

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, travel, and seeking opportunities for quick advancement within an organization. Ability to work with diverse personalities, solve conflicts, and provide innovative leadership are key to a graduate's success.

Office: 470 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 management, sport operations, convention, meetings, event marketing and event management.

Students must complete a pre-approved internship in a hospitality organization. This work experience will advance students' expertise and allow them to gain insight within a hospitality organization. Students select a concentration in one of the following:

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

The Hospitality Management curriculum is designed for students to earn a number of certificates/certifications throughout the program. Students may complete requirements for the Manage First Professional (MFP) certification available from the Educational Foundation of the National Restaurant Association, the Certification in Hotel Industry Analytics (CHIA) available from the Educational Institute of the American Hotel and Lodging Association, Social Tables Event Professional Program (CSTEP), and the Cvent student certification. Completion of these certifications increase student's marketability in the job market.

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 3.7 institutional GPA overall are eligible to apply to the Accelerated Master's Program (AMP). If accepted, then up to 12 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 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 303	Managing Qual in Hosp Industry	3
RHM 420 or RHM 370	Hospitality Marketing Event Marketing	3
RHM 321	Tourism & Hospitality Industry	3
RHM 421	Hospitality Law	3
RHM 469	Internship Hospitality Managem	3
RHM 470	Hospitality Computer Systems	3
RHM 474	Mangr Acct Hospitality Industr	3
RHM 496	RHM Senior Capstone Seminar	1
Hospitality Management concentration courses		12-18
Hospitality Management (RHM) or other electives to meet the 120 hour requirement		9-15
Total Hours		55-67

Distance Hospitality Management Program		Hours
RHM 175	Intro to Hospitality Mgt	3
RHM 185	Intro Meetings Events Ind	3
RHM 235	Intro Sport Industry	3
RHM 241	Mgt Of Food/Beverage Operation	3
NHM 250	Principles of Food Preparation	3
RHM 251	Hospitality Employee Suprv/Mgt	3
RHM 303	Managing Qual in Hosp Industry	3
RHM 321	Tourism & Hospitality Industry	3
RHM 325	Lodging Operations & Managemnt	3
RHM 340	Sustainable Tourism	3
RHM 341	Catering Mgt and Quantity Food	3
RHM 420	Hospitality Marketing	3
RHM 421	Hospitality Law	3
RHM 469	Internship Hospitality Managem	3
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
Total Hours		52

Food and Beverage Management Concentration

Code and Title	Hours
RHM 378 or F&B for Hotels and Events	3
RHM 375 Managing Catering Operations	
RHM 420 Hospitality Marketing	3
RHM 465 Food And Beverage Controls	3
RHM 478 Mgt Service Food Bev Operation	3
Total Hours	12

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

Hotel/Lodging Concentration

Code and Title	Hours
RHM 325 Lodging Operations & Managemnt	3
RHM 340 Sustainable Tourism	3
RHM 378 F&B for Hotels and Events	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 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	15

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, 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, wedding planning and 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