HOSPITALITY MANAGEMENT
An interdisciplinary Bachelor’s Degree program for Montana State University emphasizing:

RESTAURANT MANAGEMENT: FARM TO TABLE
LODGE MANAGEMENT & RURAL TOURISM
FOOD ENTERPRISE
SPORTS & RECREATION ADMINISTRATION

Contact:
Alison Harmon PhD RD LN
Interim Dean and Professor
Food and Nutrition; Sustainable Food Systems
College of Education, Health & Human Development
Montana State University- Bozeman
P.O. Box 172940
Bozeman MT 59717
406-994-4133 (office)
406-579-7420 (mobile)
harmon@montana.edu
Proposal submitted by:

Alison Harmon, Interim Dean & Professor College of Education, Health and Human Development &
Stephanie Gray, Program Development Manager, Gallatin College

Co-sponsors:
Bob Hietala, Dean, Gallatin College
Kregg Aytes, Dean, College of Business
Coleen Kaiser, Montana Dietetic Internship Director
Melody Anacker, Food & Nutrition; Dietetic Program Director
Selena Ahmed, Health and Human Development; Sustainable Food & Bioenergy Systems
Carmen Byker, Health and Human Development; Food & Nutrition
Mary Miles, Health and Human Development, Health & Human Performance
Lynn Paul, Health and Human Development, Food & Nutrition Extension Specialist
Craig Stewart, Health & Human Development, Health Enhancement
Graham Austin, College of Business
Virginia Bratton, College of Business
Bill Dyer, Plant Sciences & Plant Pathology; Sustainable Food & Bioenergy Systems
Mac Burgess, Plant Sciences & Plant Pathology; Sustainable Food & Bioenergy Systems
David Baumbauer, Plant Sciences & Plant Pathology; Plant Growth Center & Horticulture Farm Manager
Tracy Dougher, Division Head, Agricultural Education; Professor, Plant Sciences & Plant Pathology
Pat Hatfield, Department Head, and Professor Animal & Range Sciences
Introduction

This proposal is for a new interdisciplinary Bachelor’s Degree Program in Hospitality Management that capitalizes on MSU’s strengths in Food, Agriculture, and Business, is well-aligned with Montana’s brand of tourism, and addresses current demand from hospitality and food industry stakeholders, future employers, and students.

The Hospitality Degree program is an interdisciplinary bachelor’s degree program that can be completed in 3 years. It incorporates existing coursework from Food & Nutrition, Agriculture, and Business. New courses will be designed to bridge business management skills with content in food and agriculture such that graduates are prepared to become valued employees and successful food, hotel, tourism, sports, and recreation entrepreneurs. Four degree options are proposed: Restaurant Management: Farm to Table; Lodge Management & Rural Tourism; Food Enterprise; and Sports & Recreation 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 tourism economy.

Program Philosophy

Themes of the Hospitality Management Degree Program are similar to those of the Sustainable Food & Bioenergy Systems (SFBS) degree program: Interdisciplinary, Experiential, Entrepreneurial, and emphasizing Systems Thinking. The purpose of the proposed curriculum is to assist students in finding their profession, giving them the complete academic package for career success in management of hospitality enterprises. More broadly, the curriculum enacts the land grant mission by supporting Montana’s rural communities, the environment, and the economy. An academic program in hospitality management will elevate workforce professionalism in a state where approximately 11 million visitors come each year to experience western fare, our agricultural and ranching culture, outdoor sports, and wilderness. Sustainable enterprises will be the focus, while staying true to the character of Montana—rugged individualism, adventure, self-reliance, agricultural and ranching heritage, and entrepreneurship. Currently, there are no hospitality Bachelor’s Degree programs in the state, and none in the region that emphasize farm to table cuisine or agritourism.

Vision

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

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.
The Curriculum

The Degree and Options

The Hospitality Management degree program has four options in Restaurant Management: Farm to Table, Lodge Management & Rural Tourism, Food Enterprise, and Sports & Recreation Administration. With full-time study, students will complete the degree in six academic semesters and three summer sessions (three full years). Summer sessions are the ideal time to study and practice concepts related to farm to table, agritourism, value-added foods, and health & fitness in Montana. This feature should be appealing to prospective students and parents alike, and is unique among hospitality degree programs nationally, increasing the attractiveness of the program for out-of-state students. The compressed curriculum schedule intends to improve graduation rates, as students will be encouraged to keep pace with their Freshman co-hort. 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 9 credits) to ensure that graduates have sufficient practical work experience to be competitive for job placement. This will be the first 3-year baccalaureate degree program at MSU.

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 enterprise. 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 **Lodge Management & Rural Tourism** option is focused on the management of hotel and lodging facilities with an emphasis on tourism related to agriculture. Graduates will find employment as managers of rural inns, B&Bs, and dude ranches; or as managers in independently operated hotels or national hotel chains. They may also choose an entrepreneurial path, launching their own lodging or agritourism 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 practicum coursework in lodging management and junior level and senior level internships in lodging operations and lodging management. While rural tourism and agritourism are emphasized in this option, graduates will also be prepared for hotel management and ecotourism (or sustainable tourism) careers in national parks and urban settings.

The **Food Enterprise** option is focused on adding value to Montana’s specialty crops, food science, small-scale processing, product development, and connecting farms to institutional foodservices. 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 value-added 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 value-added food enterprise firm.

The **Sports & Recreation Administration** option is focused on the business management of sports and recreation facilities, health centers, spas, private sports clubs or leagues, community recreation programs, workplace/corporate health and fitness programs, and sport-related tourism. Graduates will find employment managing existing gym and sports facilities or as entrepreneurs launching their own recreation, sports, or tourism enterprises. The curriculum utilizes existing coursework in Business, Food & Nutrition, and Kinesiology; and new coursework overlaps with the Lodge Management & Rural Tourism option. Some coursework 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 sports and recreation administration. 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 potentially the ASMSU Outdoor Recreation Program.

**Course requirements common to all options***:

- HOSP 1XX: Introduction to Hospitality Management
- CULA 250: Hospitality Supervision/Customer Service
- ECHM 205CS: Energy & Sustainability
- STAT 216Q: Intro to Statistics
- ACTG 201: Financial Accounting
- ECNS 202: Prin Macroeconomics
- BMGT 205: Professional Business Communication
- OR- AGED 312: Communicating Agriculture
- BMGT 335: Management and Organization
- BMKT 325: Principles of Marketing
- FCS 371: Research Methods in HHD
- BGEN 361: Principles of Business Law
- SFBS 429: Small Business & Entrepreneurship in Food & Health
- SFBS 451R: Sustainable Food Systems
- HOSP 498: Hospitality Management Internship
- HOSP 499: Hospitality Capstone

**CORE recommended coursework for all options**:  

- WRIT 101W: College Writing
- M121Q: College Algebra (required)
- AGED 140US: Leadership Development for Agriculture -OR- BGEN 194US Seminar (Business)
- ARCH 121IA: Intro to Design
- NUTR 221CS: Human Nutrition (required)
- ECNS 101IS: Economic Way of Thinking (required)
- CHMY 121: Intro Gen Chemistry (IN) -AND/OR- BIOM 103IN: Unseen Universe: Microbes
- HUMANITIES (H)
- DIVERSITY (D)
OPTION SPECIFIC COURSEWORK:

Restaurant Management: Farm to Table Option (RMFT)
CULA 102: Intro Culinary Arts
CULA 105: Food Safety & Sanitation
NUTR 226: Food Fundamentals
SFBS 2XX: Kitchen Garden Management Practicum
SFBS 2XX: Farm to Table Sourcing
NUTR 251: Food & Culture
HOSP 4XX: Tourism in Montana
NUTR 322: Foodservice Systems Management
NUTR 351: Nutrition & Society
Culinary Electives (6 credits)

Lodge Management & Rural Tourism Option (LMRT)
CULA 105: Food Safety & Sanitation
HOSP 2XX: Intro to Lodging Operations and Facility Management
HOSP 3XX: Agritourism
HOSP 3XX: Event Planning
AGED 353: Cooperative Business Principles and Practices
HOSP 298: Intro Lodging Operations Internship
HOSP 4XX: Tourism in Montana
HOSP 4XX: Lodge & Facility Conceptual Design
HOSP 3XX: Recreation Management
HOSP 3XX: Lodging Management Practicum
AGED 482: Non-Formal Teaching Methods in Agriculture

Value-Added Food Enterprise Option (VAFE)
CULA 102: Intro Culinary Arts
CULA 105: Food Safety & Sanitation
SFBS 2XX: Farm to Table Sourcing
SFBS 2XX: Kitchen Garden Management Practicum
NUTR 226: Food Fundamentals
FDSC 3XX: Intro Food Processing
NUTR 251: Food & Culture
NUTR 351: Nutrition & Society
SFBS 445R: Culinary Marketing: Farm to Table
FDSC 4XX: Experimental Foods
FDSC 495: Practicum: Food Production Development

Sports & Recreation Administration Option (SRAD)
HOSP 2XX: Intro to Lodging Operations and Facility Management
KIN 105: Fund Exercise Science
PSYX 100IS: Intro Psychology
KIN 221: Health Anatomy Physiology
COA 205: Intro to Coaching
HOSP 4XX: Lodge & Facility Conceptual Design
HADM 445: Managing Healthcare Organizations
HOSP 3XX: Recreation Management
KIN 270: Exercise Prog for Older Adults
-OR- NUTR 411: Nutrition for Sports/Exercise
Activity Electives (6 credits)
SUPPORTING COURSEWORK FOR HOSPITALITY MANAGEMENT OPTIONS:

Hospitality Management Electives in Business:
- ACTG 202: Principles of Managerial Accounting
- BMGT 240: Business Research Methods
- BMGT 322: Operations Management
- BMGT 329: Human Resource Management
- BMGT 410: Sustainable Business Practices
- BMGT 420: Leadership and Motivation
- BMGT 433: Management of Quality and Productivity
- BMGT 461: Small Business Management
- BMIS 211: Intro Bus Decision Support
- BMKT 337: Consumer Behavior
- BMKT 343: Integrated Marketing Communications
- BMGT 406: Negotiation/Dispute Resolution
- BMKT 420: Introduction to Digital Marketing

Hospitality Management Electives in Health & Human Development:
- BIOH 201: Hum Anatomy & Physiology I
- BIOH 211: Hum Anatomy & Physiology II
- COA 405: Advanced Concepts in Coaching
- FCS 101IS: Indiv and Fam Dev: Lifespan
- FCS 138: Srvy of Fam Fin and Cons Issue
- FCS 239: Contemporary Consumer Issues
- FCS 261: Adult Development and Aging
- FCS 271: Meas Well-being: Amer Families
- FCS 337: Personal and Family Finance I
- FCS 338: Personal and Family Finance II
- NUTR 321: Nutrition in the Life Cycle
- CHTH 317: Health Behavior Theories
- KIN 410: Adv Strength Training and Cond

Hospitality Management Electives in other areas:
- AGED 309: Philosophy and Programs in Extension
- AGED 353: Cooperative Business Principles and Practices
- AGED 482: Non-formal Tchng Meth Ag
- AGSC 465R: Health, Ag, and Poverty
- ARCH 231CS: Issues in Sustainability
- HORT 105: Miracle Growing
- HORT 131: Landscape Design/Hist/Theory
- HORT 337: Veg Production
- HOTR 343: Commercial Plant Production
- HOTR 345: Organic Market Gardening
- HSTA 409: Food in America
- NASX 415: Native Am Food Systems
- NRSM 421: Holistic Thought & Mngmt
- PSCI 436: Politics of Food & Hunger
- SFBS 346: SFBS Field Course
- EDU 491: Nature, Leadership, & Outdoor Leadership Education

Courses under development by existing programs/faculty that will be added to degree option requirements:
- FCS 3XX: Customer Care
- AGED 3XX: Volunteer Management
HOSPITALITY MANAGEMENT
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; 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 non-resident 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, as evidenced by letters of support, and are willing participants on a potential curriculum advisory board, and as mentors for student interns.

The Hospitality Management degree program, through 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**.