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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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; 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**.