

Hospitality Management

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Mission Statement

The mission of the Hospitality Management Program is to develop a community of learners through quality education that integrates theory, practice and personal growth in the hospitality, sport and recreation industries.

The hospitality leaders of tomorrow must be educated and enlightened citizens who will lead productive and meaningful lives. The James Madison University Hospitality Management Program prides itself in developing creative hospitality leaders who make a difference.

The program mission is to develop hospitality leaders through sound theoretical course work, innovative learning activities, mentoring opportunities, exposure to premier hospitality organizations and interaction with dynamic industry professionals. Together with alumni, students, parents and friends of the program, JMU-HM will be recognized as the preferred provider for hospitality graduates.

Goals

- To expose students to a rigorous academic and experiential learning program, including a 400-hour internship prior to graduation.
- To provide an intimate educational setting of small classes, team learning experiences and meaningful personal contacts with faculty and industry professionals.
- To promote the use and development of technology, critical thinking and communication skills in hospitality leadership.
- To ensure that all HM students have a meaningful choice of job opportunities upon graduation.
- To build a set of leadership skills while providing students exceptional financial acumen.
- To maintain a faculty of knowledgeable and respected industry professionals, dedicated to continuous improvement via internships, authorship, industry contacts and participation at national and international industry conferences.

Career Opportunities

The hospitality field, also known as the mega-industry, includes many career opportunities. Recent statistics include:

- Hospitality management provides \$98.3 billion in tax revenues or federal, state and local governments.
- Total hospitality employment in the U.S. includes 15.4 million jobs.
- Pleasure travel volume was 950.4 million; personal trips with business travel accounted for over 251 million trips in the United States alone.
- The World Tourism Organization forecasts a growth in international tourist arrivals of between 3% and 4% in the next year. International visitors spend \$79.4 billion a year.
- The travel field is America's largest services exporter, with international travelers spending over \$110 billion in the United States.
- The US hotel and motel industry consists of about 40,000 companies that operate 48,000 properties, with combined annual revenue over \$120 billion.
- The restaurant industry's total economic effect is \$1.5 trillion.
- The restaurant industry remains one of the nation's largest private-sector employers with its 12.7 million employees, comprising 9% of the U.S. workforce.
- The restaurant industry is projected to add 1.3 million career and employment opportunities by 2020.
- Dining is the most popular domestic trip activity and is included in 31% of all domestic trips. On a typical day, 130 million Americans will visit a restaurant.
- The private club industry represented by The Club Managers Association of America had \$13 billion in revenue in 2008 employing 290,749 associates.

Co-curricular Organizations

- Professional Convention Management Association (PCMA) is a student organization that provides both educational and social programs to the hospitality management major. This group plans and coordinates an annual trip to the PCMA Annual Convention.
- The National Society of Minorities in Hospitality (NSMH) is a student organization that explores the issues, challenges and opportunities for minorities in mega-industry. It participates in both regional and national conventions in association with industry leaders.
- The James Madison University Student Chapter of Club Managers Association of America (JMU CMAA) is instrumental in exposing students to the profession of club management and its many career opportunities.
- Eta Sigma Delta (ESD) is an honor society recognizing hospitality and tourism students for outstanding academic achievement, meritorious service and demonstrated professionalism.

Degree and Major Requirements

The B.S. degree in Hospitality Management requires a minimum of 120 credit hours of undergraduate course work. All HM majors must complete the general business minor for hospitality management, HM core and HM required courses.

| Required Courses | Credit Hours |
|--|--------------|
| General Education ¹ | 41-44 |
| Quantitative Requirement (in addition to General Education) | 3 |
| Scientific Literacy requirement (in addition to General Education) | 3-4 |
| Hospitality Management Core Courses | 9 |
| Major Requirements | 36 |
| General Business Minor for Hospitality Management ² | 18 |
| University Electives | 6-10 |
| | 120 |

¹ The General Education program contains a set of requirements each student must fulfill. The number of credit hours necessary to fulfill these requirements may vary.

² Successful completion of these courses with a 2.0 GPA will qualify the student for a general business minor; however, it is the responsibility of the student to complete the necessary paperwork in the College of Business to apply for the minor.

Major Requirements

| Hospitality Management Core | Credit Hours |
|---|--------------|
| HM/SRM 201. Foundations of Hospitality, Sport and Recreation Management | 3 |
| HM/SRM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management | 3 |
| HM/SRM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management | 3 |
| | 9 |

| Required Courses | Credit Hours |
|--|--------------|
| HM 211. Overview of Hospitality and Tourism Management | 3 |
| HM 212. Hospitality Prowess | 3 |
| HM 310. Practical Work Experience | 0 |
| HM 311. Hotel Operations and Hospitality Technology | 3 |
| HM 312. Culinary Arts and Menu Management | 3 |
| HM 316. Country Club Management | 3 |
| HM 317. Introduction to Event Management | 3 |
| HM 351. Cost Control and Budgeting | 3 |
| HM 402. Supervisory Internship | 3 |
| HM 421. Hospitality Ethics | 3 |
| HM 422. Hospitality Human Resource Management | 3 |

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| HM 441. Hospitality Financial Management | 3 |
| HM 442. Hospitality Seminar | 3 |
| | 36 |

General Business Minor

Students in hospitality management must declare the business minor for hospitality management through the College of Business.

| General Business Minor Courses | Credit Hours |
|---|--------------|
| ACTG 244. Accounting for Non-Business Majors ¹ | 3 |
| COB 204. Computer Information Systems | 3 |
| ECON 201. Principles of Economics (Micro) | 3 |
| FIN 345. Finance for the Non-Financial Manager | 3 |
| MGT 305. Management and Organizational Behavior | 3 |
| MKTG 380. Principles of Marketing | 3 |
| | 18 |

¹ Successful completion of COB 242 will substitute for ACTG 244.

Recommended Schedule

| First Year | Credit Hours |
|---|--------------|
| HM 201. Foundations of Hospitality, Sport and Recreation Management | 3 |
| HM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management | 3 |
| HM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management | 3 |
| Cluster One | 9 |
| General Education | 12 |
| | 30 |

| Second Year | Credit Hours |
|--|--------------|
| HM 211. Overview of Hospitality and Tourism Management | 3 |
| HM 212. Hospitality Prowess | 3 |
| ACTG 244. Accounting for the Non-Business Major | 3 |
| COB 204. Computer Information Systems | 3 |
| ECON 201. Principles of Economics (Micro) | 3 |
| Quantitative Requirement | 3 |
| General Education | 12 |
| | 30 |

| Third Year | Credit Hours |
|---|--------------|
| HM 310. 600 Hours of Professional Work Experience | 0 |
| HM 311. Hotel Operations and Hospitality Technology | 3 |
| HM 312. Culinary Arts and Menu Management | 3 |
| HM 316. Country Club Management | 3 |
| HM 317. Introduction to Event Management | 3 |
| HM 351. Cost Control and Budgeting | 3 |
| FIN 345. Finance for the Non-Financial Manager | 3 |
| MGT 305. Management and Organization Behavior | 3 |
| MKTG 380. Principles of Marketing | 3 |
| General Education and university electives | 6 |
| | 30 |

| Summer | Credit Hours |
|--------------------------------|--------------|
| HM 402. Supervisory Internship | 3 |
| | 3 |

| Fourth Year | Credit Hours |
|---|--------------|
| HM 421. Hospitality Ethics | 3 |
| HM 422. Hospitality Human Resource Management | 3 |
| HM 441. Hospitality Financial Management | 3 |
| HM 442. Hospitality Seminar | 3 |
| University electives | 15 |
| | 27 |