

Hospitality & Tourism Management (HTM)

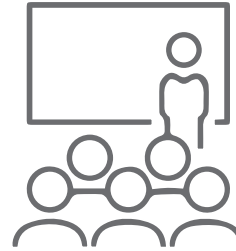


STUDENT PROFILE

RANKED

#1

Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2021 (seven years running)



HTM majors take required courses that improve their career readiness

- SCH-MGMT 200: Career and Professional Development
- SCH-MGMT 310: Management Communication

HTM IN THE CLASSROOM

SELECTED COURSEWORK

- Lodging Operations Management
- Food Service Management
- Human Resource Management in the Hospitality Industry
- Financial Decision Making in Hospitality Business
- Meeting, Convention & Expo Management
- Information Technology and Social Media in Hospitality & Tourism Management
- Revenue Management

PROFESSIONAL ORGANIZATIONS

- National Society for Minorities in Hospitality
- American Hotel & Lodging Association
- Club Managers Association of America
- Professional Convention Management Association

STUDENT CLUBS

UMass Student Chapters of:

- National Society for Minorities in Hospitality
- American Hotel & Lodging Association
- Club Managers Association of America
- Professional Convention Management Association
- Eta Sigma Delta

SKILLS

- Interpersonal Communication
- Customer Service
- Digital & Social Media Marketing
- Sales & Marketing
- Presentation Design and Delivery
- Data Analytics

CERTIFICATIONS

- ServSafe Food Protection Manager
- CHIA Academic

SOFTWARE & TECHNICAL PROFICIENCY

- Point of Sale (POS) Systems
- Oracle Hospitality OPERA
- MS Excel and PowerPoint

HTM IN THE WORKFORCE

AVERAGE STARTING SALARY

\$54,600

25TH - 90TH
STARTING
SALARY
PERCENTILES

\$41,000
TO
\$73,000

91%

of HTM graduates seeking employment accept a job within six months of graduation



HTM CAREER DAY

- Largest running and largest student-managed career fair on the East Coast
- Includes information sessions, networking, receptions, and interview opportunities with top employers
- Students learn valuable leadership, event management, and interpersonal skills



TRANSFERABLE SKILLS

HTM students succeed in multiple industries because of these strong skills:

- Teamwork
- Communication and cultural awareness
- Service management
- Problem-solving and adaptability

HIRING COMPANIES

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