

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 location: 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 an overall 3.7 institutional GPA 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		
HSM 175	Intro to Hospitality Mgt	3
HSM 241	Mgt of Food/Beverage Operation	3
NHM 250	Principles of Food Preparation	3
HSM 251	Hospitality Employee Suprv/Mgt	3
HSM 303	Managing Quality in Hosp. Ind	3
HSM 321	Tourism & Hospitality Industry	3
HSM 420 or HSM 370	Hospitality Marketing Event Marketing	3
HSM 421	Hospitality Law	3
HSM 469	Internship Hospitality Mgt.	3
HSM 470	Hosp. Industry Computer System	3
HSM 474	Mangr Acct Hospitality Industr	3
HSM 496	HSM Senior Capstone Seminar	1
Hospitality Management concentration courses		15
Hospitality Management or other electives to meet the 120 hour requirement		

Total Hours **49**

Distance Hospitality Management Program		Hours
HSM 175	Intro to Hospitality Mgt	3
HSM 185	Intro Meetings Events Ind	3
HSM 235	Intro to the Sport Industry	3
HSM 241	Mgt of Food/Beverage Operation	3
NHM 250	Principles of Food Preparation	3
HSM 251	Hospitality Employee Suprv/Mgt	3
HSM 303	Managing Quality in Hosp. Ind	3
HSM 321	Tourism & Hospitality Industry	3
HSM 479	Hotel Sales & Event Services	3
HSM 325	Lodging Operations & Mgt	3
HSM 340	Sustainable Tourism	3
HSM 341	Catering Mgt. & Qty. Foods	3
HSM 420	Hospitality Marketing	3
HSM 421	Hospitality Law	3
HSM 469	Internship Hospitality Mgt.	3
HSM 470	Hosp. Industry Computer System	3
HSM 474	Mangr Acct Hospitality Industr	3
HSM 496	HSM Senior Capstone Seminar	1

Total Hours **52**

Food and Beverage Management Concentration

Code and Title	Hours
HSM 378 Food & Bev. Hotels & Events	3
HSM 420 Hospitality Marketing	3
HSM 465 Food & Beverage Controls (You may substitute 1 HSM course for HSM 465 or HSM 478)	3
HSM 478 Mgt Service Food Bev Operation (You may substitute 1 HSM course for HSM 465 or HSM 478)	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
HSM 325 Lodging Operations & Mgt	3
HSM 340 Sustainable Tourism	3
HSM 378 Food & Bev. Hotels & Events	3
HSM 450 Issues in Hotel/Lodging Mgt.	3
HSM 479 Hotel Sales & Event Services	3
Total Hours	15

Event and Entertainment Concentration

Code and Title	Hours
HSM 185 Intro Meetings Events Ind	3
HSM 380 Corporate Events	3
HSM 425 Risk Mgt. in Sport & Hosp	3
HSM 479 Hotel Sales & Event Services	3
HSM 480 Event Meeting & Convention Mgt	3
Total Hours	15

Sport and Entertainment Event Management Concentration

Code and Title	Hours
HSM 235 Intro to the Sport Industry	3
HSM 313 Contemporary Club Management	3
HSM 337 Sport & Ent. Facility Mgt.	3
HSM 338 Sport Mktg. Promotion Strategy	3
HSM 436 Current Trends/Issues in Sport	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