

HOSPITALITY MANAGEMENT

MAJOR



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



Hospitality Management faculty leading a demonstration in the state-of-the-art Hart School Culinary Kitchen.

Center for Academic and Professional Success

Meet with dedicated academic and career advisors who provide you with a streamlined support system.

Hart School industry partnerships nurtured by the center result in opportunities for you to shadow professionals and receive hands-on training in restaurants, hotels and at special events. This instruction occurs while you participate in required courses, manager-in-training programs and internships and while you plan and execute events, provide hospitality support to community non-profits and assist faculty with industry research projects.

Industry-specific career fairs are held in the Fall and Spring each year.



— EMILY PARSONS ('19),
EXCHANGE PROGRAM
SPECIALIST,
MEETING PROFESSIONALS
INTERNATIONAL (MPI)

"I began at the Hart School without knowing what I wanted to do with my career. As I took classes, I was guided by professors and their experiences in the events industry, but ultimately it was the experiential learning opportunities which led me to my current position."

Avg. Starting Salary*

Hospitality Management	\$52,042
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*Base salary only. This report highlights the post-graduation pursuits for 90% of the Hart School Class of Dec '22, May and August '23 bachelor's degree recipients.

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 in a variety of departments
- **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.