Hospitality Management Highlights

Effective hospitality managers create memorable experiences that exceed guest expectations.

Whether you work at a resort, in a restaurant or on a cruise ship, you’ll need a wide range of management, communication and leadership skills to capture the hearts of your guests. This major will provide you with access to premier hospitality organizations and interactions with dynamic industry professionals. Major requirements are met through small classes, team learning experiences and meaningful personal connections with faculty and industry professionals.

- **Gain practical knowledge and a head start in the industry** through shadowing employees, manager-in-training programs, internships, working events and research. For example, try hands-on-learning right on campus at Hotel Madison
- **1,000 hours of industry experience** prior to graduation
- **Faculty with professional industry experience** in their areas of specialization
- **External funding opportunities** to travel and engage in professional conferences, volunteer with operations of mega-events and network with leaders at the highest levels of our respective industries

**INTERNSHIPS**

Gain a competitive advantage by completing more than 1,000 hours of professional work experience. Included in this are two required externships: (1) working on campus with Aramark in a paid position and (2) planning a special event in the community. In addition, during your third and fourth years, you will complete two internships. The 200-plus hours of work experience acquired in each internship provide you with in-depth exposure to what it takes to become a world-class hospitality leader. During this time, you’ll meet in class with faculty and industry leaders to reflect on what you’ve observed and experienced in the workplace, laying the foundation for your long-term success.

**Career Possibilities**

Bed and Breakfast Owner/Operator
Catering Sales Manager
Conference or Exhibition Planner
Country Club Manager
Cruise Ship Personnel
Director of Sales and Marketing
Event Operations Director
Food and Beverage Manager
Front Desk Supervisor
Guest Service Manager
Hotel Front Office Manager
Human Resource Director
Member Services and Communications Manager
Residential Property Manager
Restaurant Owner and Operator
Revenue Management Analyst
Wedding Consultant

**INCLUDED MINORS**

Business or entrepreneurship

**CO-CURRICULAR ORGANIZATIONS**

Choose from eight Hart School student organizations to connect with peers and build leadership skills.

For more details, scan the QR code or visit: jmu.edu/hartschool/hospitality-management
Field Experience

Your Hart School education takes you beyond the classroom and gives you the chance to experience learning through action. While the destinations and events change, each semester brings new chances to learn from experts—and by doing. Here are examples of recent hands-on experiences:

- **Napa and Sonoma Wine and Culture course**, meeting winery owners, winemakers, and managers while learning about sustainability, tourism and marketing strategies for national distribution.
- **International Hotel, Motel and Restaurant Show** in New York City, NY, touring hotel properties, participating in educational sessions and networking with industry professionals.
- **Hotel Madison & Shenandoah Valley Conference Center**, working part-time
- **PGA Tour BMW Championship**, serving as hospitality venue captains
- **Torchy’s Tacos Operators Conference**, working on the event management team
- **Le Gourmet Fundraising Events**, assisting event coordinators
- **California Pizza Kitchen Operators Conference**, supporting the event management team

STUDY ABROAD

For many students, the time spent studying abroad is one of the most significant periods in their academic studies. Long afterward, they discover that the immersive experience of another culture pays dividends throughout their lives as they navigate new social and global career environments. Through the Center for Global Engagement, you’ll be able to take advantage of international programs in places including Australia, Mexico and Italy.

RESEARCH EXPERIENCE FOR UNDERGRADUATES

As a future hospitality leader, you’ll need to know how to gather and analyze data to help make the best possible decisions for your clients and company. The Research Experience for Undergraduates program will help you learn a wide range of research skills such as reviewing literature, developing surveys, collecting and cleaning data and analyzing results. These experiences will also give you a competitive edge when applying for graduate school.