

# HOSPITALITY MANAGEMENT MAJOR



## *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
- Private Club Management
- Restaurant Management

Let us help you

### WHERE TO LEARN MORE

[ColesCollege.com/levenschool](http://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

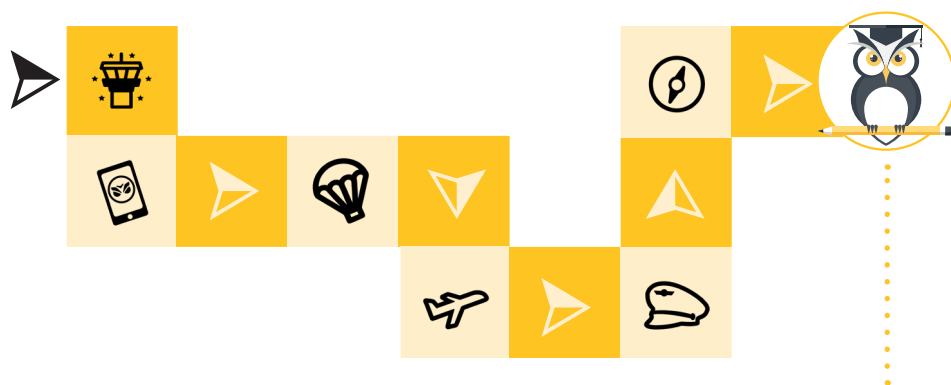
## DID YOU KNOW?

- 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.



## ENGAGE YOUR EDUCATION

Participate in student organizations and competitions here at Coles to enhance your connections. Get involved, apply what you're learning, find your people.

[ColesCollege.com/studentorgs](http://ColesCollege.com/studentorgs)

## COLES COLLEGE SCHOLARS

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](http://ColesCollege.com/scholars)

## SELECT A MAJOR OR MINOR IN:

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

## MINOR ONLY PROGRAMS:

- Business Law
- Financial Technologies (FinTech)
- Music and Entertainment Business
- Operations and Purchasing
- Sports and Entertainment Marketing
- International Business (coming Fall 2023)

## CERTIFICATE PROGRAMS

- Business Fundamentals
- Entrepreneurship
- Information Security and Assurance
- Interdisciplinary Music and Entertainment Business

## ColesAdvising.com

## Coles College Center for Student Success

*You aren't alone!* Our student success teams are here to support your path through Coles College.

[colescss@kennesaw.edu](mailto:colescss@kennesaw.edu)  
470.578.6055



### EDUCATION ABROAD

Global learning enriches your college experience and provides perspective that sets you apart.



### TUTORING & ACADEMIC SUPPORT

Business courses can be challenging, but our dedicated tutors and supplemental instruction leaders are here to help.



### CAREER COACHING

Our professionalism program connects you with veterans from your industry for coaching.



### ACADEMIC ADVISING

Meet with your academic advisor once a semester to make sure you land at your intended destination.



### INTERNSHIPS & CO-OPS

Career and internship advisors support Coles College students as they land their next internship, co-op, or meaningful work experience.



### FLIGHT ACADEMY

This engagement platform accessed by your mobile phone or computer tracks activities outside the classroom making it easier to share your story as you network.

UP

#TAKEFLIGHT

COLES.KENNESAW.EDU/UNDERGRADUATE