Today, businesses not only require leaders who possess excellent analytical decision-making and value-enhancing skills, but also those who possess adept insights and knowledge about their industries. By focusing on the hospitality industry, the BBA in hospitality management enables students to differentiate themselves in an increasingly competitive and complex job market. Students become knowledgeable and informed about this industry through carefully selected hospitality management core courses, which complement the College’s core business courses.

The program equips students with the knowledge and skills needed to be effective leaders in one of the world’s most vibrant, resilient and dynamic industries, and one of Georgia’s “big-five industries.” Students earn an AACSB-accredited business degree that prepares them for rewarding careers in a variety of disciplines, functions and fields including revenue management, distribution channel management, sales and marketing, franchise sales, hospitality operations management, service management, hospitality accounting and financial management, business development, hospitality human resources management and consulting. Students also have the opportunity to travel and learn about different cultures while exploring diverse career possibilities, meaning they graduate prepared to thrive in a global industry.

**WHAT CAN I DO WITH A MAJOR IN HOSPITALITY MANAGEMENT?**

The BBA in Hospitality Management provides students with the right balance of leadership skills, industry analytical competence, knowledge and strategic outlook to immediately add value to organizations. Graduates are prepared for a wide array of corporate and operational career opportunities in the industry’s various sectors as well as in related industries. Career opportunities and positions include:

- Management trainee
- Hotel operations management
- Revenue manager
- Meetings and events coordinator
- Group sales manager
- Franchise, licensing and compliance specialist
- Development analyst
- Social media coordinator
- Accounting manager
- Human resources manager

Let us help you

**WHERE TO LEARN MORE**

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