

HOSPITALITY MANAGEMENT

The Curriculum

Required Courses:

Human Communication

Graphic Software Packages

First Look: The Experiential
Hospitality Industry

Human Relations and
Interpersonal Dynamics

Principles of Management and
Organizational Behavior

Event Budget and Finance

Business Technology

Introduction to Human
Resource Management

Hospitality Law and Ethics

Service Management

Demand and Revenue Optimization

360 Degree Internship

Electives:

Financial Accounting

Financial Management

Corporate Finance

Ideation and Creativity

Business Modeling and Feasibility

Venture Funding

Principles of Marketing

Sales in Dynamic Environments

Negotiations

Introduction to Event Management

Planning and Evaluation

Event Operations

Foundations of Strategic Communication

Introduction to Professional Writing

Message Development in Public Relations

Message Development in Advertising

Group Dynamics and Team Development

Project Development and Management

Contemporary Perspectives on Leadership

Seminar in Training and
Organizational Development

What's this major about?

The global hospitality industry generates revenue of over \$500 billion a year and continues to grow every year. This is great news for any student seeking the communication skills, management theories, and operational competencies necessary to enter the hospitality industry. The Hospitality Management major offers substantive management and communication coursework combined with experiential learning that prepares students to deliver extraordinary hospitality experiences.



What's unique about the Hospitality Management major?

Since soft skills are essential to success in any position obtained in the hospitality management industry, this major provides a solid foundation of knowledge as it relates to communication and interpersonal dynamics. This foundational knowledge, paired with courses focused on business, legal, and technology theories and concepts, make up the core of the curriculum.

Students also choose from 12 hours of elective courses. This flexibility gives students the chance to separate themselves from the competition by matching their curriculum with their unique career aspirations. The combination of core and elective courses, paired with the unique experiential learning requirement, offers students the chance to enhance their knowledge, skills, and abilities as they aspire to higher-level leadership and management positions within the hospitality industry.

Another unique, and truly exciting, aspect of the HPU Hospitality Management program is that students are able to work on campus with the new Nido and Mariana Qubein Arena, Conference Center, and Jana and Ken Kahn Hotel. These facilities provide students the opportunity to apply what they are learning in classes as they assist in the hosting of executive groups, alumni, students, families, and school counselors. The Conference Center, Kahn Hotel, 1924 Prime, and many other dining locations across campus, allow students to help with the coordination and implementation of superior experiences for all guests.

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What can I do with this major?

If you are passionate about being a leader who offers amazing experiences to others, then check out just a taste of the jobs that you could obtain post-graduation.

- Casino Host
- Convention and Visitor's Bureau (CVB)
- Cruise Ship Director
- Flight Attendant
- Hotel/Resort Manager
- Operations Manager
- Reservation Sales Agent
- Revenue Manager
- Sales and Marketing Manager
- Shore Excursion Manager
- Spa Manager
- Theme Park Group Sales Coordinator

Possible Hospitality Internships

- The Inn on Biltmore Estate
- The Omni Grove Park Inn
- The Umstead Hotel & Spa
- Parks Hospitality Group
- Charlotte Regional Visitors Authority
- Piedmont Triad International Airport
- Blockade Runner Beach Resort
- Sodexo Leader Internship
- The Walt Disney Company
- Universal Orlando Resort
- Princess Cruise Corporation
- Destination DC
- Hershey Entertainment & Resorts Company
- Hard Rock Hotel Casino
- Borgata
- JetBlue Airways Headquarters
- Big Sky Resort



Hospitality Conferences

Students may have the chance to attend hospitality conferences as part of their experiential learning. Examples of conferences students may choose to attend are shown below.

- Global Business Travel Association (GBTA) Convention
- Hospitality Industry Technology Exposition & Conference (HITEC)
- Hotel Data Conference
- HSMIA's Digital Marketing Strategy
- International Conference on Marketing, Tourism, and Hospitality
- International Hotel Technology Forum (IHTF)
- National Restaurant Association Show

For more information about HPU's Hospitality Management Program, contact:

Dr. Marisa Ritter | mr Ritter1@highpoint.edu