

# HOSPITALITY MANAGEMENT MAJOR



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

[ColesCollege.com/levenschool](https://ColesCollege.com/levenschool)

[levenschool@kennesaw.edu](mailto:levenschool@kennesaw.edu) | 470-578-6552

## WHY CHOOSE HOSPITALITY MANAGEMENT

- Clear, well-focused and supported career path
- An innovative hospitality business program that emphasizes industry business analytics application
- Strong hospitality industry involvement and support
- A mix of rigorous academics and hands-on field experience
- Quality teaching led by faculty who are closely connected to the hospitality business community
- Be in the business of creating experiences and memories that last a lifetime
- Connect with and learn about people from a diverse array of cultures and backgrounds

## DID YOU KNOW?

- The Hospitality and Tourism industry is one of Georgia's "Big-Five" industries, with economic impact exceeding \$66 billion
- The hospitality industry employs over 450,000 people in the state of Georgia
- Metro Atlanta is home to approximately 850 hotels.
- The Travel and Tourism Industry's growth rate outpaced the global economy's growth rate for nine consecutive years.
- One in four new jobs are created in the hospitality and tourism industry

# COLES COLLEGE UNDERGRADUATE PROGRAMS

**Going UP?** WE'RE HERE TO HELP WITH THE SERVICES AND RESOURCES YOU NEED TO SUCCEED.

You want a degree that makes you career ready. We want to help you rise to the occasion. Our goal is to prepare you with the skills and experience employers need and to create opportunities for engagement so you will stand out from the pack.



**FIND THE RIGHT CAREER FOR YOU**  
Our professionalism program helps you to choose the right path to launch your career.

**UPAC**  
**Undergraduate Programs Advising Center**

*You aren't alone!* Our Academic Advisors, Career Coaches, Internship & Co-op Advisors, and Education Abroad faculty are here to support you on your path through Coles.

ColesAdvising.com  
colesupac@kennesaw.edu  
470.578.6055  
Burruss Building, Suite 431 (4th floor)

**EXTEND YOUR KNOWLEDGE**  
Engage Your Education, by participating in Student Organizations and Competitions. Here at Coles, we know connections matter. Get involved, apply what you're learning, find your people.

ColesCollege.com/studentorgs

**TRAVEL THE WORLD**

**Education Abroad!** With destinations on six continents, enrich your experience and get a degree that matters on a global scale.

**SELECT A MAJOR OR MINOR IN:**

- Accounting
- Economics
- Entrepreneurship
- Finance
- Hospitality Management
- Information Security & Assurance
- Information Systems
- International Business
- Management
- Marketing
- Professional Sales

**MINOR ONLY PROGRAMS:**

- Business Law
- Engagement Marketing
- Entrepreneurship
- Joel A. Katz Music and Entertainment Business
- Operations & Purchasing
- Sports Marketing

**CERTIFICATE PROGRAMS**

- Business Fundamentals
- Information Security Assurance
- Information Systems
- Joel A. Katz Music & Entertainment Business



**STRIVE FOR EXCELLENCE**

**Coles College Scholars (Honors Minor):** With core values like Accountability, Integrity, Stewardship, and Excellence, the Coles College Scholars Program is turning exceptional business students into future business leaders. *Are you ready?*

ColesCollege.com/scholars



**TUTORING CENTER**

Business courses can be challenging, but our dedicated tutors are here to help. *You can do this!*

ColesCollege.com/tutoring  
470.578.3256



**SUCCESS!**

**76% of Coles students are employed or pursuing graduate school** within months of graduating. The odds are in your favor. **A degree from Coles really can make all the difference!**

**UP**

**#TAKEFLIGHT**

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