

# WELCOME NEW DUKES!!!



## THE HART SCHOOL

# ABOUT THE HART SCHOOL

## Hospitality Management

- #1 Undergraduate Hospitality Management Program in the country (2023)
  - Study.com
- Hotel Madison & Shenandoah Valley Conference Center
  - Experiential learning begins right on campus with the Hotel Madison - gain practical knowledge through shadow programs, internships, events and research opportunities.

## Sport & Recreation Management

- #6 best Sports Management Master's program in the country (2021)
  - BestAccreditedColleges.org
- JMU Athletics - Experiential learning begins right on campus with JMU Athletics - gain practical knowledge through shadow programs, practicums, internships and research opportunities.

# The Center for Academic & Professional Success



**Jason Gochenour, MEd**  
Academic Advisor



**Scott Arbogast, MAT**  
Academic Advisor



**Lauren Wholihan Gardner, MPA**  
Professional Development &  
Engagement Coordinator

We're invested in your success and have dedicated full-time professional advisors who provide guidance designed to support you throughout your academic career and beyond.

Offers activities that promote interdisciplinary learning, career exploration, leadership, cultural awareness, professional etiquette and networking skills.

Through these programs, you can build your business acumen by collaborating with employers, alumni and community partners outside of the traditional academic setting.



# Hart School Leadership



**David Shonk, Ph.D.**  
Hart School Director



**Tony Kim, Ph.D.**  
Hart School Assistant Director  
Associate Professor  
HM Program Director

# MEET THE FACULTY



**Miguel  
Baltazar**  
Senior Lecturer



**Guy deBrun, Ph.D.**  
Lecturer



**Sandhya (Sandy) Manjunath**  
Assistant Professor



**Alyssa Bosley**  
Senior Lecturer  
SRM Program  
Director



**Reg Foucar-Szocki, EdD.**  
Professor



**Sungjai (Jay) Hong**  
Assistant Professor



**Ben Carr**  
Associate Professor  
SRL Program Director



**Donna Fickes**  
Lecturer



**Stephanie West, Ph.D.**  
Professor

# MEET THE FACULTY



**Augustus Hallmon, Ph.D.**  
Assistant Professor



**Dom Palumbo, M.S.**  
Lecturer



**Steve Bobbit, M.S.**  
Lecturer



**Angela Hayslett, J.D., M.S.**  
Lecturer  
SRM Internship Coordinator



**Yuan (Pam) Li, Ph.D.**  
Assistant Professor



**Julie Wallace Carr**  
Professor  
SRL Assistant  
Program Director



**Jonathan Oliveira**  
Assistant Professor



**Theresa Lind**  
Senior Lecturer  
HM Internship  
Coordinator



**Benjamin Swartz**  
Lecturer

# Meet Our Office Staff



**Ali Reynolds**  
Office Manager

## WHERE WE'RE LOCATED



**Godwin Hall, Suite 355 (3rd Floor)**

261 Bluestone Drive  
Harrisonburg, VA 22807

**CONTACT US AT:**  
**[hartschool@jmu.edu](mailto:hartschool@jmu.edu)**  
540-568-5174





# THE HART SCHOOL DIFFERENCE

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



# A SCHOOL WITH HART

**MISSION:** 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:**

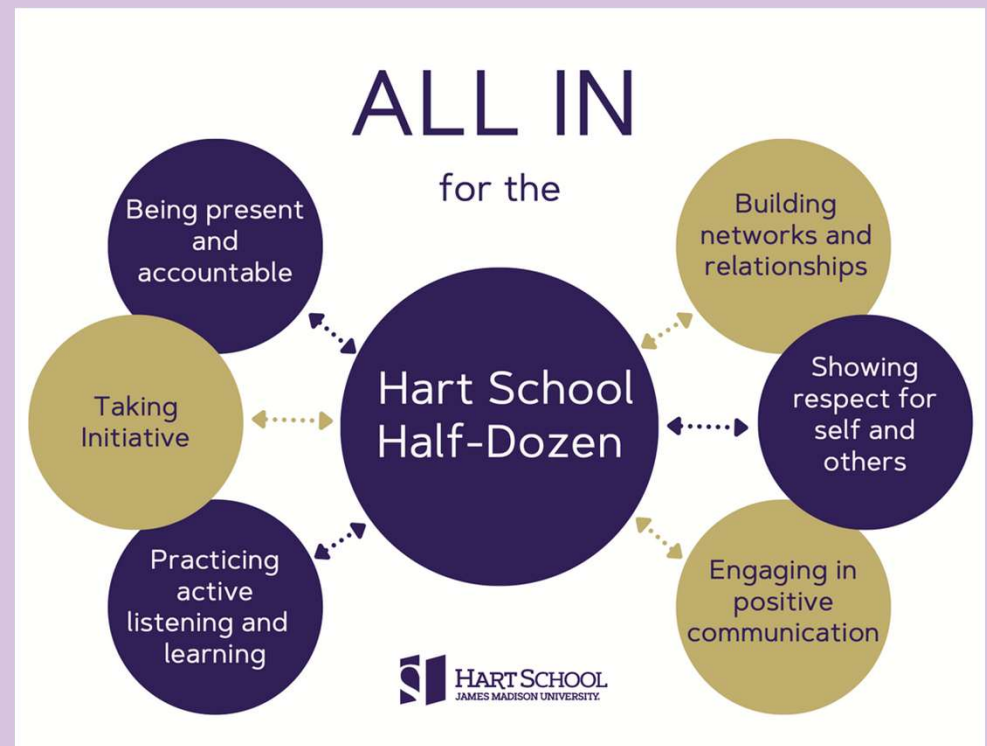
- Leadership
- Integrity
- Respect
- Student-Centered Learning
- Diversity
- Innovation

# HART SCHOOL INITIATIVES



#CultureOfCARING

**C**ollaboration  
**A**ppplied learning & theory  
**R**esearch & industry engagement  
**E**xperiential learning  
**S**ervice



## Hospitality Management

### CURRICULUM:

Effective hospitality managers create memorable events and environments that exceed their guest's expectations.

## Sport & Recreation Management

### CURRICULUM:

Effective sports and recreation managers plan, organize and direct the operations of sports and fitness programs, activities and services.

### Business Minor

- Solid background in business provides students with a competitive edge in the job market

### Entrepreneurship Minor

- Develop the knowledge & skills to create and drive a new venture



# CURRICULUM RESOURCES

**JMU Undergraduate Course Catalog  
Hospitality Management, B.S.**



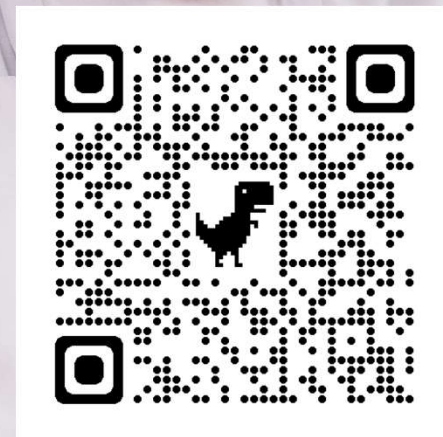
**JMU Undergraduate Course Catalog  
Sport & Recreation Management, B.S.**



# CAREER OPPORTUNITIES

A BROAD  
INDUSTRY

- Hotels & resorts
- Country/city clubs
- Restaurants
- Event planning
- Cruise Lines
- Residential property management
- Marketing & sales
- Human resources management
- Business Entrepreneur



# CAREER OPPORTUNITIES

A BROAD  
INDUSTRY

- Major, minor & college sports organizations
- Campus recreation
- City/community parks and recreation
- Clubs & resorts
- Sports facility management
- Marketing & sales
- Outdoor recreation





# CAREER DEVELOPMENT & EXPERIENTIAL LEARNING

- On-campus Honors & Research
- In-Class & Off-Campus Experiential Learning
  - Conference attendance
  - Working industry events
  - Site visits
- Career, Internship & Practicum Advising
  - Career & Internship Fairs
  - Resume & cover letter reviews
  - Interview preparation
- Service Projects



# HM EXPERIENTIAL LEARNING

## Red Robin Operators Conference

*Denver, CO*

- Learn the ins and outs of meeting and conference operations
- Work alongside the conference planning team
- Network with GJ & Heather Hart

## National Restaurant Show

*Chicago, IL*

- Network with professionals from major F&B corporations
  - Explore the latest in F&B trends and emerging technology

## Wine & Cultures

*Napa & Sonoma, CA*

- Engage with winery owners/managers
- Learn about sustainability, tourism, and how marketing strategies work nationally
- Experience wine tastings, pairing, and cooking lessons

# SRM EXPERIENTIAL LEARNING

## Collegiate Sales Program

- Partner with JMU Athletics.

## Elite Learning Opportunities

- The Masters
- St. Jude Rock-N-Roll Marathon (Nashville, TN)
- Transperfect Music City Bowl
- NCAA Men's & Women's Final Four
- Dominion Energy Charity Classic

## Industry Experience & Internships

- 490 hours of industry experience prior to graduation
  - 90 hr practicum
  - 400 hr internship



# CONFERENCE ATTENDANCE

## Conference Attendance

- Club Management Association of America National Conference
- Professional Convention Management Assoc. Convening Leaders Conference
- National Society of Minorities in Hospitality National Conference
- VA1 Governor's Tourism Summit

# WORKING INDUSTRY EVENTS





# SITE VISITS





# CAREER, INTERNSHIP & PRACTICUM ADVISING

- Career & Internships fairs (2 a year attended by HM & SRM employers)
  - Connect with students and industry employers
- Resources for internships and job opportunities
- Provide assistance with resume and interview prep
- Networking & other career-readiness programming
  - Mock Interviews & Industry Panels

## HM Industry Experience & Internships

- 1,000 hours of industry experience prior to graduation
  - 600 hrs of work experience
    - Includes 100 hr externship
  - Two 200 hr internships (fall, spring or summer semester)

## SRM Industry Experience & Internships

- 490 hours of industry experience prior to graduation
  - 90 hr practicum
  - 400 hr internship

# SERVICE PROJECTS





# CLUBS & LEADERSHIP OPPORTUNITIES

- Club Managers Association of America
- Eta Sigma Delta
- Professional Convention Management Association
- National Society of Minorities in Hospitality
- Hospitality Sales and Marketing Association International
- Sigma Rho Mu
- Sports & Leisure Association of Madison
- Women in Sport & Recreation Management



# THE GLOBAL CLASSROOM

## TRAVEL

### The Caribbean: Cruise Line Industry in a Cultural Context

- CocoCay, Phillipsburg, San Juan, Miami, Bahamas, Saint Martin

### Wine & Culture

- Napa and Sonoma, CA

### Internship in HM

- Perth, Australia



# THE GLOBAL CLASSROOM

## TRAVEL

### The Culture of Leisure

- London, England, Dublin, Ireland

### Event Management in Sport & Recreation

- London, England

### The Masters

- Augusta, GA

### Internship in SRM (SRM 482)

- Perth, Australia
  - Emphasis on sports management, membership & marketing

# OUR INDUSTRY PARTNERS & GRADUATES ARE...



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# RETURN ON INVESTMENT

