

HOSPITALITY MANAGEMENT, B.S.

The Bachelor of Science with a major in Hospitality Management is designed to prepare students for managerial and leadership roles in the hospitality industry, including hotels, resorts, restaurants, events and weddings, and private clubs.

The mission of the School of Hotel, Restaurant, and Tourism Management (HRTM) is to educate global leaders for the hospitality and tourism industry through innovative and experiential curriculum, research, and community engagement.

The program provides a comprehensive curriculum that includes courses in general education, business, and hospitality and tourism management, combined with relevant operational management experience under the guidance of supervision of industry professionals and program faculty.

The School of Hotel, Restaurant and Tourism Management prepares students for responsible citizenship roles in business and society. It enables them to understand and apply the concepts of problem-solving in general, and in organizational and industry-related issues.

The HRTM faculty provide uncompromising individualized attention to meeting the educational needs of our students and assume very active, and influential roles in numerous professional organizations, at all levels.

Learning Outcomes

1. Students should be able to apply strategic management principles to identify hospitality industry problems and utilize analytical reasoning to formulate solutions.
2. Students should be able to interpret, evaluate and explain general and industry-specific financial documents and trends.
3. Students should be able to examine and apply current marketing techniques and principles related to the uniqueness of our industry.
4. Students should be able to demonstrate effective management practices in an operational food and beverage environment.
5. Students should be able to apply effective human resource strategies, inclusive of hiring, training and performance evaluations to service organizations' cultures.
6. Students should be able to evaluate service management strategies used to differentiate hospitality organizations.

Progression Requirements

In order to enroll in the Professional Division of the Hospitality Management program, a student must complete 48 credit hours in the courses indicated as Pre-Professional Division with a minimum grade point average of 2.25. Pre-Professional Division courses include the following:

- Carolina Core Courses within the CMW, ARP, and CMS areas
- Pre-Professional College Required Courses
- Pre-Professional Related Area Courses
- Pre-Professional Major Courses