Program Change Request

New Program Proposal

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Viewing: -BS : BS in Hospitality Management

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Overview

Department: Health & Human Development (HHD)
College: College of Education/HHD
Academic Level: Undergraduate
Program Type: Major

Please review this program for financial aid eligibility. Yes

Suggested Program Code: Bachelor of Science (BS)

Program Title
BS in Hospitality Management

Abbreviated Program Title
BS in Hospitality Management

Effective catalog when new program will be available to students: 2016-2017

One Paragraph Description of Program:
The Hospitality Degree program is an interdisciplinary 4-year bachelor’s degree program. The program can also accommodate the completion of study in 3 years if students wished to attend classes in the summer. It incorporates existing coursework from Food & Nutrition, Business, and Agriculture. New courses will be...
designed to bridge business management skills with content in hospitality management such that graduates are prepared to become valued employees and successful food, hotel, tourism, and sports and fitness entrepreneurs. Four degree options are proposed: Restaurant Management: Farm to Table; Lodging Management & Rural Tourism; Food Enterprise; and Sports & Fitness Administration. Each of these options is distinct in the state and region and has the potential to stimulate the industry and professionalize the future workforce for Montana’s hospitality industry. In the context of the Montana University System, the intended niche of the Hospitality Management Degree program is restaurant and Lodging management with an emphasis on farm to table connections and agritourism. The intended niche of the sports and fitness administration degree option is the management of gyms, and other health and fitness related facilities, and not necessarily on nature tourism, or outdoor adventure leadership.

Need

To what specific need is the institution responding in developing the proposed program?

Currently, there are no BS degree programs in Hospitality offered at 4-year degree institutions in Montana, yet tourism is one of Montana’s leading industries, and according to interviews with stakeholders, hospitality management jobs are difficult for employers to fill. According to the Montana Office of Tourism, eleven million visitors came to Montana in 2014, contributing $3.9B to the state’s economy. Tourism and recreation businesses directly and indirectly support 55,270 Montana jobs. According to a recent report by the University of Montana’s Institute for Tourism and Recreation Research, Gallatin County leads the state in tourist spending ($662M in 2014), with tourism contributing to 6,500 local jobs (Bozeman Daily Chronicle, 8.19.14). There is a need for professionally trained managers in the hospitality industry across the state. As the land grant institution of Montana, MSU is uniquely positioned to provide this education and training.

How will students and any other affected constituencies be served by the proposed program?

Hospitality industry stakeholders in Montana will benefit from having a pool of qualified candidates when hiring food and beverage or hotel managers, positions that are currently difficult to fill. Additionally, they will have the opportunity to work with, train, and hire hospitality students to fill positions that would normally be filled by individuals who are seeking employment, but have no interest in hospitality management as a profession.

Food and agriculture industry stakeholders in Montana also stand to benefit from the proposed degree program in that many constituents have been seeking academic expertise in the area of value-added agriculture or small-scale food processing, especially utilizing specialty crops. According to the MT Department of Agriculture, Agriculture is Montana’s largest industry, generating $4.2B for agricultural products and services in 2012. However, most of our agricultural products are exported raw, a missed economic opportunity for the state’s economy and for agricultural producers. Relative to 1950, a much smaller percentage of what we consume in the state is produced here. As a state, Montana has the potential to become much more food self-reliant with the right training for food and agricultural professionals, and
value-added food industries have the potential to contribute to local economic development and job creation. Currently, the number of jobs in food product manufacturing is growing, making it the third largest manufacturing sector (Grow Montana; growmontana.ncat.org). College graduates need the appropriate skills in order to fill these new positions, Montana’s industry needs technical assistance from the Land Grant University. Additionally, institutional foodservices would benefit from enterprises geared to create food products for quantity service.

The sports and fitness industry in the state and region will benefit from having a workforce trained in professional business and management skills. Montana is home to first class outdoor recreation opportunities, and many of the tourists who visit the state do so to gain access to National Parks including Yellowstone (3 million annual visitors) and Glacier (2 million annual visitors). In 2013, Bozeman became the state’s highest volume airport (Gallatin Field), and ski visits in Montana increased from the previous season by 3%, for a near record total of 1.4 million. (Source: Institute for Tourism and Recreation Research). There more than 700 sports facilities in the state of Montana (source: www.sportscourts.com), and the Chamber of Commerce lists 49 facilities in Bozeman alone. In April of 2014 the Bozeman City Commission unanimously approved $7.5 million for a new sports complex. The fields will be used for youth soccer, lacrosse, rugby, football, field hockey, ultimate Frisbee and possible baseball and softball. This complex is predicted to generate millions of dollars for the community (source: Bozeman Daily Chronicle 4.7.14).

Opportunities for entrepreneurship abound for students with the appropriate education and training for success. Students will benefit from this program designed specifically to develop hospitality managers. The curriculum provides a combination of business skills along with content knowledge in food and agriculture, hotel or lodging management, and/or sports and fitness. The program includes hands-on training, experiential learning, and internships. Most importantly there are both existing jobs and entrepreneurial opportunities for graduates.

What is the anticipated demand for the program? How was this determined?

Demand for the program was assessed in three different ways: 1) using an independently conducted analysis by Education Advisory Board (https://www.eab.com/), a consulting firm that provides data to institutions to assist with decision making in higher education, and one that routinely conducts needs assessments for new academic programs, 2) conducting focus groups and interviews with local industry stakeholders, with assistance from the Bozeman Area Chamber of Commerce, 3) a review of current enrollment in related programs offered at MSU Bozeman, MSU Billings and UM along with informal communications and follow-up with SFBS alumni, and 4) strong support from the regional hospitality community including the Montana Restaurant Association, the Montana Tavern Association, and regional hotel and restaurant owners, all of whom have pledged paid internships and job opportunities for graduates of the program.

According to an assessment conducted by Education Advisory Board (in collaboration with Burning Glass and Labor/InsightTM) the overall demand for positions with hotel, restaurant, and tourism management skills has risen steadily since 2010. Between 2010 and 2013, the number of job postings grew 14.3% overall, and 44% in the region.
This trend is predicted to continue. Employers are predominantly seeking graduates with traditional business and finance skills (accounting, financial reporting, and sales), and skills specific to hospitality (restaurant management, food safety, and event planning). Between May 2013 and April 2014, 97 positions were posted in Billings MT alone, but more than 4,000 jobs were posted in the region (including Seattle, Portland, Salt Lake, Boise, and Spokane).

The most predominant employers were foodservice establishments and food distribution companies, travel agencies, fitness centers and gyms, and hotel chains. The most predominant job titles for graduates were restaurant manager, retail manager, store manager, general manager, and assistant manager. The most common relevant occupations for positions included foodservice supervision and management, sales management, marketing management, accountants, lodging management, event planning, and human resource management. For these positions, no competitor BS degree programs currently exist in the state of Montana, although there are programs in Washington, Utah, Idaho, and North Dakota, and South Dakota.

In focus groups and interviews, general managers of hotels, foodservice directors, and restaurant managers suggested that they have difficulty filling management positions, and that they would prefer to fill front line positions with students enrolled in hospitality programs who were interested in hospitality careers. According to local hospitality industry stakeholders, the most important skills required of graduates are related to customer service and human resource management. Many focus group participants and interviewees expressed interest in developing an internship program to accompany an MSU degree program, stressing the value of a degree that includes experience working in the industry. Participants were very supportive of developing a degree program at MSU and eager to be involved in an industry stakeholder advisory council. According to stakeholders, one of the most important perceived benefits of a hospitality degree program at MSU is the potential to professionalize the future workforce for the hospitality and tourism industry in Montana. That is, workers and managers in the hospitality industry would have more professional skills and hospitality expertise, particularly in customer service and human resource management. With the increase in the boutique and luxury hotel industry in Bozeman, there is a need for increasing the skills and professionalism that sophisticated tourists expect, and for which there is no ready supply. We see an opportunity to develop tomorrow’s leaders in these areas.

Student demand is evident through advising of current and past students in the Sustainable Food & Bioenergy Systems Degree Program, 10% of whom would have enrolled in the Restaurant Management: Farm to Table option had it been offered, and another 5% in the Food Enterprise option (There are currently 90 SFBS students, and the degree program is 6 years old). SFBS graduates have suggested that additional business content and skill development in the curriculum would have helped them be more immediately successful. Judging from the success of SFBS in attracting both resident and non-resident students, it is reasonable to assume that an interdisciplinary Hospitality Management Degree program that emphasizes sustainability would also be attractive and ultimately successful. The number of food and nutrition majors has also grown 13.5% in the last five years to 126 students. The hospitality degree program would be an alternative for students interested in food who do not wish to pursue a career in dietetics or nutrition science.

Health and Human Performance (HHP) is the most heavily enrolled major in the Department of Health and
Human Development. In fall 2014, there were 405 majors, representing 42% of the total number of undergraduate majors in HHD. This degree program has grown 60% since 2010. Students in this major are aiming for careers in physical therapy, personal training, and exercise physiology in addition to graduate school. Of the 405 majors, 72 are enrolled in the Kinesiology option. HHP faculty estimate that based on career goals, approximately 30% of these would enroll in the Sports & Fitness Administration option of the proposed Hospitality degree program. These students in fact might be interested in managing fitness programs and sports facilities, and would benefit from academic training in business and management in addition to content in hospitality management. The Health Enhancement major has been holding fairly steady for the last 5 years at 54 students, but 63 students are currently enrolled in the more recently offered Coaching Minor. This is another subset of students who would be interested in the Sports & Fitness Administration degree option.

Providing current students with a more appropriate academic path will have a positive impact on student retention and graduation rates. However, we believe the Hospitality degree program will be even more successful at attracting new students, and out-of-state students. MSU already has an excellent reputation for training students in Food & Nutrition, Dietetics, and Sustainable Food Systems (see links below). We can capitalize on this momentum to market a related degree program in Hospitality Management. Montana will be an attractive place to study restaurant management: farm to table, lodging management and rural tourism, food enterprise, and sports and fitness administration.

Publicity for MSU’s food-related programs:


Institutional and System Fit

What is the connection between the proposed program and existing programs at the institution?

There are several existing programs that will be interdependent with a new degree program in Hospitality Management, most notably the Sustainable Food & Bioenergy Systems degree program, the Montana Dietetic Internship, and Towne’s Harvest Garden.

Sustainable Food & Bioenergy Systems (SFBS) is a 4-year Bachelor’s degree program that integrates coursework in agroecology, crop production, animal science, and food and nutrition. This interdisciplinary curriculum is a collaboration among four MSU departments (HHD, PSPP, LRES, and ANRS) in two different colleges (EHHD and Agriculture). Students began enrolling in SFBS in Spring 2009. Currently the program has approximately 90 majors and 60 alums. SFBS has attracted many new students to the study of food and
agriculture while emphasizing interdisciplinary and systems thinking. Graduates are prepared to begin addressing society’s multi-factorial food and energy issues and seek careers in small scale food production and marketing, community development, food and energy policy, non-profit organization management, foodservice and other kinds of food enterprise. Relevant SFBS courses will be incorporated into the Hospitality Management Degree. Students who are seeking careers in culinary arts, restaurant or foodservice management, catering, or food related business would be better served by a degree in Hospitality Management that integrates more business and management coursework and provides additional hands-on experience with developing and managing a foodservice or other food enterprise.

The Montana Dietetic Internship (MDI) provides students who have earned undergraduate degrees in dietetics with the required supervised practice experience for becoming registered dietitians. MDI, which began enrolling interns in 2011, is currently a 10-month long non-degree graduate program, and preference for admission is given to MSU graduates in food and nutrition (dietetics option). However, MDI’s unique concentration in Sustainable Food Systems makes it one of only two in the nation with that designation and as a result, serves to attract between five and ten out-of-state applicants for each available slot. Of the 64 interns who have completed the program to date, 85% have passed their dietetic registration exam within one year, and 80% are employed in the field of dietetics (about half of those in the state of Montana and 70% in the region). Enrollment in this program has grown by 43% since it began. The field of dietetics encompasses medical nutrition therapy, community nutrition education, and foodservice management. MDI interns complete rotations in each of these areas with preceptors in contracted facilities across the state of Montana including hospitals, schools, clinics, public health departments, state agencies, and at MSU.

A Hospitality Management Degree would serve to enhance MDI and other graduate level programming in dietetics, in that more of the required hands-on foodservice management training could be provided at MSU.

Towne’s Harvest Garden (THG) is MSU’s 3-acre organic campus farm, located at the BART farm, 1 mile west of campus. It serves as an experiential outdoor classroom, living research laboratory for studying local food systems, and a space for community engagement and service learning. THG was initiated by students and faculty in 2006, and is currently in its ninth year of production and food distribution. THG primarily distributes food through a community supported agriculture program (CSA) where members pay for a share of produce in advance of the season, and then visit the farm each week to pick-up their share of the harvest. Additionally, THG operates a weekly campus farm stand in the summer and early fall, operates a Community Food Truck (CFT) which transports discounted produce to rural communities surrounding Bozeman, and offers discounted weekly shares of produce to students who visit the farm on Friday afternoons in the late summer and early fall. Finally, THG provides food for the MSU Foodservices’ Montana Made program when requested.

THG is thoroughly integrated into the SFBS curriculum. SFBS students spend a summer or fall semester at THG experientially learning about small scale food production and distribution from planting seeds to transplanting, weeding, irrigating, pest management, composting, harvesting, field washing and bundling, and marketing. This course is called the Towne’s Harvest Practicum. Another SFBS course that utilizes THG as a classroom is Culinary Marketing Farm to Table. Culinary Marketing students also experience garden
maintenance, and then harvest produce specifically for food preparation in the Herrick Hall Foods Lab. Collectively they complete a quantity food project that is known as the annual Towne’s Harvest President’s Lunch, which is served on the farm using rented tables and chairs, and tableware transported from the Foods Lab. Montana Dietetic Interns also experience THG in the first two weeks of their internship when they complete a rotation in sustainable food systems. They experience harvesting, field washing, and marketing, and experiment with recipe development and food preservation in the Herrick Hall Foods Lab. THG is a vital component of each of these academic programs and courses. Hospitality Management students would also complete part of their training at THG, in the Towne’s Harvest practicum, focusing on high value crops for farm to table culinary enterprises.

A Hospitality Management Degree Program would also incorporate coursework currently offered in the College of Business, coursework in the Food & Nutrition, Health & Human Performance, Health Enhancement, and Family and Consumer Science curricula in the Health and Human Development Department; coursework offered by the Division of Agricultural Education, and coursework offered by the School of Architecture. Additionally, activity courses offered through the Recreational Sports and Fitness and the Outdoor Recreation Program will complement the Sports and Fitness Administration option.

Culinary Arts at Gallatin College

A future Culinary Arts 2-year degree would have several introductory level courses in common with the Hospitality Management Degree option in Restaurant Management: Farm to Table. AAS Degree students would enroll in MSU courses to satisfy these requirements. Additionally, Gallatin College Culinary Arts coursework provides additional electives for students in the Restaurant Management Farm to Table and Food Enterprise options. Students completing an Associate’s Degree in Culinary Arts have completed 42 credits toward a BS degree in the Restaurant Management option, and might choose to continue their education for another two- three years to complete the BS in Hospitality Management.

Will approval of the proposed program require changes to any existing programs at the institution?

Yes

Please Explain:

Approval of the proposed program will not require any major changes to any existing programs. Resources are available from the Provost’s office if additional sections of courses need to be offered due to high demand. The proposed program will attract new students to MSU and provide new education and training opportunities for dietetic interns, and students in Food and Nutrition, SFBS, and Agricultural Education. There are several existing courses in which small changes will be made to avoid duplication, or where some clarification of content may be useful in light of the new courses proposed. These are listed below.

NUTR 226: Food Fundamentals and NUTR 227: Food Fundamentals Lab comprise an existing two-course series that is part of several existing degree programs including Food & Nutrition, Family and Consumer Science, and the SFBS Sustainable Food Systems option. NUTR 226 is a 3 credit lecture course open to non-majors, but NUTR 227 is restricted due to limited lab section capacity. The series focuses on the fundamentals of food science with emphasis on each of the food groups from agricultural production.
through food processing and finally preparation for consumption. Culinary considerations are part of the content. The lab portion consists of a series of food experiments that allow students to gain hands-on food preparation experience in a home-style kitchen (rather than a commercial kitchen), and also the opportunity to explore food science concepts in a laboratory setting. The proposed CULA 101: Intro to Culinary Arts, would be more focused on the introduction and development of practical skills and professional cooking in a commercial kitchen setting, appropriate for future chefs, restaurant managers, and food processing entrepreneurs. To emphasize the distinction, NUTR 226 might be renamed “Food Science Fundamentals” and NUTR 227 likewise “Food Science Fundamentals Lab”.

NUTR 322: Foodservice Systems Management is a 3 credit lecture course covering content related to foodservice systems and management theory and currently includes the National Restaurant Association’s ServSafe Training and Certification. This is also a course for Food & Nutrition majors and SFBS Majors in the Sustainable Food Systems option. One of the major projects in this class is the conceptual design of a restaurant operation or foodservice. This is an appropriate course for Hospitality Majors, though the ServSafe training and certification would be offered in an earlier new course called HOSP 1XX: Food Safety & Sanitation. This component would be retained in NUTR 322 as optional for those students not taking HOSP 1XX: Food Safety & Sanitation as part of their curriculum (currently the content is delivered on-line). For clarity, it would be logical to update the rubric of this course and NUTR 395: Practicum: Quantity Foods Production & Management to HOSP rather than NUTR.

NUTR 351: Nutrition and Society is a 3 credit lecture course focused on the principles of community nutrition, food policy, nutrition education, and public health. Nutrition and Society is a required course for Food & Nutrition Majors and SFBS Majors in all options and will be part of the two Hospitality Management options dealing with food. Currently NUTR 351 contains a small amount of content (1 lecture and 1 project) related to food and culture.

A separate proposed NUTR 251 Food & Culture has long been needed/desired for the Food & Nutrition curriculum, and would be needed by the food options of the Hospitality Management Degree and the 2-year Associate’s Degree in Culinary Arts offered by Gallatin College as well. Therefore the food and culture component of NUTR 351 would be eliminated, reducing crowding of content in that course, so that the food and culture content can be covered much more comprehensively and appropriately in a new course.

Describe what differentiates this program from other, closely related programs at the institution (if appropriate)

While there will be some interdependence among Hospitality Management and existing programs, the proposed degree is distinct because it is designed to provide business and management training in the specific areas of foodservice, lodging, rural tourism, sports and fitness. The program combines existing courses in a unique way and adds new courses where necessary to complete the degree and various options. This is an interdisciplinary degree program that will be one-of-a-kind in the state of Montana and beyond.

How does the proposed program serve to advance the strategic goals of the institution?

The proposed program is well-aligned with MSU’s strategic plan by contributing to learning, discovery, and
engagement, improving access to education, demonstrating financial and environmental stewardship of university resources, and providing ample opportunities for the integration of scholarship activities.

Hospitality Management graduates will be prepared for existing career opportunities. The needs assessment demonstrated that job opportunities in this field are growing. The curriculum includes the hands-on experience that is attractive to employers, and the human infrastructure of the program is planned such that students will receive job placement support. Collaborating with Montana employers to provide internship experiences will in turn create an employment network for graduates. This interdisciplinary program will bring together diverse group of faculty who can collaborate on research, grant-funded projects, and other forms of scholarship.

Built into the Hospitality Management curriculum are multiple opportunities for community engagement, service learning, and outreach in Montana’s rural communities and beyond. Like SFBS, THG, and MDI, Hospitality Management will provide a means for facile integration of learning, discovery, and engagement. Development of the cross-disciplinary curriculum itself is learning opportunity that is worthy of research, publication, and dissemination. The planned community engagement that is central to the curriculum is an essential part of the learning experience and will encourage inquiry that leads to new discoveries in farm to table cuisine, agritourism, food enterprise, and sports and fitness administration.

Sustainability is at the core of the proposed degree program in Hospitality Management. The curriculum incorporates teaching on sustainability—from resource conservation, to social justice and strengthening local economies through entrepreneurship in agriculture and tourism. In addition, the proposed program provides the university with entrepreneurial opportunities, thus contributing to stewardship of financial resources on campus.

Describe the relationship between the proposed program and any similar programs within the Montana University System. In cases of substantial duplication, explain the need for the proposed program at an additional institution. Describe any efforts that were made to collaborate with these similar programs; and if no efforts were made, explain why. If articulation or transfer agreements have been developed for the substantially duplicated programs, please include the agreement(s) as part of the documentation.

Currently, a Bachelor’s Degree in Hospitality Management is not offered in the Montana University System. Flathead Valley Community College and Missoula College at the University of Montana offer Associate of Applied Science Degrees in Culinary Arts and Food Service Management respectively, and Missoula College has recently proposed a 2-year degree in Hospitality and expressed desire to also develop a BA in Hospitality Management. The proposed Culinary Arts: Farm to Table AAS Degree has a unique emphasis on Sustainability, and will address local demand for professional cookery training. The proposed Gallatin College Program is being designed in collaboration with the Hospitality Degree to encourage 2-year degree students to continue their education to earn a BS Degree.

The University of Montana offers a BS in Parks, Tourism and Recreation Management and a minor in Recreation Management (in the College of Forestry and Conservation). This degree program emphasizes
Natural Resources, Ecology, Wilderness Protection and Outdoor Recreation; and course requirements include two business courses (Financial Accounting and Managerial Accounting), as well as courses titled Nature Based Tourism, Tourism & Sustainability, and Outdoor Recreation Management. According to faculty at U of M, this program has been in existence for more than two decades (though its name has evolved). Enrollment has been steady at 100-120 students. MSU Billings offers a Bachelor’s Degree in Outdoor Adventure Leadership (in the Department of Health and Human Performance) which emphasizes exercise science, outdoor activities and skills, and leadership development; and course requirements include Adventure Leadership, Outdoor Recreation in the United States, and Organization and Administration in Health Enhancement. Enrollment in the MSU Billings program has been fairly steady since 2011 with an average of 40 majors.

There will be some similarities between these two existing programs and the proposed Hospitality Management option in Sports and Fitness Administration which includes courses titled Foundations of Exercise Science, Managing Healthcare Organizations, and a new course in Sports & Fitness Management (which will not be limited to outdoor or adventure-based recreation, but also include content related to management of rural/agriculture-based tourism, private sports clubs, fitness facilities, and gyms). The proposed Hospitality Management Degree Program is more interdisciplinary than either of the degree programs described above, including approximately 18 credits of business management coursework in all options as well as core courses in hospitality management (food, lodging, and tourism). The intended niche of the Hospitality Management Degree program is restaurant and lodging management with an emphasis on farm to table and agritourism. The intended niche of the sports and fitness administration degree option is the management of gyms, recreation, and other health and fitness related facilities, and not necessarily on nature tourism, or outdoor adventure leadership. Hospitality Management students would have the opportunity to complete part of their studies at MSU Billings (or U of M) if outdoor adventure leadership were of interest. Alison Harmon has been in communication with faculty at both U of M and MSU Billings to discuss the distinct niche of each program.

Program Details

The Hospitality Management degree program has four options in Restaurant Management: Farm to Table, Lodging Management & Rural Tourism, Food Enterprise, and Sports & Fitness Administration. This degree program is offered as a 4-year experience. While, students wishing to complete the degree in three years will also have that option. This would entail attending three summer sessions. This may be a good option for some, as Summer sessions are the ideal time to study and practice concepts related to farm to table, rural tourism, value-added foods, and recreation in Montana. All options have practicum courses for skill development, and field-based courses that integrate problem-based learning and service learning through community engagement. Additionally all options include internships (at least 3 credits) to ensure that graduates have sufficient practical work experience to be competitive for job placement.

The Restaurant Management: Farm to Table option is focused on management of restaurant enterprises with an emphasis on farm to table sourcing and healthful cuisine. Graduates will find employment as foodservice and restaurant managers or as entrepreneurs launching their own restaurant or foodservice enterprises. This option is
also tied to the provision of foodservices in healthcare facilities (hospitals, assisted living, and retirement homes) and other institutions such as schools, workplaces, or prisons. The curriculum utilizes existing coursework in SFBS, Food and Nutrition, and Business, and adds courses specifically related to culinary arts and farm to table sourcing. Practicum courses are in foodservice systems management, quantity food preparation, and kitchen garden management, and the option includes a senior level restaurant management internship. This is the option that would most likely attract Gallatin College students who earn their Associate’s Degree in Culinary Arts to continue their education and earn their Bachelor’s Degree.

The **Lodging Management & Rural Tourism** option is focused on the management of hotel and lodging facilities with an emphasis on tourism related to agriculture or Montana’s cultural heritage. Graduates will find employment as managers of rural inns, B&Bs, and dude ranches/guest ranches; or as managers in independently operated hotels or national hotel chains. They may also choose an entrepreneurial path, launching their own lodging, agritourism, or heritage tourism enterprise. The curriculum utilizes existing coursework in Business, overlapping some with the Restaurant Management: Farm to Table option, and adds coursework specific to lodging operations, agritourism, and event planning. It includes junior level and senior level internships in lodging operations and lodging management. The **Food Enterprise** option is focused on food science and small scale processing, with an emphasis on adding value to Montana’s specialty crops and marketing (or direct marketing) for local and regional distribution. This option connects farm production with the food product needs of the hospitality industry, particularly with large scale foodservices serving institutions. Existing value-added food enterprises are often associated with agritourism, and typically integrate a farm to table philosophy, thus, this option ties together the themes of the degree program. Graduates will find employment with existing food processing and distribution companies, or as entrepreneurs launching food enterprises. The curriculum utilizes existing coursework in SFBS, Food & Nutrition, and Business. New courses overlap with the Restaurant Management: Farm to Table option, and additionally include courses in food processing, and experimental foods. The option includes practicum coursework in food product development and a senior level internship with a food enterprise firm.

The **Sports & Fitness Administration** option is focused on the business management of sports and fitness facilities, health centers, spas, private sports clubs or leagues, community recreation programs, workplace/corporate health and fitness programs, and sport-related or leisure tourism. Graduates will find employment managing existing gym and sports facilities or as entrepreneurs launching their own fitness, sports, or leisure enterprises. The curriculum utilizes existing coursework in Business, Food & Nutrition, and Kinesiology; and new coursework overlaps with the Lodging Management & Rural Tourism option. Some course work also overlaps with the Restaurant Management: Farm to Table option, as many fitness facilities also include a foodservice operation (coffee, juice bar, nutritional products etc.). This option includes a senior level internship in a sports and fitness facility. Activity electives for the option are offered through ASMSU Recreational Sports and Fitness (bowling, racquetball, weight training, soccer, cycling, swimming, yoga, martial arts etc.) and through the ASMSU Outdoor Recreation Program. See attachments under "additional information" below for course requirements and option-specific and supporting course work.

Describe the planned implementation of the proposed program, including estimates of numbers of students at each stage.

<p>The proposed launch of the Hospitality Management Degree is Fall 2017. Full implementation of the program will depend on the hiring of faculty with specific expertise and the availability of a commercial teaching kitchen and food processing equipment for food-related options (see below). Phase
1 of the degree program will include the two food-related options. A search for a TT faculty member is currently underway in Food & Nutrition, and this line will be dedicated to meeting the need for expertise in foodservice/restaurant management. When filled, the Restaurant Management Farm to Table option could be launched, followed by the Food Enterprise which will require a search for a new TT faculty member with expertise in food science/product development. New course syllabi and proposals to support the first two options would be developed for review during the 2016-17 academic year.

Phase 2 of the degree program will include the two remaining options: Lodging Management and Rural Tourism, and Sports and Fitness Administration. Phase 2 will be launched in the Fall of 2018, depending the successful enrollment of the first two options, and following a search for the second TT faculty member with expertise in hotel, tourism and facilities management. New course proposals to support these two options would be developed for review during the 2017-18 academic year. The two TT faculty lines referenced above are described further in “#6 Resources” below.

Student demand for three of the options is already present on campus (subsets of SFBS and Health and Human Performance students). Interested students may be able to begin the program in the first option launched and switch when a new option is launched. Initial enrollment goals for the degree program would be approximately 100 students within 5 years, graduating 10-30 per year.

Will additional faculty resources be required to implement this program? Yes

Please Explain:

To launch the Hospitality Degree Program, two new tenure track faculty lines and one NTT faculty line will be required (these TT lines were cited above in the Implementation Plan). The NTT faculty member would collaborate with a Gallatin College Program Director in coordinating the management and use of the commercial teaching kitchen and adjacent eating space. In general, tenure track faculty would be responsible for teaching the academic portions of the curriculum while an experienced professional (NTT Faculty) would be enlisted to supervise the hands-on development of specific skills utilizing the commercial teaching kitchen, and internships.

Much of the curriculum external to the new offerings are courses that students would likely subscribe irrespective of the program of study (e.g. STAT 216 Q, PSYX 100, MATH 121). Nevertheless, a potential need to expand numerous courses beyond their current capacity exists. Additional support may be needed, depending on enrollment, to support the teaching of business courses required by all options, and other required courses including NUTR 351 (significant service learning component), SFBS 451R (CORE Research course), AGED 140US (CORE class recommended), FCS 371 (required in all options), and SFBS 429 (required in all options). Depending on enrollment in the Sports & Fitness Administration Option, these courses may expand in enrollment beyond their current capacity: KIN 105, KIN 221, KIN 270, and NUTR 411. Additional

https://nextcatalog.montana.edu/courseleaf/approve/?role=admin
support will also be needed in other subject areas where the addition of Hospitality Management students would require adding a new course section (ECHM 205CS; STAT 216Q, ECNS 202, WRIT 101W, M 121Q, ARCH 121IA, ECNS 101IS, CHMY 121).

Provost Potvin has committed to providing two new TT faculty lines and one new NTT faculty line to support this program as well as continuing to address growth in key areas by supporting extra sections of courses (see packet of Support Letters).

Are other, additional resources required to ensure the success of the proposed program?
Yes

Please Explain:
Existing MSU infrastructure to support this major includes a teaching kitchen in Herrick Hall, Towne’s Harvest Garden at the BART farm, the Food and Health Disparities Integrative Lab, the Recreational Sports and Fitness Facility, and the Outdoor Recreation Program. The Herrick Hall Foods Lab, with seven food preparation stations, is set up to mimic a household kitchen, with some commercial equipment such as stainless steel prep tables, a commercial range, and foodservice quality appliances. Townes’ Harvest is a 3-acre plot on the Horticulture Farm (part of the BART farm), with four hoop houses for season extension, a fruit orchard, and pole barn, in addition to growing space in the Plant Growth Center for starting seeds. There is space at Towne’s Harvest for an intensively managed high value garden that could serve as the living laboratory classroom for a course in Kitchen Garden Management (part of two Hospitality Management options). The Food and Health Disparities Integrative Lab, (led by Dr. Selena Ahmed and Dr. Carmen Byker in the HHD Department) can be used to examine phytonutrient content of foods and to test the sensory properties of food with either trained and consumer panels. Students conducting product development as part of their coursework in Food Enterprise will be able to collaborate with MSU researchers to test their products. Finally, the Recreational Sports and Fitness Facility on campus and the Outdoor Recreation Program will be excellent resources for developing and offering coursework and electives for the Sports & Recreation Administration option.

To operate a successful Hospitality Management degree program, additional infrastructure will be needed. For launching the Restaurant Management: Farm to Table option a Commercial Teaching Kitchen/ Culinary Arts Laboratory and restaurant style eating space is needed. The Commercial Kitchen would be similar to a restaurant prep kitchen and include areas for hot and cold food preparation, meats & charcuterie, and baking (this space should accommodate approximately 25 students). The Food Enterprise option will require a portion of this laboratory for small scale food processing equipment which will be used to develop food product prototypes and conduct associated research. Additional needed spaces include 2-3 faculty offices; 2 adjacent classroom spaces equipped with technology that can accommodate a minimum of 25 students each, a conference room that can also be used for fine dining, and a small room that can be used as a sensory lab for testing food products with trained and consumer panels. The restaurant style eating space should accommodate approximately 100 guests for hospitality dinners and culinary arts showcases. This space is envisioned as a flexible space that can be adapted as needed for various class projects, and is open to campus and the public whenever a curricular event is scheduled. This space can be used for
interdisciplinary showcases (art, engineering, music, English, architecture etc.), or public education that might be integrated in some way with a food/culinary presentation.

A re-purposed dining hall at MSU would be an excellent fit for the needs of these programs. Harrison Dining Hall, which will be vacated by University Foodservice as they create renovated and new dining hall spaces for MSU students, is a functional commercial kitchen with an attached dining space. For the academic needs of the Hospitality Management curriculum, this existing and functional space is ideal.

The infrastructure that will support the proposed academic program will also be a source of revenue for the university. In addition to supporting teaching in other existing programs including Food & Nutrition, and Sustainable Food & Bioenergy Systems, the commercial kitchen and food processing lab could be used for outreach and training such as that conducted by Team Nutrition with School Food Service Managers and cooks, and continuing education for Family and Consumer Sciences school teachers. Additional outreach and classes for public education using this space would be a source of revenue. The space could also rented by external organizations conducting classes and training, or to food entrepreneurs.

Assessment

How will the success of the program be measured?

Several aspects of the program will be monitored and assessed to ensure that program and learning goals are being met. Learning Goals will be established for each option following a survey of learning outcomes for each course in the curriculum. Key means (assignments and activities) and measures will be selected for monitoring student achievement. Student Satisfaction with the program will be assessed by seeking informal feedback during advising sessions and by an exit survey completed with each student just prior to graduation. Student retention, program completion, years to program completion, internship placement and job placement will be key indicators of program success and will be monitored, in addition to gathering feedback from internship hosts and employers. Overall Program Impact will be assessed using a five year follow-up survey of graduates regarding employment, entrepreneurship, and career satisfaction.

For the Hospitality Management Degree Program, external accreditation will be sought from the Accreditation Commission for Programs in Hospitality Administration (includes 9 Standards).

Process Leading to Submission

Describe the process of developing and approving the proposed program. Indicate, where appropriate, involvement by faculty, students, community members, potential employers, accrediting agencies, etc.

Dr. Alison Harmon (Health and Human Development Faculty; currently Interim Dean for the College of Education, Health, and Human Development) volunteered to develop this proposal as the content of the
proposed curriculum overlaps well with her academic training and teaching experience (food and nutrition, culinary fundamentals, farm to table cuisine, small business and entrepreneurship, and sustainable food systems). Additionally, Dr. Harmon was a leader in the development of the interdisciplinary Sustainable Food & Bioenergy Systems (SFBS) Degree Program for MSU. In its sixth year, this program enrolls approximately 90 students and has 50 alumni. Original enrollment goals have been exceeded by nearly 100%.

Proposal development was guided by input from MSU experts, MSU students and alums, and industry stakeholders. Additionally, a needs assessment was conducted by Education Advisory Board to determine employer demand for graduates with Hotel, Restaurant, and Tourism Management Bachelor’s Degrees and Culinary Arts Associate’s Degrees. A focus group was conducted in collaboration with the Bozeman Area Chamber of Commerce involving hospitality managers in the Gallatin Valley. Individual interviews were conducted with foodservice directors, restaurant managers, and culinary experts. Meetings with faculty and program leaders, and curriculum committees in the College of EHHD, the JJ College of Business & Entrepreneurship, and College of Agriculture’s Division of Agricultural Education have shaped each of the degree options, and are on-going. Feedback has been incorporated or retained for future consideration.

Accreditation Information

Resources

Budget projections for first three years of operation:
(revenues and expenditures)

Please see attached budget document.

Institutional support to be provided, including sources of funds:

A fully-staffed and enrolled program with 100 students can repay start-up costs and be self-sufficient within five years. However, there are significant start-up costs (approx. $550,000) for new faculty and facilities. These costs would initially be carried by the institution, with an expectation that the funds would be returned as the program develops. These are detailed in the attached budget worksheet.

To launch the Hospitality Degree Program, two new tenure track faculty lines and one NTT faculty line will be required (these TT lines were cited above in the Implementation Plan). The NTT faculty member would collaborate with a Gallatin College Program Director in coordinating the management and use of the commercial teaching kitchen and adjacent eating space. In general, tenure track faculty would be responsible for teaching the academic portions of the curriculum while an experienced professional (NTT Faculty) would be enlisted to supervise the hands-on development of specific skills utilizing the commercial teaching kitchen, and internships.

Much of the curriculum external to the new offerings are courses that students would likely subscribe
irrespective of the program of study (e.g. STAT 216 Q, PSYX 100, MATH 121). Nevertheless, a potential need to expand numerous courses beyond their current capacity exists. Additional support may be needed, depending on enrollment, to support the teaching of business courses required by all options, and other required courses including NUTR 351 (significant service learning component), SFBS 451R (CORE Research course), AGED 140US (CORE class recommended), FCS 371 (required in all options), and SFBS 429 (required in all options). Depending on enrollment in the Sports & Fitness Administration Option, these courses may expand in enrollment beyond their current capacity: KIN 105, KIN 221, KIN 270, and NUTR 411. Additional support will also be needed in other subject areas where the addition of Hospitality Management students would require adding a new course section (ECHM 205CS; STAT 216Q, ECNS 202, WRIT 101W, M 121Q, ARCH 121IA, ECNS 101IS, CHMY 121).

Provost Potvin has committed to providing two new TT faculty lines and one new NTT faculty line to support this program as well as continuing to address growth in key areas by supporting extra sections of courses (see packet of Support Letters).

Physical facilities and equipment to be provided to the new program, including sources:

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**Student Services**

Capacity of student services to accommodate the change:

*(if applicable)*

Student Services has been accommodating the growth in student numbers over the past few years. This increase of 100 students is small compared to the overall growth on campus and can be accommodated.

**Library and Information Resources**

Adequacy and availability of required library and information resources:

The program director will work with the MSU Library and Information Technology staffs to ensure the adequacy of library and information resources for this program.

**Additional Information**

Additional Information

A packet of support letters from university and industry stakeholders is forthcoming.

Supporting Documents
hosp course reqs.docx
MSU News-SFBS.pdf
MSUnews-THG.pdf
HOSPITALITY MANAGEMENT COURSE DESCRIPTIONS.docx
LISTING OF ALL PROPOSED NEW COURSES BY OPTION.docx
Proposed Teaching Loads for Hospitality Faculty.docx
Hospitality Management Budget Projections 2016.xlsx

Course Reviewer
Comments