



COLLEGE OF HOSPITALITY MANAGEMENT

B.S. IN HOSPITALITY MANAGEMENT

INDUSTRY-FOCUSED COURSES

- Dynamics of Tourism and Sustainability
- Exploring the Private Club Industry
- Beverage Appreciation
- The Business of Event Management
- Managing Hotel Guest Experience
- Hospitality Strategic Marketing

CUSTOMIZE YOUR DEGREE

Through our Hospitality Management program, you can explore all areas of the hospitality industry or focus on those that interest you most. Here are some options for creating your own degree path:

Electives

Take elective courses from within or outside your major for specializations, minors or experiential education.

Specializations

- Food and Beverage
- Hotel and Resort
- Sustainable Tourism

Topics Outside Your Major

Interested in travel writing, social media marketing, psychology or human resources? Learn about unlimited subjects by taking courses from any JWU program.

Experiential Education Opportunities

Expand your horizons and future career possibilities! Explore:

- **Internships:** Gain firsthand experience within the hospitality industry
- **Study Abroad:** Choose from more than 50 programs in over 30 countries
- **Directed Experiential Education (DEE):** Unique to JWU, DEE courses provide faculty-guided, real-world experience through project-based opportunities for organizations and businesses.

JWU INDUSTRY PARTNERS

- **Official Education Partner:** TD Garden and the Boston Bruins
- Delaware North
- Marriott
- G Adventures
- Compass Group
- Hilton
- Union Square Hospitality Group



CONTINUE YOUR ACADEMIC PATH

After earning a B.S. in Hospitality Management, continue your JWU education by earning an MBA with a concentration in Hospitality Management, or an M.S. in:

- Hospitality Management
- International Beverage Management
- Global Tourism and Sustainable Economic Development

Some programs are available online only.

100+ STUDENT ORGANIZATIONS UNIVERSITYWIDE INCLUDING:

- Eta Sigma Delta Hospitality Honor Society
- Hospitality Leadership Association
- Live Events Association
- JWU Travelers
- National Society of Minorities in Hospitality
- International Association of Exhibitions + Events
- Club Managers Association of America



CAREER POSSIBILITIES

- International Tour Leader
- Director of Event Planning
- Guest Relations Manager
- Resort Concierge
- Food & Beverage Director
- Director of Human Resources
- Regional Sales Director
- Convention Sales/Service Manager
- Hotel General Manager
- Destination Marketing Manager

SPECIALTY CLASSROOMS

Bigelow Tea Classroom

Learn and experience:

- Sensory perception techniques
- Conducting flavor profiles
- Marketing beverages within hospitality settings
- Food and beverage pairings

Bistro 61

- Learning lab in the form of a working restaurant
- Students manage lunch and dinner for guests
- Experience every detail — both front and back of house

