



Bachelor of Science in

Hospitality Management



UNIVERSITY OF
SOUTH CAROLINA
BEAUFORT

A World-Class Location

Studying hospitality management at the University of South Carolina Beaufort will place you at the very epicenter of the tourism industry in the US. With our main Hilton Head Gateway campus, as well as our campus in historic Beaufort and our new location in Hilton Head Island opening in 2018, you'll enjoy a complete college experience while living and learning in one of America's top tourism destinations.

The rich history of our setting is matched only by the wealth of opportunities to develop your skills at some of the world's premier resorts, restaurants, clubs, and events.

Resorts and Private Club Communities

As a student in our program, you'll be able to intern and forge career connections at places like Disney's Hilton Head Island Resort, Sonesta Resort, Omni Hilton Head Oceanfront Resort, Marriott's Vacation Clubs, The Westin, Sea Pines Resort, and dozens more. You'll also have access to unparalleled learning opportunities at elite private, gated club communities such as Brays Island and The Landings on Skidaway Island, as well as major restaurant groups.

Events, Festivals, and Destination Weddings

Our location in coastal South Carolina is home to some of the most popular events and festivals in the US. Every year, students in the hospitality management program work at events such as the PGA's RBC Heritage Classic Golf Tournament, the Concours d'Elegance Motoring Festival, wine and food festivals, and countless festivals of all sizes throughout Hilton Head Island, Beaufort, and Bluffton. The beaches, historic homes and churches, and natural beauty also provide students the opportunity to gain experience in the destination wedding industry.

Charleston and Savannah

In addition to the exciting opportunities in Hilton Head, as a student at USCB you'll also be in close proximity to Charleston, South Carolina, which is less than a two-hour drive, and Savannah, Georgia, which is less than an hour's drive. Both of these are top tourist destinations in the US and afford our students and graduates an even greater array of learning, networking, and career opportunities.



A Pathway to Management and Entrepreneurship

Our Bachelor of Science degree in hospitality management offers a well-rounded curriculum and prepares students for management positions and entrepreneurship in the largest sector of the economy—the service industry.

Well-Rounded Curriculum

You'll gain exposure to the broad range of areas within the hospitality and tourism industry, giving you the kind of foundational knowledge that will set you apart. From there, our electives allow for specialization in areas such as hotels, restaurants and/or food and beverage, sport and event management, nutrition and wellness, and resort marketing and management, among others.


Hands-On Training

Whether you're most interested in marketing and sales, club management, food and beverage, hotel management, or any other specialty area, our program delivers an abundance of opportunities to develop your skills through work and internship experiences at some of the most prestigious events, resorts, restaurants, and clubs.

Research

Another way our students and graduates set themselves apart in the eyes of employers and graduate schools is the emphasis we place on tourism research. The Lowcountry and Resort Islands Tourism Institute at USCB will teach you how to conduct significant, meaningful research that has a direct impact on the local tourism community.


www.uscb.edu/hospitality



“The professors at USCB are what stand out the most to me. They're so experienced and smart, and they care so much about their students. To this day I'm still in touch with them whenever I need advice on anything.”

Lauren Wunder-Wester Finding Her Professional Home

Almost immediately after arriving at Bray's Island as an intern while a student at USCB, Lauren Wunder-Wester felt she was home. Her instincts have always been to find ways to make people happy, making the hospitality industry a perfect career fit. And at Bray's Island, they took notice. After graduating, Lauren was offered a position at the exclusive community, working in food and beverage. And before long, she was promoted to her current position of director of owner services, in which she oversees all aspects of happiness among the residents.



“All the experiences at USCB, whether it’s working The Heritage or some of the smaller festivals, add up and give you the different pieces of working knowledge you need to succeed.”

Othel Plowden
Prepared to Lead

For Othel Plowden, his career in hospitality is about connections—connections with people and with communities. After finishing culinary school, he earned his degree in hospitality management at USCB and has since worked across the country—from San Francisco, to Chicago, to Savannah. But no matter where he is, he believes that to be a leader in his industry you must be able to forge and cultivate relationships.

And as assistant clubhouse manager at The Landings on Skidaway Island, with more than 50 staff reporting to him, that’s exactly what he does.

A New Future on Hilton Head Island

There’s no better place to study hospitality and tourism than Hilton Head Island. And the new campus USCB will open there in 2018 will position you to develop your skills at the highest level and form powerful industry connections.

Leading-Edge Technology

From classrooms that can be configured to simulate any number of professional hospitality settings, to state-of-the-art kitchens and labs, our new campus in Hilton Head Island will put you at the forefront of hospitality and tourism education.

Focus for Juniors and Seniors

The new Hilton Head Island campus will serve as the capstone of your learning experience in the hospitality management program. While your first two years will be spent at USCB’s Hilton Head Gateway campus, your junior and senior years will be spent immersed in focused learning and hands-on training on Hilton Head Island.

Strengthening Our Industry and Community Engagement

In addition to the exceptional opportunities the new Hilton Head Island campus will offer students for hands-on training at the world’s most prestigious resorts, restaurants, clubs, and events, it will also serve as a central point in the community for industry leaders to come and engage with students and faculty.

Research in Action

USCB students and faculty work together conducting surveys at festivals and major events—in Hilton Head Island and across the region—throughout the year. They also analyze the data and prepare reports that deliver vital information to the local tourism and hospitality industry as a way to enhance offerings and continue to attract tourists from around the world.



“The program at USCB was perfect for me. It was individualized, with small classes, and very engaged with the community. There’s no way you’re not going to be prepared for success coming out of that program.”

Susan Probst '13

A Heightened Academic Experience

USCB’s hospitality management program offers a heightened level of learning and career preparation, due largely to our two centers, each of which provides the kind of specialized depth that most programs simply cannot match.

Center for Event Management and Hospitality Training

The USCB Center for Event Management and Hospitality Training is a joint effort by the hospitality management program and the Town of Hilton Head Island with the mission of providing specialized education that will enable Hilton Head Island to become known as an international destination for Event Management and Hospitality Education. The center’s four key areas of focus include:

- Educating Hospitality Professionals
- Expanding Destination Events
- Assisting in Event Management
- Supporting the Hospitality Industry

Lowcountry and Resort Islands Tourism Institute

The Lowcountry and Resort Islands Tourism Institute is a critical resource for the local tourism industry, providing essential research, data, and insights that help industry leaders in Beaufort, Jasper, Colleton, and Hampton counties plan more efficiently and effectively. Students in the hospitality management program are actively involved in gathering and analyzing data, as well as preparing reports for industry leaders who engage the institute.

Since 2014 alone, the institute has conducted nearly 40 research projects for the region’s tourism industry.

A photograph of a male professor with glasses, wearing a grey blazer, pointing with a blue marker towards a large presentation screen. The screen displays a blue background with white concentric circles. In the foreground, the backs of several students' heads are visible as they sit at desks, looking towards the professor. One student's laptop screen shows a diagram with red and green shapes. The scene is set in a modern classroom or lecture hall.

A Faculty of Seasoned Experts

As a student in the hospitality management program, you'll do more than learn from expert faculty who are active leaders in the industry. With our small class sizes and a student-to-faculty ratio of just 13:1, you'll form close, mentoring relationships with them.

Representing a vibrant range of specialty areas in the hospitality and tourism industry—ranging from private club management to nutrition—our faculty will empower you to make the most of your experience and dedicate themselves to your success.

Department Faculty

Sean Barth

Associate Professor, Department Chair & Internship Coordinator, PhD, Texas Tech University

Courses: Private Club Management, Food and Beverage Operations and Professional Development Internship Coordinator

William Bowers

Visiting Professor, Business Administration, PhD, University of South Carolina

Courses: Hospitality Accounting

Charles Calvert

Professor & Campus Dean of Hilton Head Island Campus, Higher Education Administration, EdD, North Carolina State University; Hotel Administration, MSHA, University of Nevada Las Vegas

Courses: Lodging Operations and Tourism

Laurie Hammonds

Adjunct Professor, Hotel, Restaurant, Tourism Management, MS in H.R.T.M., University of South Carolina

Courses: Lodging Operations

Nancy Hritz

Associate Professor and Assistant Director of the USCB Lowcountry and Resort Islands Tourism Institute, Leisure Behavior, PhD, Indiana University Bloomington; CHE, American Hotel & Lodging Educational Institute

Courses: Hospitality and Tourism Management, Marketing and Hospitality Leadership

Maria Kramer

Adjunct Professor, Master of Tourism Administration, George Washington University

Courses: Introduction to Hospitality Management, Convention and Meeting Planning

Kelly McCombs

Instructor, MS/RD Nutrition, Ohio State University

Courses: Nutrition and Restaurant Operations

Keri Olivetti

Instructor and Director of the Center for Event Management and Hospitality Training, Law, JD/MBA University of Tulsa

Courses: Law and Event Management

John Salazar

Professor & Director of the USCB Lowcountry and Resort Islands Tourism Institute, Nutrition and Food Science, PhD, Auburn University; CHE, American Hotel & Lodging Educational Institute

Courses: Destination and Hospitality Marketing, Hospitality Management Strategy, and Hospitality Finance

A Legacy of Success

There's a simple reason so many premier resorts, restaurants, clubs, and organizations look to USCB for interns and graduates—we have a proven legacy of success. Our graduates bring a knowledge that's broad and deep, hands-on experience working at the highest levels of the industry, a passion for providing the best possible service, and a work ethic that is second to none.

Joselyn Campos '13, Marriott Vacation Club Hilton Head Island

Examples of Internship Sites and Employers of USCB Graduates

- Beaufort Regional Chamber of Commerce
- Brays Island
- Celebration Events
- Disney's Hilton Head Island Resort
- Hilton Head Island Chamber of Commerce
- Marriott Vacation Club Properties
- Mountaintop Country Club (Cashiers, NC)
- Savannah Tourism Leadership Council
- Sea Pines Resort
- The Bohemian Club (San Francisco, CA)
- The Brice A Kimpton Hotel
- The Inn at Palmetto Bluff
- The Landings on Skidaway Island
- The Oasis (Lake Travis, Texas)
- The Omni Resort
- The Salty Dog Café
- The Sonesta Resort
- The South Carolina Yacht Club
- The Westin Resort

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“USCB is really a vital resource for us at the Beaufort Regional Chamber of Commerce. The training those students get in research and research analysis prepares them to come here and hit the ground running on day one. So they get real-world experience, and we’re able to provide the region with crucial research and information.”

Robb Wells
Vice President, Tourism Division,
Beaufort Regional Chamber of
Commerce



“In my time at USCB I’ve been able to conduct research at all kinds of events and festivals. I collected data at the Savannah Music Festival, helped with an economic impact study for the Heritage Golf Classic, and conducted research for festivals through the Hilton Head Island Recreation Association.”

Kelli Brunson
Manning, SC



“The learning experience at USCB is so well rounded. I was able to start my hospitality classes in the first year, and throughout the rest of my experience have been able to do so much hands-on learning. I’ve been working at Disney Hilton Head Island Resort, and just got a position at Disney in Orlando.”

Catherine Moorman, Fort Mill, SC

Your Career in Hospitality and Tourism. Discovered.

A world-class destination. Premier resorts, restaurants, clubs, and events. A new campus in the heart of it all. A faculty of renowned experts devoted to your goals. A legacy of producing excellent managers and entrepreneurs.

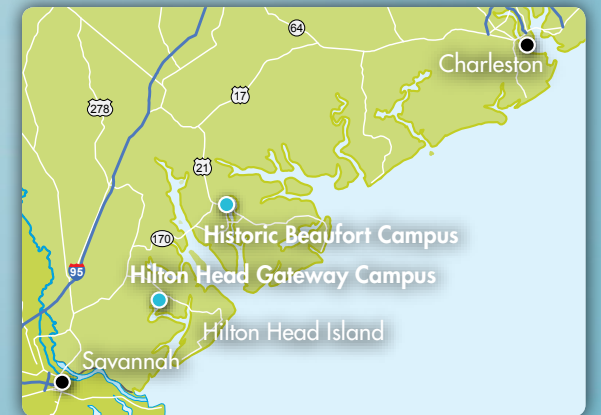
This is what sets us apart at USCB. Altogether, it results in a learning experience that is hard to match.

There’s no better way to get a feel for what the hospitality management program has to offer than by visiting us in coastal South Carolina. Your visit will be the perfect opportunity to meet with faculty, tour our campus, speak with students, and feel the energy of our dynamic setting.

Contact us today to get your visit planned.



New students in the program will spend their junior and senior years studying at the Hilton Head Campus that will open in the fall of 2018.



**University of South
Carolina Beaufort**

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