

Proposed dual degree program offered by the School of Hotel Administration (as part of the SC Johnson College of Business) and the Guanghua School of Management at Peking University.

This program is designed for part-time executive professionals residing in China; participants will earn a Master of Management in Hospitality degree from SHA, and an MBA degree from the Guanghua School of Management at Peking University. China is currently seeing explosive growth in the services sector, and is experiencing latent demand for MBAs with a specialized focus in hospitality at the executive level. Peking University would like to help meet this need. The university is considered one of the top two educators in China, and enjoys strong backing from the Ministry of Education. This program simultaneously helps meet SHA's goal of expanding our school's global educational footprint, as well as premier reputation and brand, through partnering only with prestigious universities.

The program design is part-time, 24-months long, and 48 credits, jointly taught by faculty at our two universities. Peking University would be responsible for teaching the MBA core, and SHA would provide the specialized elective in topics areas such as hospitality real estate, hospitality service operations and strategy. The target market would be mid-to-high level working executives in the hospitality industry. Peking University would provide all career support and we would expect to begin with a cohort of sixty students.

SHA faculty would teach in the program at four different times in China where during each visit, they would teach a 3-credit class over a four-day span. In addition, we would host two 17-day sessions in either Ithaca and/or NYC. To support the program, we anticipate needing to hire an additional three faculty members, as well as a program director. After taking into account these costs, including taxes, we expect a projected annual margin of \$469K. We then expect the margins to grow with expected increasing enrollment.

The proposal for this program was approved by the SHA graduate faculty on March 10, 2020, with 19 votes in favor, two opposed and two abstentions. The proposal was also reviewed and endorsed by the College Education Policy Committee chaired by CDAA Andrew Karolyi.