Developing Enterprising Business Leaders for the 21st Century Hospitality Industry

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. The BBA in hospitality management enables students to differentiate themselves in an increasingly competitive and complex job market, while preparing them for leadership positions in one of the world’s most vibrant, resilient, and dynamic industries, and one of Georgia’s “big-five industries.”

The hospitality management program provides students with the right balance of leadership skills, industry analytical competence, industry specific knowledge, and strategic outlook to immediately add value to organizations. Students become informed about this industry through carefully selected hospitality management core courses, which complement the College’s business core. The program also leverages its close industry connections to assist students in securing mentorships, internships, and corporate and operations career opportunities.

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?

- Management Trainee
- Revenue Management
- Distribution Channel Management
- Sales and Marketing
- 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
levenschool@kennesaw.edu | 470-578-6552

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
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.

**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

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)

Find the right career for you
Our professionalism program helps you to choose the right path to launch your career.

**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.

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!