

HOSPITALITY MANAGEMENT MAJOR (B.S.)

Purpose

The purpose of the Hospitality Management (B.S.) degree program at Liberty University is to serve society by developing ethical and capable leaders who are prepared to advance organizations in the hospitality industry including lodging, events, food service, and tourism. It is the goal for the academic programs to be recognized for their action-oriented curriculum, student-centered teaching, market-driven instruction, mutually beneficial partnerships, and integration of a Biblical worldview.

Information pertaining to student learning and achievement in the sport, event, and tourism management programs accredited by COSMA can be obtained by visiting the Department of Sport, Event, and Tourism Management website at <https://www.liberty.edu/business/sport-event-tourism-management/> or by contacting the Chair of the Department of Sport, Event, and Tourism Management at sportmanagement@liberty.edu.

Program Learning Outcomes

The student will be able to:

- Analyze hospitality industry practices, problems, and theories.
- Recommend strategies, processes, and solutions for hospitality organizations that are informed by research outcomes and industry best practices.
- Apply ethical decision making and operational practices that align with a Christian worldview within the hospitality industry.

Programs of Study

Delivery Format: Resident Only

- Hospitality Management (B.S.) - Conference & Event Management - Resident
- Hospitality Management (B.S.) - Resident

Career Opportunities

- Banquet & Catering
- Convention & Visitor's Bureau
- Director of Marketing
- Director of Sales
- Event Planner
- Event Planning & Management
- Guest Relations Manager
- Hotel Management
- Resort/Destination Management
- Restaurant Management