

Kansas State University | Hospitality Management Dual Bachelors Masters Handbook



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Welcome to Kansas State University

Introduction

The programs in the Department of Hospitality Management are based on the premise that understanding the needs of people in their environments is the basis for successful hospitality management practice. Teaching, research, international and leadership opportunities are designed to prepare students for professional careers in our service-oriented, information-based society. All departmental programs include a commitment to self-evaluation, lifelong learning and adherence to both a personal and professional code of ethics in responding to customer, organization and industry concerns.



Mission Statement

The Hospitality Management Department advances the land-grant mission, hospitality industry, and discipline by:

- Preparing undergraduate and graduate students with educational experiences that will positively impact their careers and society;
- Providing theory-based instruction, practical experience and research through student-centered curricula and engagement; and
- Conducting applied, industry-centered research to enhance the well being of individuals and communities.

Advantages to the Dual BS/MS Program

1. Graduate in 5 years with a Master's Degree.
2. Credit hours focused on your degree of interest.
3. Opportunity to work closely with other master degree students and professors.
4. Scholarship availability for program.
5. Higher starting salary and job placement after graduation.

Student Testimonies

“I feel like it is a good program that deserves more attention. It's nice to have the option to pick my program of study and take more classes on topics that I'm interested in. I like the opportunity to get a degree to set myself apart, I like the camaraderie between the graduate students, and I like the extra connection with the staff that I wouldn't have.” **Mollie B.**

“I like our BSMS program, this program allows me to spend less time and less money on getting a MS degree than a regular MS program. BSMS program also encourages more students in getting MS degree and study further in the Hospitality industry. Both thesis and non-thesis option give us more choice on finding out our academic directions.” **Yi C.**

“It will save a lot of time since it only takes 5 years to get both a bachelor and master degree instead of 6 years. Also, since some graduate courses are related to the undergraduate courses, it is easier for me to have more ideas for classes.” **Mengqin S.**

*“We focus first on people”
College of Human Ecology*

College of Human Ecology

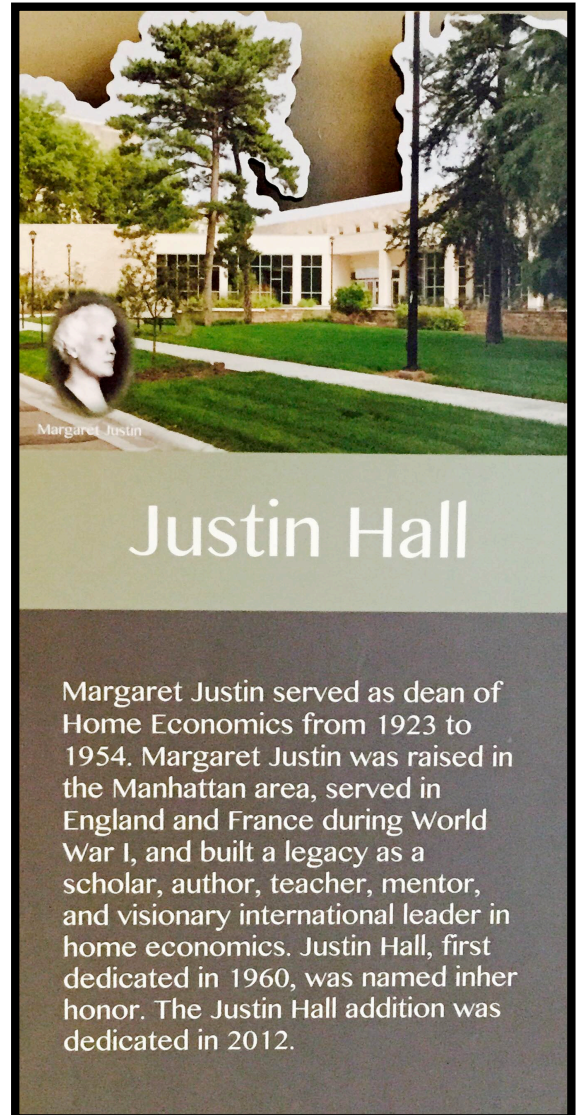
The mission of K-State's College of Human Ecology is to discover, disseminate and apply knowledge to meet basic human needs and improve the human condition. This knowledge advances professions, human services, public policy, business and industry. The college enrolls more than 2,600 undergraduate and 400 graduate students while employing more than 80 faculty members in teaching, research and extension positions.

The K-State College of Human Ecology is distinguished by a legacy of leadership and excellence. Leaders of this college have shaped social, economic and scientific knowledge relating to people and their near environment for more than 125 years. Following the path of our founders, our faculty excels in teaching and outreach as well as in innovative research that enhances the quality of life for individuals, families and communities.

The number of alumni from the College of Human Ecology now exceeds 15,000. In the last decade, the College of Human Ecology has experienced a substantial growth in scholarship, extramural funding and alumni support. We are proud of our heritage and excited about our future. We rely on our legacy of excellence and we look toward a future of prominence that will place the College of Human Ecology and Kansas State University at the forefront of innovation in the 21st century.

Justin Hall

Justin Hall is the research and teaching center of the College of Human Ecology at Kansas State University. Located on the north side of Lovers Lane, the \$2,125,000 structure was completed in 1960 during the presidency of Dr. James A. McCain. The building was dedicated to honor Margaret M. Justin, who served as dean of the School of Home Economics from 1923 to 1954.



Meet Our Directors

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“The combined Bachelor’s and Master’s Degree program offers academically qualified undergraduate students in hospitality management the opportunity to broaden and deepen their studies. The combined program allows students to earn both degrees in a shorter time-span than it would take working on each, independently. The Master’s Degree will offer the student a competitive edge in the job market and will lay the foundation for advanced theories and research that will help improve your career trajectory.” –Dr. Kevin Roberts

Objectives of the Program

Upon completion of the program, students should be able to:

- Successfully demonstrate all aspects of management, technological, and financial resources.
- Recognize developing trends and plan for change.
- Effectively communicate.
- Commit to ethical business practices, while having the responsibility for self-direction, self-evaluation, and professional development.



Program Formats and Guidelines

- Since there is some overlap between undergraduate and graduate study, certain graduate courses will satisfy the degree requirements of the undergraduate degree.
- A maximum of 9 graduate credit hours from the M.S. degree can be counted toward the B.S. degree.

Getting Started at Kansas State

Kansas State eID

Kansas State students must have an eID, electronic identifier. Your eID serves as your email address and gives you access to KSIS, K-State Online, HRIS Self-Service and other K-State resources. Each student is allowed one K-State eID while at K-State. To sign-up for your K-State eID, visit eid.k-state.edu.

HUMEC Network

In order to sign onto any of the computers in Justin Hall, including those in the graduate room (Justin Hall 110), students need to have a Human Ecology (HUMEC) network sign-on and password. The Human Ecology computer support staff is in charge of all network and computer related issues in Justin Hall. They are located in Justin 121B/C (hesupport@ksu.edu). Email the support staff if you have any problems with any of the computer technology in Justin Hall.

International Student Center

International students are required to report to the International Student Center as soon as they arrive on campus. Complete information about services offered by the center may be found at: <http://www.k-state.edu/intlstucenter/>.

Honor Code

As a KState student, they will not give or receive aid in examinations; that they will not give or receive unpermitted aid in class work, in the preparation of reports or in any other work that is to be used by the instructor as a basis of grading. Those as K-State students they will do their share and take an active part in seeing to it that others as well as they uphold the spirit and letter of the Honor System. This includes reporting an observed dishonesty.

Lost and Found

Lost and found located in Justin 152.

Undergraduate Degree in Hospitality Management

Overview

The field of hospitality management is growing and dynamic, offering exciting career options worldwide. The U.S. Bureau of Labor Statistics predicts that there will be 1 percent growth in jobs for lodging managers by the year 2022, as well as a 2 percent growth for food service managers and a 33 percent increase in jobs for meeting, event and convention planners.

As of 2015, the median income is \$47,690 for food service managers; \$45,810 for meeting, event and convention planners; and \$46,810 for lodging managers. The Bureau of Labor Statistics indicates that job opportunities in the hospitality field will be best for individuals with a bachelor's degree in hospitality management.

The mission of the hospitality management program at Kansas State University is to prepare students for professional careers in hospitality management by providing theory-based instruction and practical experience. Students receive a general education; an understanding of business administration; specialized technical knowledge of hotel, restaurant and food service, or event and convention management; and practical experience in the industry. Students can elect to receive a business minor as they complete the hospitality management degree requirements.

Accreditation

The Accreditation Commission for Programs in Hospitality Administration, or ACPHA, has accredited the hospitality management program at K-State since 1994. Accreditation assures that the program provides a high-quality education to students and requires continual program evaluation and improvement. The program is the only ACPHA accredited program in the state of Kansas.

Admission Requirements

Incoming students apply to K-State through the general university admissions process. Students may apply online at k-state.edu/admissions/apply. Students who meet the Kansas qualified admission requirements are prepared to enter the hospitality management program at K-State. More information on the admission process can be found at the Department of Hospitality Management website at <http://www.he.k-state.edu/hm/grad/on-campus/admissions-procedures.html>

Preparation

High school algebra and practical work experience in the hospitality field are recommended. Cultural activities, travel and exposure to a wide variety of hotel and restaurant services are also encouraged.

Concentration Options

Students earn a Bachelor of Science degree in hospitality management. Students have to select one of the three tracks, depending on their career goals:

- Food Service and Restaurant Management
- Convention, Meeting, and Event Management
- Lodging Management

Food & Beverage Track



Required Core Curriculum Classes and Course Descriptions

HMD 340 - Contemporary Issues in Controlled Beverages

- The study of historic, social, ethical, physiological and legal issues relating to alcoholic beverage service and use in contemporary America with emphasis on responsible and knowledgeable service of beer, wine and spirits in hospitality operations.

HMD 342 - Food Production Management

- Application and principles of food production that include procurement, food quantity production and controls; work simplification; food service systems; quality food; commercial equipment use; and Hazard Analysis Critical Control Point (HACCP) system. Two hour lecture, one-hour recitation, three-hour lab.

HMD 375 - Foodservice Work Experience

- A 300-hour planned experience that combines observation and employment within commercial or noncommercial foodservice operation.

HMD 662 - Foodservice Systems Management

- A capstone course in food service management that focuses on the management analysis and evaluation of food and beverage systems. Emphasis on planning, coordinating and improving commercial and noncommercial operations. Development of analytical and decision-making skills for solving managerial and operational problems.

HN 413 - Science of Food

- Chemical, physical, sensory and nutritional properties of food related to processes used in food preparation.

Convention, Meeting, & Event Management



Required Core Curriculum Classes and Course Descriptions

HMD 230 - Issues in Tourism

- An overview of the history and implications of travel and tourism focusing on the understanding of tourism from the perspectives of travelers and communities, while identifying tourism's economic, socio-cultural, and environmental impacts.

HMD 340 - Contemporary Issues in Controlled Beverages

- The study of historic, social, ethical, physiological, and legal issues relating to alcoholic beverage service and use in contemporary America with emphasis on responsible and knowledgeable service of beer, wine, and spirits in hospitality operations.

HMD 424 - Hospitality Marketing and Sales

- Application of marketing principles to lodging, foodservice, and tourism industry through analysis of marketing mix, marketing strategies, and sales techniques.

HMD 663 - Convention, Meeting, and Event Management Systems

- A capstone course in convention, meeting and event management that focuses on the management, analysis and evaluation of conventions, meetings and events. Emphasis will be placed on strategic planning, budgeting, contract negotiation, vendor selection, evaluation and ethical issues.

Lodging Track



Required Core Curriculum Classes and Course Descriptions

HMD 230 - Issues in Tourism

- An overview of the history and implications of travel and tourism focusing on the understanding of tourism from the perspectives of travelers and communities, while identifying tourism's economic, socio-cultural, and environmental impacts.

HMD 362 - Lodging Practicum

- Supervised experiences in the operational areas of a lodging property.

HMD 377- Lodging Work Experience

- A 300-hour planned experience in a lodging operation.

HMD 424 - Hospitality Marketing & Sales

- Application of marketing principles to lodging, foodservice, and tourism industry through analysis of marketing mix, marketing strategies, and sales techniques.

HMD 464 - Lodging Management Systems

- Analysis and interpretation of key lodging statistics including occupancy percentage, average daily rate, revenue available per room, customer profiles, etc. Overview of forecasting methods and pricing and distribution channel strategies. Emphasis on concepts and practices of revenue management in the hotel/lodging industry.

HMD 664 - Lodging Management Systems

- Application of management theories to the lodging industry including yield management, multicultural issues, marketing strategies, environmental issues, and future trends.

Undergraduate Academic Policies

- Grades of "C" or higher are required for the undergraduate degree program.
- A maximum of 60 credits from a two-year institution will be considered.
- The student's cumulative GPA requirement must meet a 2.0.

Complete List of Undergraduate Courses

- HMD 011 - Orientation to Hospitality Management
- HMD 120 - Introduction to the Hospitality Industry
- HMD 220 - Environmental Issues in Hospitality
- HMD 230 - Issues in Tourism
- HMD 275 - Structured Field Experience in Hospitality Management
- HMD 331 - Professional Club Management
- HMD 340 - Contemporary Issues in Controlled Beverages

- HMD 341 - Principles of Food Production Management
- HMD 342 - Food Production Management
- HMD 361 - Principles of Lodging Operations
- HMD 362 - Lodging Practicum
- HMD 363 - Principles of Convention, Meeting and Event Management
- HMD 370 - The Business of Wedding Consulting
- HMD 375 - Foodservice Work Experience
- HMD 376 - Convention, Meeting and Event Management Work Experience
- HMD 377 - Lodging Work Experience
- HMD 421 - Hospitality Service Systems
- HMD 422 - Cost Controls in Hospitality Operations
- HMD 423 - Facility, Risk, and Security Management
- HMD 424 - Hospitality Marketing and Sales
- HMD 427 - Travel and Dining Auction Event Management
- HMD 430 - Study Abroad Experience in Hospitality Management and Dietetics
- HMD 442 - Introduction to Wines
- HMD 462 - Advanced Wines
- HMD 464 - Lodging Management Systems
- HMD 475 - Internship in the Hospitality Management
- HMD 482 - Human Resource Management in the Hospitality Industry
- HMD 495 - Golf Course Internship in Hospitality Management
- HMD 621 - Hospitality Law
- HMD 624 - Procurement in the Hospitality Industry
- HMD 640 - Entrepreneurship in Hospitality Management and Dietetics
- HMD 643 - Food Writing
- HMD 662 - Foodservice Systems Management
- HMD 663 - Convention, Meeting, and Event Management Systems
- HMD 664 - Lodging Management Theory
- HMD 705 - Computer Implementation in Foodservice and Hospitality Operations
- HMD 710 - Readings in Foodservice and Hospitality Management
- HMD 785 - Practicum in Foodservice Systems Management

Business Minor

Undergraduate minors provide students an opportunity to emphasize study in an area outside their major curriculum. The business minor will require completion of at least 15 designated credit hours of required coursework outside of the major.

ACCTG 231: Accounting for Business Operations

- An introduction to the operating activities of businesses and the roles that accounting information plays in planning, evaluating, and recording those activities. An introduction to financial statements is included.

ACCTG 241: Accounting for Investing & Finance

- Extends the concept of planning and evaluation to the business activities of acquiring, disposing, and financing productive assets. Financial statement analysis will be covered.

MANGT 420: Management Concepts

- Managing organizations through fundamental processes of developing plans, structuring work relationships, coordinating effort and activities, directing and motivating subordinates, and controlling. Also includes managerial roles and responsibilities, effective decision-making, productivity improvement, and models and theories of human behavior.

MKTG 400: Marketing

- A general study of marketing principles, which lead to the development of marketing strategy. A review of environmental influences and key analytical tools used in formulating marketing plans. Product or service design, distribution, pricing, and promotional programs.

FINAN 450: Principles of Finance

- Study of the basic principles of finance, including discounted cash flow analysis, risk-return tradeoff, asset pricing models, and financial and real asset valuation. Applications of these concepts to the firm's investment and financing decisions and performance analysis will be discussed.

Study Abroad

Because hospitality is a global industry, students in the hospitality management program are encouraged to participate in international experiences. The curriculum is planned so that students can study abroad for a full semester or a summer. Students also can participate in faculty-led international study abroad programs. Previous students have studied in: England, Australia, Italy, Greece, France, North Ireland, Costa Rica, South Korea, New Zealand, and Czech Republic.

Research

Faculty members in the program are engaged in research and have external funding to conduct research. This provides opportunities for undergraduate students to become actively involved in research related to their major. Students can apply for a paid undergraduate research assistantship.

Job Experience

Hospitality management students obtain extensive experience in the field long before graduation. Practical experience may be obtained at work sites across the country and around the world. Students select sites in restaurants, clubs, hotels or other hospitality operations, depending on their specific interests and career plans.

During the program, students complete three field experience courses:

- HMD 275, typically taken at the sophomore level, requires 200 hours.
- HMD 375, 376 or 377, typically taken at the junior level, requires 300 hours.
- HMD 475, taken during the senior year, requires 400 hours.

Students also get excellent practical experience in on-campus food service facilities. Students complete laboratories in facilities operated by K-State Housing and Dining Services. Professional staff members from Housing and Dining Services have faculty appointments.



Activities | Clubs

The hospitality management program sponsors four undergraduate student organizations:

Club Managers Association of America

- This national association represents over 7,000 members and more than 3,000 country, city, athletic, faculty, yacht, town and military clubs throughout the

United States and abroad. CMAA offers many opportunities for students to become acquainted with the club management profession and onto the path to leadership early. By joining CMAA, students can begin to further their professional development through meetings, events, practical experiences, internships, education and conferences. Combined with classroom theories and networking with peers and managers, CMAA gives students the experiences they need to be successful in the club industry. Being a CMAA student member is a great way to jump-start your future! Contact the CMAA advisor, Dr. Kevin Roberts (kevrob@ksu.edu), for more information.

Hospitality Management Society

- Students learn firsthand about issues and opportunities in the hospitality industry and its related fields, while assisting in networking and personal development. HMS participation enhances classroom learning, increases the visibility of hospitality management and its career opportunities, and stimulates the flow of information between members and alumni, faculty and professionals. Contact Mrs. Nancy King (nhansen@ksu.edu), for more information.

Professional Event Management Society

- PEMS is a student organization that specializes in exploring the field of conventions, meetings, events and wedding planning. PEMS members network with professionals in the field through national student memberships in Professional Convention Management Association (PCMA) and/or Meeting Professional International (MPI). Students learn firsthand about issues and opportunities in the meeting, events and convention industry and its related fields, while networking and gaining personal development through activities. PEMS participation enhances classroom learning, increases the visibility of event management and its career opportunities and stimulates the flow of information between members and alumni, faculty and professionals. Contact the faculty sponsor, Dr. Kristin Maleck (kristinmalek@ksu.edu), for more information.

Eta Sigma Delta, the Hospitality Management Honor Society

- An international honor society for students with an excellent academic record in the hospitality and tourism industry, Eta Sigma Delta invites juniors and seniors who have a GPA of at least 3.0 or who are in the top 20 percent of their class to apply. Members have opportunities to distinguish themselves in the eyes of educators, recruiters and industry executives in an increasingly competitive industry. Students receive networking benefits between ESD societies at more than 60 other chapters. Contact Dr. Kevin Roberts (kevrob@k-state.edu), ESD advisor, for more information.

Through these organizations, students have the opportunity to network with industry professionals, tour hospitality operations, attend professional meetings and develop leadership skills.

Travel & Dining Auction

- One long-standing tradition in the program is the K-State Travel and Dining Auction, a student-led event that allows students to develop management and leadership skills while raising money to support student organizations and scholarships. More information can be found at k-statetda.com.

Financial Assistance

Each year, the department awards multiple scholarships to students in the hospitality management program. Criteria for the scholarships vary depending on donor guidelines, but may include grade point average, work experience in the field and involvement in student activities. The K-State scholarship application process is used. Scholarship information and deadlines are announced to students using multiple methods. Several industry scholarships are available. Students are encouraged to apply and are notified about availability and deadlines.

Graduate Degree in Hospitality Management

Graduate Academic Policies

The application process is the same as for the traditional M.S. degree except that completion of the B.S. degree and GRE/GMAT scores are not required. The following requirements must be met before an individual can be admitted into this program:

- The student must be seeking a B.S degree in Hospitality Management in HMD at Kansas State University and have completed a minimum of 75 credit hours toward the B.S. degree.
- The student's cumulative undergraduate GPA must be at least 3.0.

Graduate Application Process

Application for admission will be completed online and can be accessed via the following link found on the graduate school website: <http://www.applyweb.com/kstate/> . Once you create an account, you will be able to choose the degree program you seek and manage the application process. The graduate school website includes step-by-step instructions (<http://www.k-state.edu/grad/admissions/application-process/>).

Application for admission should include the following information:

- ✓ Statement of objectives designating desired area of specialization, summarizing academic and/or professional experience, and identifying professional goals.
- ✓ Current resume.
- ✓ Two letters of recommendation.
 - Follow the steps as you complete the online application. Enter the contact information of each reference online, and the system will request the letters of recommendation. Recommenders will upload their letters directly to your application using the links provided.
 - For concurrent B.S./M.S. application, one letter of recommendation must be from a faculty member in HMD.
- ✓ Official transcripts for all college coursework.
 - You must upload an electronic copy (PDF preferred) of transcript(s) from each college or university where you have taken any higher education courses. You may also have previous institutions send official transcripts to HMD. Transcripts become part of your records at K-State and cannot be returned.

Acceptance Letter

Once accepted into a graduate program at K-State, students will receive an acceptance letter from the K-State graduate school. Read all the information contained within the letter. This letter will contain a plethora of information that will make your transition to K-State easier. Moreover, the acceptance letter will outline important steps that you need to take to finalize your admission to Kansas State University including required prerequisites.

Graduate Courses

Required Courses (19 Hours):

STAT 703 Statistics (3 Credits)
 HM 805 Food Production or HMD 664 Lodging Management Theory (3 Credits)
 HM 810 Research Techniques for Foodservice & Hospitality (3 Credits)
 HM 885 Seminar in Foodservice & Hospitality Management (3 Credits)
 HM 890 Administration of Foodservice & Hospitality Organizations (3 Credits)
 HM 895 Cost Control for Foodservice & Hospitality (3 Credits)

“Thesis” Option (11-12 Hours):

HM 899 Research in Foodservice or Hospitality Management (6 Credits)
 Graduate Course Electives (5-6 Credits)

“Non-thesis” Option (17-18 Hours):

Graduate Course Electives