Hospitality Management

Premier Boutique Hospitality Management Program

We are the premier boutique hospitality management program. We offer a more personal and intimate environment to study all aspects of the hospitality industry, with small class sizes, a well-structured internship requirement of 800 hours in the industry, customized advising for each student, and numerous options for involvement in student organizations. Our objective is to make certain each student feels he/she is recognized as an individual and he/she is given the opportunity to be creatively stimulated and inspired to be successful in the hospitality industry.

The Hospitality Management major curriculum has been designed in co-creation with hotel, restaurant, and meetings and events industry professionals in order to ensure that our graduates are prepared for a successful management career in today’s market. It also provides the student with a well-rounded education in the business field as we are part of the School of Management, offering a Bachelor of Science (BS) in Business Administration.

Our faculty are knowledgeable, experienced academics and professionals who are always challenging themselves to explore new methods and opportunities to teach and conduct industry-related research. They represent a wealth of knowledge in the field from a truly global perspective, having worked, taught, and/or grown up in different parts of the world. We also maintain close ties with the industry and have our own Hospitality Industry Advisory Board made up of industry leaders.
In addition to focusing on providing a comprehensive education in business and the hospitality management fields, we have established three areas of teaching, research, and executive education excellence that help distinguish us from other hospitality management programs. These concepts are incorporated into all that we do in hospitality education.

Global Meetings and Events
- San Francisco is a global leader in meetings and events, providing a great opportunity to experience the value of meetings in today’s world.
- Sustainability is critical to the future of the meetings and events industry and enables organizations to demonstrate social responsibility.
- Technology is a part of the culture of the San Francisco Bay Area and its importance to the constantly changing world of meetings and events is an area of concentration for us.

Eco and Ethos
- Sustainable, socially responsible hospitality industry businesses will be the ones that survive and thrive in the long run.
- We have a responsibility to create a balance between people, planet, and profit in all areas of the hospitality industry.
- We bring an understanding of how to incorporate a “local” factor in the way the hospitality business operates.

Well-Being and Quality of Life
- Being in the Bay Area, we are able to fully embrace the cultural lifestyle exemplified by the Napa and Sonoma Valley regions through wine and food.
- We are able to understand the implications and implementation of a healthy lifestyle related to the hospitality industry.
- The trend toward boutique and lifestyle lodging leads to more intimate, personalized service and unique design.

Multicultural Environment
Our student population is one of the most diverse of any university in the United States. We celebrate and encourage a multicultural environment. Hospitality management students come from all parts of the United States and 25% are international students.

“Two things I really appreciate about the hospitality management major at USF are the skills I learned in the hospitality professional development class that helped me to establish a professional presence for future jobs and the opportunity I had to attend the Annual Hospitality Industry Symposium the department hosts for the Bay Area hospitality industry executives. What a great chance it is to network with industry professionals.”

–ZHOU Dai Zoe, Beijing, PR China, 2013

“Having the opportunity to live in and experience one of the best American tourist cities; studying in a learning environment with a high student to professor ratio where I get to actually interact with my teachers and know them personally; and experiencing the opportunity to build my own network for future employment as the result of the 800-hours of internship in the industry I completed - these are three of the millions of reasons why I chose the Hospitality Management major at the University of San Francisco.”

–ZHANG Han, Dalian, PR China, 2013

Come study hospitality management and prepare for a career in one of the most exciting global business fields at the premier boutique hospitality management program.
> For more information and application requirements visit www.usfca.edu/hospitality

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