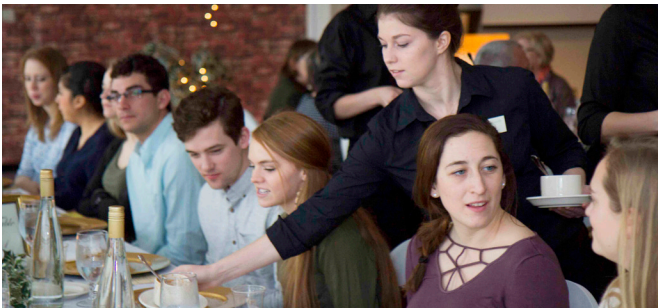




HOSPITALITY MANAGEMENT IS...

The growing travel, tourism and restaurant industry is evolving to include innovative and inspired trends designed to excite and invigorate its customers. Hospitality management teaches you how to create memorable events and environments that will exceed your guest's expectations. Whether you work for a resort, restaurant or cruise ship, you'll need a wide range of management, communication and leadership skills to capture the hearts of your patrons. If you are energetic and enjoy helping others, this may be the path for you.



PROGRAM HIGHLIGHTS

- Experiential Learning Programs
- College of Business Minor
- Industry-Experienced Faculty
- Strong Alumni Relations
- Active Professional Student Organizations



Natalie (Street) Beiro - ('12)
Sales Manager.
Mandarin Oriental Hotel, DC

'The Hart School is truly a family. The support and encouragement I received from not only the faculty and staff but from my fellow students gave me the confidence to pursue my goals. These relationships still exist today, years after graduation, and push me towards both personal and professional success.'

CAREER POSSIBILITIES

- Airline Sales Manager
- Bed and Breakfast Owner
- Catering Sales Manager
- Conference or Exhibition Planner
- Country Club Manager
- Cruise Ship Personnel
- Event Operations Manager
- Event Planner
- Executive Sales Manager
- Food and Beverage Manager
- Hotel Guest Services Manager
- Hotel/Motel Front Office Manager
- Meeting, Event or Convention Planner
- Property Management
- Restaurant Owner and Operator
- Retail Events Representative
- Revenue Management Analyst
- Room or Catering Sales Manager
- Special Events Director
- Trade Show Promotions

CO-CURRICULAR ORGANIZATIONS

- Sport and Leisure Association of Madison (SLAM)
- Club Managers Association of America (CMAA)
- Hospitality Sales and Marketing Association International (HSMAI)
- National Society of Minorities in Hospitality (NSMH)
- Professional Convention Management Association (PCMA)



B.S. REQUIREMENTS: TRADITIONAL PATHWAY

ACADEMIC PLANNING

CAREER PLANNING

FRESHMAN YEAR

SRM/HM 201: Foundations of HSRM (3)
SRM/HM 202: Foundations of Leadership (3)
SRM/HM 203: Foundations of Ethics and Law (3)
General Education (21)

- Explore majors
- Complete self assessments
- Attend department workshops
- Build rapport with faculty
- Establish excellent GPA
- Join a student organization
- Consider study abroad program
- Practice professional etiquette

SOPHOMORE YEAR

HM 211: Overview of Hospitality Management (3)
HM 212: Hospitality Prowess (3)
CIS 204: Computer Information Systems (3)
ECON 201: Principles of Economics, Micro (3)
ACTG 244: Accounting, Non-Business Majors (3)
General Education (12)
Quantitative Requirement (3)

- Identify skills and values
- Attend career related events
- Apply for internship/externship
- Build resume and references
- Research employers
- Consider a minor or technical skill
- Activate Handshake account
- Gain career related experience

JUNIOR YEAR

HM 310: 600 Hours of Professional Work Experience
HM 311: Hotel Operations & 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 Non-Finance Majors (3)
MGT 305: Management and Org Behavior (3)
MKTG 380: Principles of Marketing (3)
General Education or University Electives (6)
*SUMMER **HM 402:** Supervisory Internship (3)

- Apply for an internship
- Practice mock interviews
- Develop job search strategy
- Develop technical skills
- Attend externship fair
- Brand online presence (LinkedIn)
- Seek leadership roles

SENIOR YEAR

HM 421: Hospitality Ethics (3)
HM 422: Hospitality Human Resource Management (3)
HM 441: Revenue Management (3)
HM 442: Hospitality Seminar (3)
General Education or University Electives (12)

- Apply for full-time employment
- Use on-campus recruiting
- Follow up on job leads
- Connect with Alumni Relations
- Negotiate salary

THINKING OF CHANGING YOUR MAJOR?

Students considering a change of major into this program are required to attend an orientation meeting prior to obtaining a major change approval.

New major orientations are hosted periodically throughout each semester, and students may sign up for a session by visiting the Hart School Advising website.

FOR MAJOR ADVISING

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jmu.edu/hartschool/students/advising.shtml