year 5 FY2017
Enrollment Projections (Headcount)						
	Full-Time	15	25	30	30	30
	Part-Time	26	37	48	59	64
	Total	41	62	78	89	94
Enrollment Projections (FTE)						
	Full-Time	15	25	30	30	30
	Part-Time	13	19	24	30	32
	Total	28	44	54	60	62
Degree Completions Projection		0	10	10	20	20

CHE Code: 12-19

Campus Code: 1814

County: Howard

Degree Level: Bachelors

CIP Code: Federal - 520901; State - 520901