Welcome to the School of Hospitality Business Management. Having the opportunity to become the director is an honor. The school has been one of the top programs and continues to push the envelope in quality research insights and the student experience. I am eager to enhance the SHBM’s reputation and assist in expanding our programs that will strengthen this legacy. Because WSU and SHBM provided a way for me to complete my Ph.D., the ability to give back and contribute to something larger than myself is deeply exciting and meaningful to me.

Using the mission, vision and goals of the Carson College of Business as a guide, my hope is to take our programs to new heights. I see our mission as being the “go to” institution for the study of hospitality business through our unique relationships with the hospitality industry and the strength of our faculty and students.

Our key goals will focus on ensuring the quality of our undergraduate programs, growing our research reputation and collaboration opportunities, and strategically differentiating our programs to meet the needs of students and industry.

We will accomplish this in part through greater integration of unique experiential learning opportunities such as our Crimson Confections project, industry immersion programs, project-based internships, and more access to study abroad activities.

You’ll discover, if you haven’t already, there is something special in the DNA of the WSU student population—they are just great people! This lends itself to an underlying feeling of “hospitality,” which in part explains the success of our graduates.

In the research arena, we will ensure SHBM faculty are seen as leaders in providing research-based insights to the hospitality, wine business, and senior living business sectors. We plan to address timely questions as well as provide a platform for top scholars and industry leaders in these fields to collaborate on workshops, panels, and presentations.

With a rapidly changing environment, we need to continually look at alternative ways to offer hospitality business education to fit the needs of students and industry. The WSU HBM online degree program is consistently ranked among the top programs in the nation, thus, we will continue to innovate in this area for both degree programs and certificate programs such as our current certificates in wine business management, culinary arts, and senior living.

As we continue to expand the quality and reputation of the School of Hospitality Business Management, we need to attract and retain the best and brightest students, faculty, and staff. There are many opportunities for involvement—both big and small. Our shared vision will be one where we are globally engaged, creating an amazing educational experience, developing outstanding business leaders and scholars, and producing impactful research.

Sincerely,
Bob Harrington, director