KANSAS STATE UNIVERSITY

Department of

Hospitality Management



UNDERGRADUATE HANDBOOK

Welcome to Hospitality Management!

Dear students,

Welcome to the Department of Hospitality Management, we are happy you have chosen to pursue study of hospitality management as an undergraduate student at Kansas State. The Hospitality Management Program at Kansas State has been training hospitality professionals since the 1950's, while our curriculum in quantity food production dates back to the 1920's.

The program is designed to meet the needs of the vibrant hospitality industry. If you are interested in a dynamic career in lodging; foodservice; or meeting, convention, and event management you have come to the right place. Classroom, internship, study abroad, and leadership opportunities help to prepare students for professional careers in our service-oriented, information-based society.

Faculty in the department are committed to helping you excel and we strive to prepare you for an exciting career. The undergraduate program is accredited by the Accreditation Commission for Programs in Hospitality Administration and is recognized nationally and internationally for the quality of education students receive.

While you continue your academic career, we hope that you will take advantage of one of our active student groups. Hospitality Management Society, Club Managers Association of America, and the Professional Event Management Society all provide unparalleled opportunities for experiential learning, networking, travel, and social experiences that will help you develop your professional identity.

Our faculty look forward to working with you as you continue your education. Please feel free to reach out to me, or any of our faculty, if you have any questions about the program. I can be reached via email at kevrob@ksu.edu or via phone at (785) 532-2399.

Cordially,

Kevin R. Roberts, PhD Associate Professor & Director Undergraduate Program in Hospitality Management

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Mission

The mission of the Department of Hospitality Management is to advance 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 theorybased 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.

Philosophy

The hospitality management program is founded on the premise that understanding the needs of people in their environments is the basis for success in the hospitality industry. The hospitality management curriculum combines a general hospitality education with focused tracks in either foodservice management; lodging management; or convention, meeting and event management. Students also complete courses in business administration, communications, quantitative studies, the humanities and the sciences to provide a strong base for professional success.

Graduates of Kansas State University's hospitality management program are prepared for professional careers in our service-oriented, information-based society. The importance of quality and service is emphasized because customer needs and expectations must be the central focus of innovative hospitality management.

Program Structure

Declared hospitality management students have to choose one track in order to graduate. These tracks include food service and restaurant management, convention, meeting, and event management, or lodging management. However, all course are available for each student to take as professional electives if the prerequisites are met. Each of the tracks are detailed on the following pages.

Conventions, Meetings, and Event Management Track

Mission of the Events Management Track

The mission of the Event Management track at Kansas State University is to prepare students for professional careers in event management by providing theory-based instruction and practical experience. Students will gain valuable involvement in the industry to prepare them with necessary tools and knowledge for future success.

Why Choose the Events Management Track

In Events Management, you will have the opportunity to engage in exciting career settings all over the world in a variety of contexts. 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 a 33 percent increase in jobs for meeting, event and convention planners by the year 2022.



Internships

Each student in the Events Management track has the opportunity to increase their real-world experience in the industry through immersive professional internships throughout the world. Here are some examples of internships that students in the program have completed:

Events and Production Intern, AMC Theatre Support Center Banquet Captain, Kansas City Marriott Downtown Event Coordination/Logistics Intern, Shiny Projects Convention Coordinator Intern, Planet Comicon Banquet and Wedding Event Planner, Lotte Hotel Sales/Catering/Conference Intern, The Broadmoor Assistant Event Intern, Jackson Family Wines Corporate Events Intern, Chicago History Museum

Required Core Curriculum Classes and Course Descriptions:

HM 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.

HM 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.

HM 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.

HM 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.



Food and Beverage Track

Mission of the Food and Beverage Track

The mission of the Food and Beverage track is to ensure that each student will learn how to promote prompt, professional, friendly and courteous service. Students will become knowledgeable in how to provide a clean, comfortable and well-maintained premise for guests and staff. In furthering students' education, faculty members of the Food and Beverage Track will assure that their in-class lectures are valuing the respect and dignity of all guests and staff that they deserve. Through courses and hands on experiences, students focused in the Food and Beverage track will learn how to provide nutritional and well-prepared meals, using quality ingredients. By maintaining these objectives of our mission, we shall be assured that it will allow us to contribute to the community we one day will serve.



Why Choose the Food and Beverage Track

The Food and Beverage track provides practical experiences for students in order to prepare them for future careers. Planned work experience combines observation and employment within commercial and noncommercial food service operations. The Food and Beverage track includes management opportunities consisting of the following: catering or banquet services, contract or on site dining operations, private clubs, resorts, full service or quick service restaurants.

Internship Opportunities

The faculty and students of the Food and Beverage track have made long lasting relationships with many businesses regarding internships and job opportunities. Some of those companies that employ recent K-State graduates include the following:

Darden Restaurants J. Alexander's Restaurants Panera Bread Jason's Deli Freddy's Frozen Custard and Steakburgers PB&J Restaurants

Required Core Curriculum Classes and Course Descriptions

HM 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. *Required prerequisite

HM 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.

HM 375 – Foodservice Work Experience

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

HN 413 – Science of Food

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

HM 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.



Lodging Management Track

Mission of the Lodging Management Track

The mission of the Lodging Management Track is to prepare individuals for leadership positions in the dynamic, multi-cultural, domestic and international job market that is the lodging industry through curriculum that integrates both theory and practical experience.

Why Choose the Lodging Management Track

The Lodging Management track takes a hands-on approach to learning by providing innovative classes, creating a solid foundation that is recognized by leading professionals in the lodging industry. We are proud to say that we have a 100% job placement for our students. The program offers classes covering management of people, facilities, and revenue while also keeping up to date with current trends in hospitality and offering students multiple travel opportunities.

Internship Opportunities

As students grow their understanding of their chosen profession, they have the chance to increase their practical skills through several paid internships. These internships are meant to be learning experiences that allow each individual to broaden their horizons and increase the depth of their knowledge about the Lodging Industry. Recent companies to hire students are:

> Marriott International Intercontinental Hotels Group Hilton Garden Inn Hyatt Regency Custer State Park Resorts Disneyland Resort Moody Gardens Resort Shanghai Yuehua Hotel



Required Core Curriculum Classes and Course Descriptions

HM 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.

HM 362 – Lodging Practicum

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

HM 377 – Lodging Work Experience

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

HM 424 – Hospitality Marketing & Sales

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

HM 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.

HM 664 - Lodging Management Systems

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





Required Professional Studies for All

HM 011: Orientation to Hotel and Restaurant Management – Fall, Spring

• A general orientation to the university, the college, and the Department of Hospitality Management. Students will develop an understanding of academic career planning, the enrollment process, basic interviewing skills, resume building tools and other issues.

HM 120: Introduction into the Hospitality Industry – Fall

• Overview of the hospitality industry. Survey of the history, scope, trends, and career opportunities that comprise the four segments of the industry: food service, lodging, travel tourism, and meeting and convention planning.

HM 220: Environmental Issues in Hospitality – Spring

- Overview of environmental issues that impact the hospitality industry. Includes principles
 of foodborne disease function and transmission, blood-borne pathogens, Hazard
 Analysis Critical Control Point (HACCP) system, food safety principles and applications,
 workplace safety, conservation of natural resources, solid waste management, air
 quality, and government regulations in the hospitality industry.
- Prerequisite: sophomore standing

HM 275: Structured Field Experience HM – Fall, Spring, Summer

- Planned experience in a hotel, restaurant, food service or health care operation; minimum of 200 hours exclusive of course work. Required for Hotel and Restaurant Management majors who have completed 30 hours of course work.
- Prerequisite: HM 120, consent of advisor, sophomore standing

HM 341: Principles of Food Production Management - Fall, Spring

- Basic principles and theories of foodservice systems; menu planning; development, standardization, adjustment, and costing of quantity recipes; procurement and production of quality food; foodservice computer applications.
- Prerequisite: HM 220 or BIOL 455 or concurrent enrollment

HM 361: Principles of Lodging Operations – Fall

• The development of the lodging industry and current trends. Organization and administration of lodging operations including front desk, housekeeping, laundry, sales/marketing, management, and other positions common to lodging operations.

HM 363: Principles of Convention, Meeting, and Event Management – Fall

- This course introduces the roles of convention, meetings, and events. This course identifies environmental and technological trends in the industry and exposes the students to meeting, convention, and event management systems.
- Prerequisite: HM 120

HM 421: Hospitality Service Systems – Spring

- Examination of the complexities of quality and service within all segments of the hospitality industry. Focus on developing problem solving skills, process management skills, work methods, team development skills and evaluation of service systems.
- Prerequisites: HM 120, 220; 75 hours or more.

HM 422: Cost Controls in Hospitality Operations – Fall, Spring

- Application of accounting principles to analyze control measures used in lodging, events, and commercial/noncommercial food service operations. Includes managerial, financial and ethical considerations associated with procurement and human resources.
- Prerequisite: ACCTG 231

HM 423: Facility, Risk and Security Management – Fall

- Evaluation and selection of equipment, maintenance contracts, layout, and design of hospitality operations, facility renovation and selection of consultants. Assessment of safety and security measures and development of risk management programs.
- Prerequisite: HM 375 or HM 376 or HM 377

HM 475: Internship in the Hospitality Industry – Fall, Spring, Summer

- Planned and supervised experience in a hospitality operation, minimum of 400 hours.
- Prerequisites: Junior HM student, HM 4375, 376, 377, 421; consent of program director.

HM 482: Human Resource Management in the Hospitality Industry – Spring

- Emphasizes the role of the hospitality manager and dietician as facilitator, trainer and motivator of employees. Focuses on the fundamentals of successful training and development of a service-oriented work force. Special attention is given to the unique problems associated with the labor-intensive hospitality and food service industries.
- Prerequisite: HM 475

HM 621: Hospitality Law – Fall

 Legal aspects of managing hospitality operations and responsibilities for the operations, patron civil rights, government regulations, franchising and commercial transactions.
 Prerequisite: HM 475

Professional Elective Options for all Tracks

HM 331 - Professional Club Management

- Exploration of topics involved in club management. Topics discussed are history and current trends of public and private clubs, food and beverage service, marketing, and event and financial management.
- Prerequisite: HM 120

HM 370 - The Business of Wedding Consulting

• This course will introduce the student to the competencies required to become a professional wedding consultant. Students will analyze essential services that provide the necessary infrastructure for a wedding event and will examine the business, creative and practical aspects of coordinating the wedding environment.

HM 427 - Travel and Dining Auction Event Management

- Application of event planning principles by analyzing previous travel and dining auctions, managing and executing the current year's travel and dining auction, and evaluating the results.
- Prerequisites: HM 275, HM 363, instructor's permission required

HM 430 - Study Abroad Experience in HM

• A faculty-led study abroad experience in hospitality management. Note: repeatable

HM 442 - Introduction to Wines

- Overview of wine varietals and major wine regions of the world, tasting and identifying wine varietals based on their specific characteristics, proper purchasing and service of wines, and using wines to complement foods.
- Prerequisite: 21 years of age

HM 462 - Advanced Wines

- An in-depth look at specific wine producing regions and sub-regions, a critical view of wines that define these regions, and preparations for service of wine in the hospitality industry.
- Prerequisites: HM 422, and at least 21 years of age

HM 624 - Procurement in the Hospitality Management

- Principles and theories of procurement of food and supplies for hospitality operations. Includes management, financial, safety and ethical considerations in the procurement process.
- Prerequisite: HM 342

ENTRP 340: Introduction to Entrepreneurship

 The foundation course of the Entrepreneurship program, this course examines the entrepreneurial process. The course focuses on business start-up, but will also address organizational entrepreneurship. The course will address the process of creativity and innovation and its impact on the success of a business start-up. Specific topics covered include new venture planning, marketing, financing, and management.

GEOG 300 - Geography of Tourism

• The geography of tourism is concerned with the structure, form, use, and conservation of the landscapes as well as with such spatial conditions as the location of tourist areas and the movements of people from place to place. This course addresses such concepts as the economic, environmental, social, and cultural impacts of tourism as well as examining the tourist geography of each of the world's regions, focusing on the major tourist areas.

GERON 315 - Introduction to Gerontology

• A multidisciplinary introduction to the field of aging. Examines social, psychological, developmental, organizational, and economic aspects of aging. Theoretical, methodological, and applied issues of aging related to contemporary American society.

HORT 210 - Concepts of Floral Design

• An introduction to the use of flowers and related products with emphasis on fundamentals of design. Note: Two hour recitation and three hours studio a week.

MANGT 520 - Organizational Behavior

- Examination of psychological and sociological variables important in understanding individual motivation, group functioning, change, creativity, and leadership in organizations.
- Prerequisite: MANGT 420

MANGT 530 - Industrial & Labor Relations

• Basic course in industrial and labor relations. Broad coverage of institution of collective bargaining and its environment, the goals and operation of labor unions, the impact of unions of management, and labor relations law.

MANGT 531 - Human Resource Management

• This course provides an overview of the human resource systems and processes needed to achieve organizational effectiveness and strategic success. All key functional areas including human resource planning, staffing, performance management, employee development, and compensation are addressed.

MANGT 550 - Organizational Training & Development

- The process of training and developing the human resources in organizations, which includes organizational diagnosis, needs assessment, program design, appropriate methodologies, program implementation, transfer of training, and the evaluation of program effectiveness. Current trends in the content and process of training and development activities are also examined.
- Prerequisites: MANGT 520, MANGT 531

MANGT 595 - Business Strategy

- An integration of previous courses through the study of problems in policy formulation and implementation. Cases and current topics with emphasis on strategic planning. Open only to seniors and non-business graduate students.
- Prerequisites: FINAN 450, MANGT 420, MKTG 400, and senior level students

MANGT 623 - Compensation & Performance Management

- An in-depth critique of compensation system design and performance management strategies needed to attract, retain, develop and motivate the human capital required for organizational effectiveness and strategic success.
- Prerequisite or concurrent enrollment MANGT 531.

MKTG 450 - Consumer Behavior

- An examination of consumer motives, attitude's, and decision processes as these relate to product imagery and purchase symbolism. The sociological and psychological foundations of marketplace choice are analyzed, including life style, social status, age, income, taste, habit, custom, fashion, self-concept, and opinion influences.
- Prerequisite: MKTG 400

MKTG 544 - International Marketing

- This course deals with the problems and perspectives of marketing across national boundaries. It also focuses on the tools and practices for structuring and controlling marketing programs related to overseas business. Emphasis is on the management of marketing functions, in a global context. Topics include international trade organizations, international economic factors, foreign business customs, and the international marketing mix.
- Prerequisite: MKTG 400

PSYCH 560 - Industrial Psychology

- Survey of human behavior and psychological principles in an industrial/personnel context. Topics include: recruiting, selecting, and training personnel; evaluating their job performance; conducting job analyses; and implementing compensation strategies.
- Prerequisite: PSYCH 110

SOCIO 570 - Race & Ethnic Relations in the U.S.A.

- This survey of racial and ethnic relations focuses on discrimination and conflict now as well as on background factors of the past to enlarge understanding of dominant and minority groups.
- Prerequisite: SOCIO 211

Ways to Get Involved

CMAA - Club Manager's 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 Dr. Kevin Roberts (<u>kevrob@k-state.edu</u>) for more information.

HMS - 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 Dr. Kevin Roberts (<u>kevrob@ksu.edu</u>) for more information.

PEMS - Professional Events 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 Dr. Kristin Malek (<u>kristinmalek@k-state.edu</u>) or Mrs. Nancy Hansen King (<u>nhansen@k-state.edu</u>) for more information.

Eta Sigma Delta – 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. Jichul Jang (jichul@k-state.edu) for more information



Hospitality Management Scholarships

To be considered for a scholarship, the student must complete the university scholarship application by February 1st each year. The awards are determined by the College of Human Ecology Scholarship Committee. Please note this list is subject to change and may not include all scholarships that are available.

- Hulsing Hotels Scholarship
- Darin Eugen Golay Memorial Scholarship in Hotel and Restaurant Management
- Myrna Jean Adee Scholarship in Hotel, Restaurant, Institution Management and Dietetics
- Lois Mae and Charles H Beasley Scholarship
- Hospitality Management Society Scholarship
- Helen Ensign McManis Housing and Dining Scholarship
- Amanda Kay Robinson Scholarship for Hotel and Restaurant Management
- Grace M. Shugart Scholarship
- Anna Maude Smith Fund
- Bessie Brooks West Scholarship
- LeVelle Wood Scholarship
- Ina Belle Zimmerman Memorial Scholarship

International Opportunities

The Hospitality Management program offers many wonderful international opportunities both within the program and at the K-State level. Faculty led trips, as well as a new Switzerland exchange program, are two of the main study abroad focuses of the hospitality department.

Faculty-Led Study Abroad Trips

The Department of Hospitality Management provides international study opportunities for students. Faculty has led study trips to Korea, France, Costa Rica and Ireland. To encourage students to participate in these international experiences, the department provides scholarships (\$300-\$500) to help offset the cost. Scholarships are also available from the College of Human Ecology.

B. H. M. S.

Hospitality is pleased to offer you a new way of learning by doing an exchange program with the Business and Hotel Management School in Switzerland. This is a program that is one year long and offers very beneficial internships where you can make money while learning at the same time. Their website, <u>http://www.bhms.ch/</u> can guide you on any questions you might have. Please do not hesitate to contact our office in 152 Justin Hall for further assistance.

For more information on other study abroad opportunities at K-State, visit <u>http://www.k-state.edu/studyabroad/</u> or stop by the study abroad office on campus in 304 Fairchild Hall for further assistance.

International Culinary Workshops

The HM department hosts an annual culinary workshop that focuses on cultures and cuisines around the world. This workshop allows students to interact with a chef, learn about a new cuisine and have a hands-on experience preparing food.

About 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, this \$2.12 million building opened in 1960, the first on-campus structure to be air-conditioned. On October 8, 2010, a groundbreaking for a new privately financed addition was held. The 15,000-square-foot addition houses space for student conferences and mentoring, the Personal Financial Planning Institute, student collaborative workspace and three classrooms that accommodate more than 100 students each. The building's Its namesake is Margaret M. Justin, who served as dean of the Division of Home Economics in 1923.

Academic Minors

Still not sure if you want to major in Hospitality Management? Undergraduate minors provide students an opportunity to emphasize study in an area outside their major curriculum. A minor will require completion of at least 15 designated credit hours of required coursework outside of the major. Courses forming a minor may be used to satisfy the general requirements of a major curriculum, including free electives. Students who have declared an approved minor and completed all requirements for it will receive official recognition for that emphasis on their permanent records. To pursue a minor in the College of Agriculture, students must: (1) file a declaration of intent to pursue a minor with a minor-granting department, and (2) consult with an advisor in the minor-granting department prior to enrolling in the last three courses used to satisfy minor requirements.



Student Testimonies

"The in depth direction students receive during classes and professor insight towards the industry has allowed me to gain knowledge on industry practices that have enriched my passion towards this ever evolving industry."

-- Mary E.

"I love lodging management because it gives me a realistic, hands on approach to learning about a business. It is an ever changing industry that always gives you a chance to work with people every day."

-- Nick R.

"It's such a versatile area that I feel like every day is different and it challenges me to be creative, adaptable and think on my feet."

-- Chloe F.



Contact Us

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