

# The Hospitality and Tourism Program and the Data Analytics Initiative at UVA-WISE

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**UVA WISE**

# Dr. Gurkan Akalin

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## UVA WISE

Professor of Business Analytics

Chair of the Business and Economics Department

Executive Director of the Institute for Applied Data Analytics

## EDUCATION

University of Southern California - B.Sc.

Georgia Institute of Technology - M.Sc.

University of Texas at Arlington - Ph.D.

## Other Work

Norfolk Southern Railway

Morningstar, Inc. - financial services firm

Consulting

Eastern Illinois University

# Hospitality and Tourism Program (HTM)

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- B.Sc. in Business Administration and Management
  - Major in Hospitality and Tourism
- Certificate in Hospitality and Tourism
- Features and Unique Attributes
  - Flexible Schedule – Online / Face to Face / Hybrid
  - Up to 21 hours in internships or experiential learning including credits for prior or current work experience
  - 6 HTM Specific Core Courses – 7 Business Core Courses
  - Electives from HTM and Business courses

# HTM program focus areas

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- Hotel and Lodging Management
- Food and Beverage Management
- Casino Management
- Event Planning and Management
- Tourism and Destination Management
- Entrepreneurship
- Hospitality Analytics (Future)
- Hospitality Finance and Real Estate (Future)

# HTM Timeline

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- Hiring the first faculty – Completed (Fall 2023)
- Program design – Completed (Summer 2023 – Fall 2023)
- Program approval – In progress (Fall 2023 – Spring 2024)
- First students – Planned for Fall 2024 (subject to approval)
- Hiring a second faculty – Hospitality Finance/Real Estate
  - Search Approved– In progress (Fall 2023 – Spring 2024)
- Courses – 1 course in Fall 2023 – 2 courses in Spring 2024
  - – 3 courses in Fall 2024 – 3 courses in Spring 2025
- Program Promotion – On going Process (Fall 2023 and beyond)

# HTM Faculty

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**Dr. Cherry Brewer**



- Assistant professor
- Joined from Western Carolina University

# Data Analytics Initiative

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As Part of the Larger Technology Management

- Artificial Intelligence
- Machine Learning
- Data Analytics in
  - Accounting
  - Healthcare
  - Finance
  - Marketing
- Cybersecurity
- Technology Management

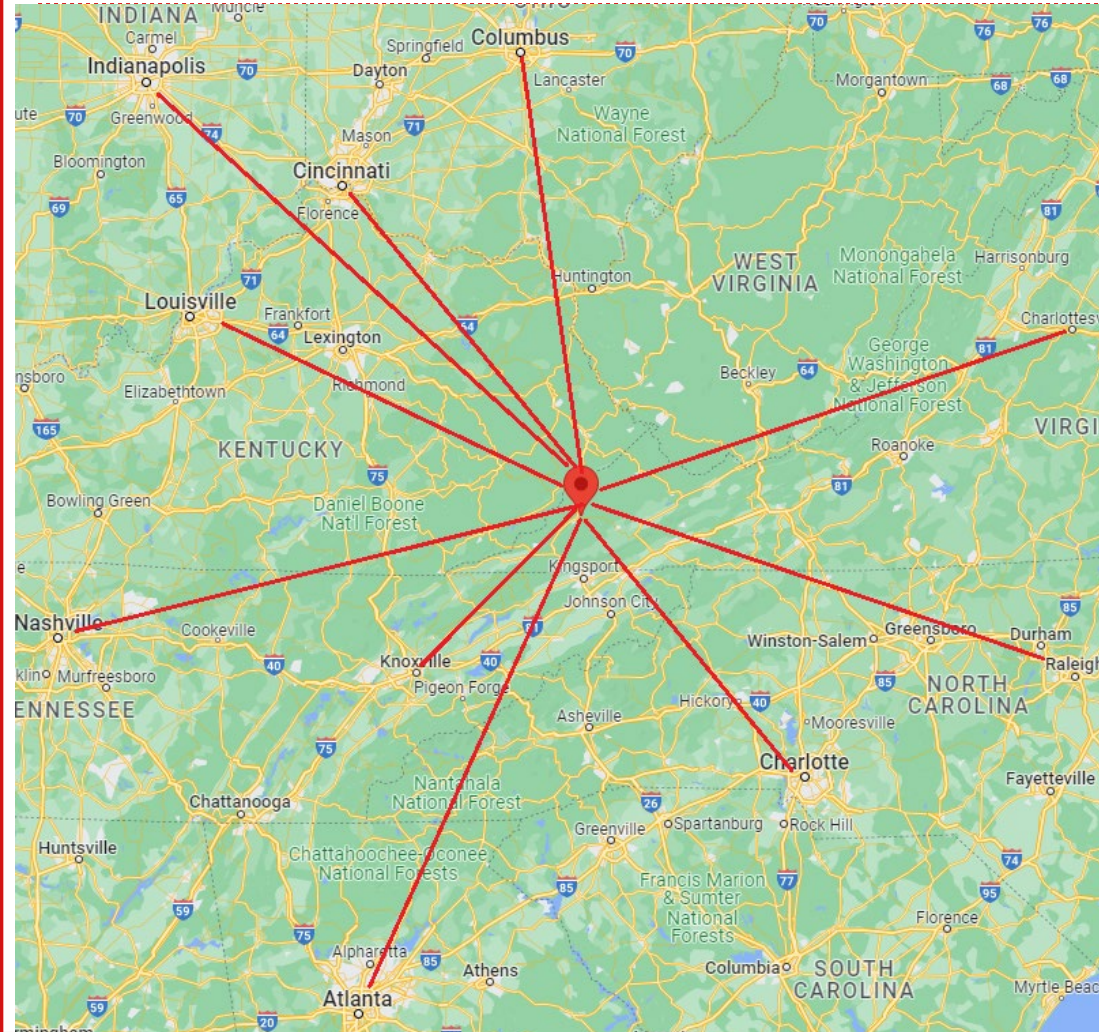
# A New Master's Program at UVA WISE

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- All business undergraduate students will take a course in Business Analytics
- At the intersection of Data Analytics – Technology Management
- Interdisciplinary / Interdepartmental
  - Business and Economics
  - Mathematics and Computer Science
  - Natural Sciences
  - Social Sciences



# Tech and IT Hubs around Wise, VA



Wise to		
Knoxville	150	miles
Charlotte	223	miles
Louisville	246	miles
Cincinnati	250	miles
Columbus	263	miles
Durham	276	miles
Charlottesville	292	miles
Nashville	328	miles
Indianapolis	357	miles
Richmond	360	miles
Atlanta	361	miles

# Design Process / Design Progress

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- Conceptualization – Fall 2023
- Discussions with the key stake holders – Fall 2023
  - UVA-WISE Leadership – Chancellor Henry
  - Departmental Leadership – At least 4 departments
  - Faculty Engagement and Discussion – At least 30 members of the College
  - Student Engagement – Survey and Discussions
  - Organizations and Companies
    - Ballad Health – Food City – More
  - UVA Wise College Board
  - UVA- Charlottesville
  - Marketing / Student Recruitment

# Target Audience

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- Working individuals who are looking to supplement their career with artificial intelligence, data analytics and technology management
- Recent graduates of
  - Business and Social Science students who are lacking advanced technical skills
  - Math/Computer Science/Natural Science students who are lacking business acumen
- International Students

# Current Design (subject to change)

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## Core Courses

- Foundations of Analytics
- Artificial Intelligence/Machine Learning
- Business Analytics and Data Leadership
- Data Science
- Data Visualization
- Management of Innovation and Technology

## Electives

- Accounting Analytics
- Marketing Analytics
- Financial Analytics
- Healthcare Management and Analytics
- Project Management
- Supply Chain and Logistics Management
- IT Entrepreneurship
- Social Sciences
- Big Data Management
- Cloud Computing
- Cybersecurity
- Geospatial Analytics
- Internship

# Data Analytics Timeline

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- Hiring the first faculty members – Completed (Fall 2023)
  - Dr. Gurkan Akalin – Business Analytics / Data Governance
  - Dr. Meenal Chaudhari – Artificial Intelligence / Machine Learning
  - Dr. Yasasya Mohottalalage – Data Science
- Program design – To be Completed (Fall 2023 – Spring 2024)
- Program approval – To be submitted (Spring 2024)
- First students – Planned for Fall 2025 (subject to approval)
- Hiring a new faculty – Financial / Marketing Analytics
  - Search Approved (Spring 2024)
- Courses – 4 new courses in Spring 2024

# Discussion and Questions