



HART SCHOOL
JAMES MADISON UNIVERSITY

School of Hospitality, Sport and Recreation Management

**WELCOME, STUDENTS AND
PARENTS!**

**FIND SUCCESS AT THE
HART SCHOOL**



ABOUT THE HART SCHOOL



- JMU's first named school
- Comprised of 1,000 students within the Hospitality Management and Sport & Recreation Management majors
- Classroom and instructional facilities located in Godwin Hall and Hotel Madison
- 20 faculty and staff members

Mission, Vision and Values

- **MISSION:** We engage in transformational education through innovative teaching, scholarship and service.
- **VISION:** To be a leader in impacting the future of global hospitality, sport and recreation.
- **VALUES:**
 - Excellence
 - Knowledge
 - Student-focus
 - Relationships
 - Diversity
 - Innovation
 - Ethical decision-making
 - Optimism



Making You Competitive

- *Generalist Curriculum*
- *Business Component*
- *Experiential Learning*
- *Networking and Travel*
- *Leadership Opportunities*
- *Career readiness programming*
- *Dedicated Faculty*

Major Curriculum

- **Foundations classes (combine HM/SRM)**
 - *Foundations of HSRM*
 - *guest speakers, intro to careers*
 - *Foundations of Leadership in HSRM*
 - *Foundations of Law & Ethics in HSRM (HM only)*
- **Both majors focus on key areas for management professionals**
 - *Facilities and Event Management*
 - *Sales and Marketing*
 - *Human Resources*
 - *Industry-specific introductions*

Business Cognate

- Cognate = Required courses that cover six primary areas of business
- With a satisfactory GPA, your cognate can be converted to a minor in General Business through JMU's College of Business
- Why a Minor in Business?
 - Whether you are going into event management, professional sports, lodging, restaurants, college athletics, community recreation or any of our fields...the Business minor makes you more competitive in the job market when you graduate!

Your Hart School Academic Support Team



Sara Hodges,
Academic Advisor
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*(inside the study lounge,
main level)*
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Academic Advising Asst.
Godwin Hall 355
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Major Advising – Your Academic Support System

- **Centralized Advising System**
 - *Online appointment calendar*
 - *Option to see several different advisors*
 - *Walk-ins welcome if time permits*
 - *Keep your appointment time*
 - *Schedule early!*



Major Advising – Your Academic Support System

- **Advisor responsibilities:**
 - *Answer questions about courses and course requirements*
 - *Assist with planning and scheduling courses*
 - *Provide references to other university support systems*
 - *Serve as a sounding board for major changes, scheduling conundrums, and general life quandaries*

Major Advising – Your Academic Support System

- **Student responsibilities:**

- *Come to meetings prepared*
- *Select your own major and courses*
- *Enroll in classes on time*
- *Keep track of prerequisites & academic requirements*
- *Check your JMU email and the Hart School website regularly*

What can I do with this major?

Sport & Recreation Management



- *Major, minor and university sports organizations*
- *Campus recreation*
- *City/community parks and recreation*
- *Sports facility management*
- *Marketing and sales*
- *Outdoor recreation*

What can I do with this major?

Hospitality Management



- *Hotels and resorts*
- *Country/City clubs*
- *Restaurants*
- *Event planning*
- *Cruise lines*
- *Residential property management*

Experiential Learning & Professional Development



- **Experiential Learning:** A process through which students develop knowledge & skills from direct experiences outside the traditional academic setting.
- **Examples of experiential learning activities:**
 - Internships
 - Study abroad trips and programs
 - Student organization involvement
 - Conference attendance

Jennifer Nelson, M.Ed., MPA

Experiential Learning Coordinator

Godwin Hall 220A (inside the study lounge, main level)

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Experiential Learning at the Hart School

EXPERIENCE

THE EXPERIENTIAL
LEARNING
CYCLE

REFLECT

CONCEPTUALIZE

EXPERIMENT



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Experiential Learning for Academic Credit

Hospitality Management

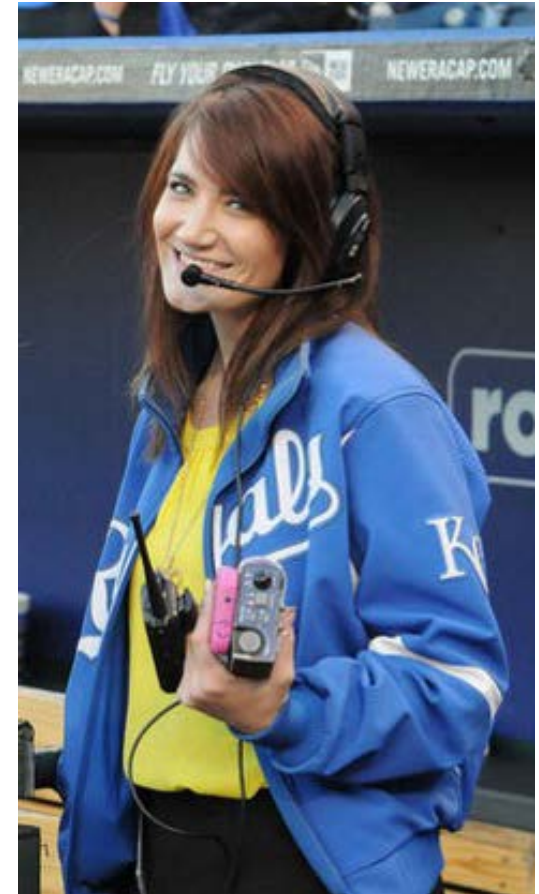
- **1000 hours of experience prior to graduation**
 - *600 hours by junior year or 2nd/3rd semester in program*
 - *400-hour senior-year summer internship*
- **Aramark externship (counts toward 600 total)**



Experiential Learning for Academic Credit

Sport & Recreation Management

- **490 hours of experience prior to graduation**
 - *90-hour practicum (after SRM 241)*
 - *400-hour senior-year internship*



EXPERIENTIAL LEARNING & PROFESSIONAL DEVELOPMENT



- Connect students with industry employers
 - Networking opportunities & other career-readiness programming
 - Mock Interviews
 - Industry panels
- Career & internship fairs (HM & SRM employers)
- Resources for internships and job opportunities
- Provide assistance with resume and interview prep

EXPERIENTIAL LEARNING & PROFESSIONAL DEVELOPMENT: Conference Attendance



- Sports Industry Networking & Career Conference
- Club Management Association of America National Conference
- Professional Convention Management Assoc. Convening Leaders Conference
- National Society of Minorities in Hospitality National Conference
- Women's Foodservice Forum
- California Pizza Kitchen Conference

Using Experiential Learning to Your Benefit

- **Centralized Advising System**

- *Online appointment calendar to see Jen*
- *Weekly emails with HM & SRM experiential opportunities (including FT and PT job opportunities)*
- *Walk-ins welcome (if time permits between appointments)*
- *Keep your appointment time*
- *Schedule appointments early!*

Using Experiential Learning to Your Benefit

■ **Student responsibilities:**

- *Come to meetings on time and prepared*
- *Start exploring volunteer and hourly-wage positions that can give you experience in your field as early as freshman year. It's never too early to begin building your resume!*
- *Join and become active members of Hart School student organizations*
- *Check your JMU email regularly for industry opportunities:*
 - *Career development programming*
 - *Employers/recruiters visiting campus*
 - *Jobs/volunteer opportunities*



Cultivate a Professional Image

- *It's important to make a great first impression when networking with industry professionals*
- *The Hart School requires business attire for:*
 - *Guest Speakers*
 - *Site Visits*
 - *Class Presentations*
 - *Conference attendance*



Student Organizations Future Industry Leaders

- *Club Managers Association of America (CMAA)*
- *National Society of Minorities in Hospitality (NSMH)*
- *Sport & Leisure Association of Madison (SLAM)*
- *Professional Convention Management Association (PCMA)*
- *Hospitality Sales & Marketing Association International (HSMAI)*
- *Eta Sigma Delta Hospitality Honor Society (ESD)*

The Global Classroom - Florence



The Global Classroom – Short-term Programs



The Global Classroom – Stateside Travel



More Experiential Opportunities with the Hart School

- **HM 498: A Taste of French Wine & Food**
 - Nice
 - Monaco/French Riviera
 - Lyon
 - Paris
 - Reims
- **SRM 298: Kigali, Rwanda** – Combating Gender Inequality in Youth Through Recreation & Sport Education/Coaching
- **SRM trip to the 2019 Final Four**
 - Minneapolis, MN
- **A Food & Wine Study of the Pacific Northwest**
 - Washington State and Oregon
- **HM 419: Napa & Sonoma Wine Cultures**





*Get to know the Hart
School faculty!*



“Be intentional - begin to create your resume from your first day in the program. Think of experiences as stepping-stones for your career, not just graduation requirements.”



**COLORADO
SPRINGS**
OLYMPIC TRAINING
CENTER



*“Life begins at
the end of your
comfort zone.”*



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Questions?





TheHartSchoolHM
TheHartSchoolSRM



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www.jmu.edu/hartschool

Stay connected!