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# HOSPITALITY MANAGEMENT

*An interdisciplinary Bachelor's Degree program  
for Montana State University emphasizing:*

**RESTAURANT MANAGEMENT: FARM TO TABLE  
LODGE MANAGEMENT & RURAL TOURISM  
VALUE-ADDED FOOD ENTERPRISE  
SPORTS & RECREATION ADMINISTRATION**

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## Proposal Highlights

**The Program Vision:** A vibrant hospitality industry in Montana providing professional customer service and inspiring visitors to engage in our communities, cultures, and landscapes.

**The Program Mission:** The Bachelor of Science degree program in Hospitality Management is a one-of-a-kind interdisciplinary curriculum preparing PROFESSIONALS who will develop and manage successful hospitality enterprises that promote community engagement and rural economic development in Montana and the region.

Hospitality Management is an **interdisciplinary program**, blending new hospitality management coursework with existing courses offered in Health and Human Development, Agriculture, and Business (and other academic areas).

Degree options in Restaurant Management: Farm to Table; Lodge Management & Rural Tourism; Value-Added Food Enterprise; and Sports & Recreation Administration each **address significant demand** from students, industry stakeholders, and future employers.

Hospitality Management would be a **nationally unique program**, a niche for MSU that will be attractive to out-of-state students.

The BS Degree in Hospitality Management is planned as a **3-year program** (including summer coursework and internships), which may be attractive to prospective students and their parents, and contribute to improved retention and graduation rates.

Program is well aligned with **MSU's strategic plan** and supports the **land-grant mission**.

The curriculum **links Tourism and Agriculture**, supporting two of the leading industries in Montana, contributing to economic development in rural communities.

A **diverse group of stakeholders have expressed their support** for the development of the program (see support letters), and are willing participants on a potential curriculum advisory board, and as mentors for student interns.

The Hospitality Management degree program, through the use of a campus restaurant for showcasing student projects, culinary arts, and restaurant management skills, has the potential to **generate income for MSU** beyond tuition dollars. This program will also be **attractive to donors**.

The Hospitality Management degree program will provide a multitude of **opportunities for inter-college and interdisciplinary collaboration** around projects, coursework, and research.

Hospitality Management is **linked to other successful interdisciplinary programs** and projects at MSU (Sustainable Food & Bioenergy Systems BS, MT Dietetic Internship, and Towne's Harvest Garden).

The Hospitality Management curriculum includes **experiential components**, practicum courses, field based courses, problem-based learning, service learning, and internships to prepare students for careers; and to facilitate the development of a network of hospitality professionals who might be future employers for students.

The Hospitality Management BS at MSU is developed in collaboration with a Culinary Arts: Farm to Table AAS degree program at Gallatin College. Developing BS and AAS programs in concert provides **a pathway for students to begin their education with Gallatin College and continue it at MSU**, earning a BS degree with two additional years of study. Collaborations with other 2-year institutions are also possible.

The Hospitality Management Degree Program will **train students for existing jobs and entrepreneurial opportunities**.

The proposed program will effectively utilize **existing infrastructure and human resources** and will also require **new infrastructure and human resources** (a commercial teaching kitchen and restaurant eating space; new faculty lines and NTT positions).

The program **complements rather than duplicates programs** at MSU Billings (Outdoor Adventure Leadership BS) and the University of Montana (Parks, Tourism, and Recreation Management BS).

The proposal for Hospitality Management includes a **flexible 4-year implementation plan**.