

HOSPITALITY MANAGEMENT, BS

Students selecting a hospitality management career generally thrive in an environment of assistance to others, personal accountability, and nontraditional work hours. The industry is ideal for individuals who are interested in customer service. Ability to work with diverse personalities, solve conflicts, and provide innovative leadership are key to a graduate's success. This growing industry demands flexible hours from employees.

Office: 403 Russell Hall

The Hospitality Management curriculum offers a variety of courses designed to develop the skills and abilities required for a management career in the hospitality industry. The curriculum prepares students for a career in restaurant, commercial, and institutional food-service operations; hotel and lodging operations and management; and/or convention, meetings, sports, and event marketing and management.

Students must complete a 500-hour work practicum or internship in a hospitality organization. Students may also select a concentration in:

- Restaurant/Food and Beverage Management
- Hotel/Lodging
- Meetings and Events
- Sport, Entertainment and Event Management

Students completing a minor outside of the Hospitality Management program are not required to choose a concentration. Students may complete requirements for the Manage First Professional (MFP) certification available from the Educational Foundation of the National Restaurant Association and/or the Certified Hospitality Supervisor (CHS) certification or the Certification in Hotel Industry Analytics (CHIA) available from the Educational Institute of the American Hotel and Lodging Association.

The hospitality management major is offered through the traditional on-campus setting (all concentrations) or via distance education with no concentration. Students who have completed 90 hours of undergraduate work with a 3.3 GPA overall are eligible to apply to the Accelerated Master's Program (AMP). If accepted, then up to 15 graduate credit hours of the 30 hour master's program could be taken as cross-listed courses or would substitute for required undergraduate coursework while finishing the undergraduate degree. Any coursework taken in this manner would apply towards both the undergraduate degree and a master's degree at The University of Alabama.

Campus Education Hospitality Management Curriculum

Students must file a plan of study for their concentration with the department office within the first semester of the sophomore year. The plan of study must be approved by the student's academic advisor. Students choosing a concentration in restaurant/food and beverage, hotel/lodging, meetings/event, or sport/entertainment must take the required classes mandated by their chosen concentration.

Distance Education Hospitality Management Program

Students completing the Hospitality Management program via distance education must complete the Hospitality Management Core Courses and the additional courses to meet the 120 hours requirement. The student's academic advisor will assist in selecting appropriate online courses to

fulfill academic requirements. Students may fulfill degree requirements for the Hospitality Management major entirely online.

Hospitality Management		Hours
Required Courses		
RHM 175	Intro to Hospitality Mgt	3
RHM 241	Mgt Of Food/Beverage Operation	3
NHM 250	Principles of Food Preparation	3
RHM 251	Hospitality Employee Suprv/Mgt	3
RHM 274	Hospitality Basic Accounting	3
RHM 303	Managing Qual in Hosp Industry	3
RHM 321	Tourism & Hospitality Industry	3
RHM 421	Hospitality Law	3
RHM 469	Internship Hospitality Managem	1
RHM 470	Hospitality Computer Systems	3
RHM 474	Mangr Acct Hospitality Industr	3
RHM 496	RHM Senior Capstone Seminar	1
CSM 204 or	Intro Personl Finan Plan	3
CSM 205	Honors Intro Pers Finan Plan	
Hospitality Management concentration courses		15-19
Hospitality Management (RHM) or other electives		13-17
Total Hours		63-71

Distance Hospitality Management Program		Hours
RHM 175	Intro to Hospitality Mgt	3
RHM 185	Intro Meetings Events Ind	3
RHM 241	Mgt Of Food/Beverage Operation	3
NHM 250	Principles of Food Preparation	3
RHM 251	Hospitality Employee Suprv/Mgt	3
RHM 274	Hospitality Basic Accounting	3
RHM 303	Managing Qual in Hosp Industry	3
RHM 321	Tourism & Hospitality Industry	3
RHM 325	Lodging Operations & Managemnt	3
RHM 341	Catering Mgt and Quantity Food	3
RHM 420	Hospitality Marketing	3
RHM 421	Hospitality Law	3
RHM 469	Internship Hospitality Managem	1
RHM 470	Hospitality Computer Systems	3
RHM 474	Mangr Acct Hospitality Industr	3
RHM 479	Hotel Sales and Event Services	3
RHM 496	RHM Senior Capstone Seminar	1
CSM 204	Intro Personl Finan Plan	3
Total Hours		50

Food and Beverage Management Concentration

Code and Title	Hours	
RHM 375	Managing Catering Operations	3
RHM 377	Restaurant Management & Servic	3
RHM 420	Hospitality Marketing	3
RHM 465	Food And Beverage Controls	3

RHM 478	Mgt Service Food Bev Operation	3
Total Hours		15

Hotel/Lodging Concentration

Code and Title	Hours
RHM 325 Lodging Operations & Managemnt	3
RHM 375 Managing Catering Operations	3
RHM 420 Hospitality Marketing (or RHM 370 or MKT 300)	3
RHM 450 Issues Hotel & Lodg. Mgmt.	3
RHM 479 Hotel Sales and Event Services	3
Total Hours	15

Meetings and Events Concentration

Code and Title	Hours
RHM 185 Intro Meetings Events Ind	3
RHM 370 Event Marketing	3
RHM 380 Corporate Events	3
RHM 425 Risk Mgmt. Mtgs. & Evts.	3
RHM 479 Hotel Sales and Event Services	3
RHM 480 Adv Meeting & Convention Mgt	3
Total Hours	18

Sport and Entertainment Event Management Concentration

Code and Title	Hours
RHM 235 Intro Sport Industry	3
RHM 335 Sport Tourism	3
RHM 313 Contemporary Club Management	3
RHM 337 Sport and Entertain Venue Mgt.	3
RHM 338 Sport Mkting and Promotion	3
RHM 436 Curr Trends Sport Mgmt Ent	3
Total Hours	18

Graduates are employed in sporting event facilities, destination management companies, hotels and lodging properties, restaurants, catering operations, and private and public clubs. Graduates generally enter the field as management trainees, assistant managers, or supervisors. The potential for quick advancement is excellent for dedicated individuals.

Types of Jobs Accepted

Event/conference coordinator, sport travel coordinator, facility manager front desk supervisor, assistant manager, food and beverage supervisor, catering operations manager, restaurant owner, guest service agent, restaurant manager, marketing and social media manager, special events and sporting events coordinator.

Jobs of Experienced Alumni

The hospitality industry offers many opportunities for growth and advancement based on individual performance and achievement. It is not unusual for students to be promoted into higher level positions within one to two years after graduation.

Learn more about opportunities in this field at the Career Center