



A degree in

# HOSPITALITY MANAGEMENT

from the

## UNIVERSITY OF SOUTH FLORIDA



**UNIVERSITY of SOUTH FLORIDA**  
Muma College of Business

# TRAITS OF USF HOSPITALITY MANAGEMENT STUDENTS



## QUICK-THINKERS

Are you the type of person who wears a smile and thrives in a fast-paced, often hectic environment? Are you able to make important decisions on the fly while working as part of a team that puts customers first? These are the skills a hospitality professional uses every day so that they can present themselves and their organization in the best possible way to their guests.

## HANDS-ON LEARNERS

USF hospitality management students don't gain their only experience from their faculty experts in the classroom. They are expected to use what they learn from the start in a culinary lab, partner resorts and events.

## LEADERS

Servers and other customer-facing professionals are essential to the success of any hospitality-driven business. But this degree program gives students the tools to continue even further. Graduates of this program will learn how to strategically lead these teams.

Hospitality begins here,  
with each and every  
one of us.







# WHY STUDY HOSPITALITY MANAGEMENT AT USF?

## REASON #1

### REAL-WORLD EXPERIENCE

Between the McKibbin Hospitality, Aramark and Mainsail Lodging partnerships, the M3 Center for Technology and Innovation annual events, and our faculty experts, our students do more than just sit in a classroom. These future leaders of resorts, events, restaurants, and more will get to practice their future career while earning their degree.



## REASON #2

# LOCATION

It's not secret that Florida is a tourist destination, and that means the state has to always be ready to host, serve, lead and welcome visitors in innovative and well-organized ways. With USF's three locations on Florida's Gulf Coast, beach resorts, theme parks and countless dining experiences provide the perfect classrooms outside the classroom.





# More than \$600,000 in scholarships today!

## REASON #3

## SCHOLARSHIPS

Over the past several years, the USF Muma College of Business has awarded more than \$600,000 in scholarships annually. In addition, several scholarships are awarded specifically to USF students studying hospitality.



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