



HART SCHOOL
JAMES MADISON UNIVERSITY®

School of Hospitality, Sport and Recreation Management

CREATING THE GUEST EXPERIENCE



Hospitality Management

The growing travel, tourism and restaurant industry is evolving to include innovative and inspired trends designed to excite and invigorate its customers. Hospitality management teaches you how to create memorable events and environments that will exceed your guest's expectations. Whether you work for a resort, restaurant or cruise ship, you'll need a wide range of management, communication and leadership skills to capture the hearts of your patrons. If you are energetic and enjoy helping others, this may be the path for you.

Sport and Recreation Management

Athletics and fitness are woven into our lives from our playgrounds and parks to our stadiums. Whether you're working with a professional sports team, at a commercial fitness business or for a parks and recreation department, you'll need competencies in marketing, leadership and project management to succeed. If you are energetic, enjoy promotions and love being around sports and fitness activities, this may be the path for you.

Katie Stewart
HM '09

'JMU prepares you for presenting and selling yourself and for working on a team. The Theme Dinner project and my job at Madison Connection each provided invaluable real life experience. The ability to find out how to get different personalities to partner as a whole and thrive individually was a unique and priceless learning experience for a "classroom."

WHY CHOOSE THE HART SCHOOL?

Program Features

- Small class size
- Approachable faculty
- Guest speakers from within all aspects of industry
- Access to business minor from College of Business
- Strong alumni network
- Specialized school major advisor
- Professional development opportunities



Hotel Madison & Shenandoah Valley Conference Center

Experiential learning begins right on campus with the newly completed Hotel Madison & Shenandoah Valley Conference Center, regarded as a premier destination for Virginia business and leisure travel. Students will have access to firsthand experience, including shadowing employees, manager-in-training programs, internships, working events and research which will provide a head start in the industry.

Student Organizations

- Club Managers Association of America
- Hospitality Sales & Marketing Association International
- National Society of Minorities in Hospitality
- Professional Convention Management Association
- Sport & Leisure Association of Madison

HM and SRM students completed internships in **17** states, D.C. and **3** countries.

Internships

Since internships are such a transformative experience for students, the internship opportunities at the Hart School go beyond just giving participants résumé entries on which to build and launch a professional career. They provide you with the type of experience that broadens your understanding of the workplace—including human behavior, management styles, leadership characteristics, work ethics and task prioritizing. You will learn to develop goals and objectives for your future career path as you work with a professional mentor to understand performance evaluation and accountability. From Madison Square Garden to the Baltimore Orioles, and from Marriott International to Disney, required internships prepare you for career success.

100%

of HM and SRM students completed internships and externships to fulfill curriculum requirements.

LEARNING OUTSIDE THE CLASSROOM

Classroom learning at the Hart School is enhanced with experiential learning opportunities in your course of study. Whether it is working at the NCAA Final Four, acting as a one-on-one mentor for members of the Ability Olympics, networking with executives at D.C. United, attending the International Hotel, Motel and Restaurant Show in New York City, or visiting local vineyards and breweries to learn about the proper techniques for opening and serving wine, every semester brings new chances to learn from experts - and by doing.



25% On average, students who have had an international experience have higher GPAs, higher graduation rates and 25 percent higher starting salaries than their peers who did not study abroad. The Hart School has offered major-specific short-term study abroad trips to destinations such as Australia, Ireland and Brazil and has been actively involved in the university's semester abroad program.



MANAGING THE GAME



Sport and Recreation Leadership Master's Program

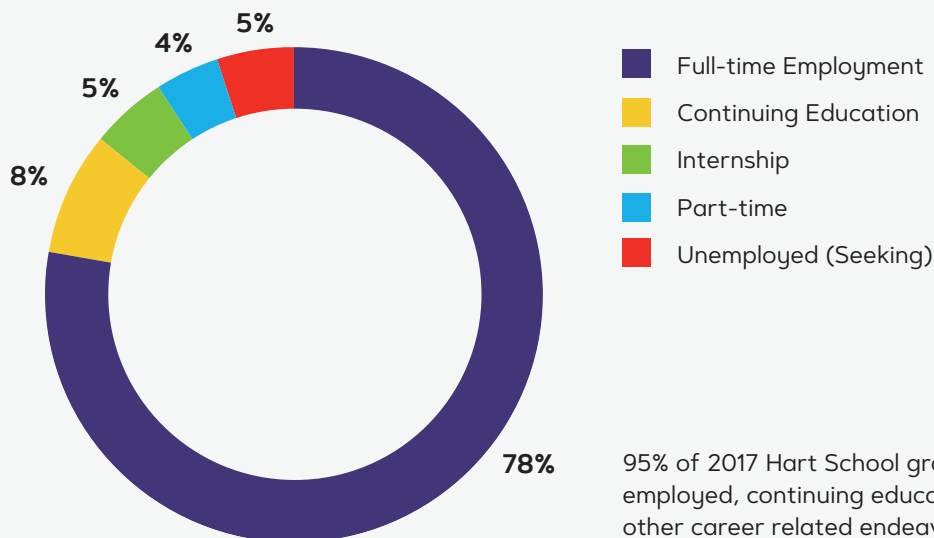
Our Sport and Recreation Leadership master's program is designed to push your career performance to new heights. If you are pursuing athletic administration, coaching or sport leadership in private, public, or non-profit agencies, you can take advantage of the sport leadership track. Our unique campus recreation leadership track prepares you to work in campus event management, programming and facility management, as well as with national governing bodies such as NIRSA.

'From touring UREC and local Harrisonburg parks to practicing cold calling through the JMU Ticket Office and to actually interning with JMU Events and working during the spring sports cycle, the out-of-the-classroom experiences I had were invaluable. Attending the Sports Industry Networking & Career Conference (SINC) my junior year led to my meeting the Washington Redskins and getting an internship with them, and ultimately led to the career I have now.'

Nick Daly
SRM '12



CAREER PLACEMENTS



95% of 2017 Hart School graduates are employed, continuing education, or engaged in other career related endeavors 6 months out.

The class of 2017 includes students graduating August '16 through May '17. This report highlights the postgraduation pursuits for 90% of the Hart School Class of 2017 graduates.

Starting Salaries

Average Starting Salary for Hart School Graduates	\$43,377
Hospitality Management	\$41,691
Sport and Recreation Management	\$45,063

Geographic Distribution of Employment and Continuing Education

in Virginia	47%
in U.S. (outside of Virginia)	43%
in D.C.	9%
International	1%

Vision Statement We strive to be a leader in impacting the future of global hospitality, sport, and recreation.



@JMUHartSchool



JMUHartHM and JMUHartSRM

JAMES MADISON
UNIVERSITY®

Hart School

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2019