



# What are colleges/universities REALLY teaching hotel students today?

Dr. Debbie Howarth, Ed.D, Professor  
The International Hotel School  
College of Hospitality Management



# Speaker – Dr. Debbie Howarth

- Over 12 years of experience in the hotel industry – including sales & marketing, operations, and management.
- Over 15 years of teaching in higher education. Areas of teaching expertise include sales, marketing, meeting/event planning and management.
- Experienced in developing relationships between the college, its students and the business community.
- Past President, Hospitality Sales & Marketing Association International (HSMIAI) Boston Chapter

*BS Small Business Management, University of Vermont*

*MHA Hotel Administration, University of Nevada, Las Vegas*

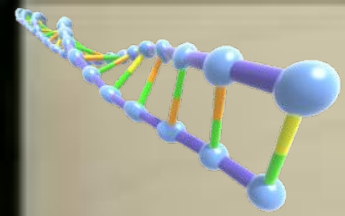
*Ed.D Curriculum & Teaching, Educational Media & Technology,  
Boston University*



# Agenda

- History of Johnson & Wales University
- Our Process
- Our Undergraduate Curriculum
- Our Success
- Corporate Educational Partnership
- Graduate Degrees
- Q & A
- Contact Information





Our DNA

“ We should teach a thing not for its own sake,  
but as a preparation for what lies beyond. ”

- Mary Wales, 1893

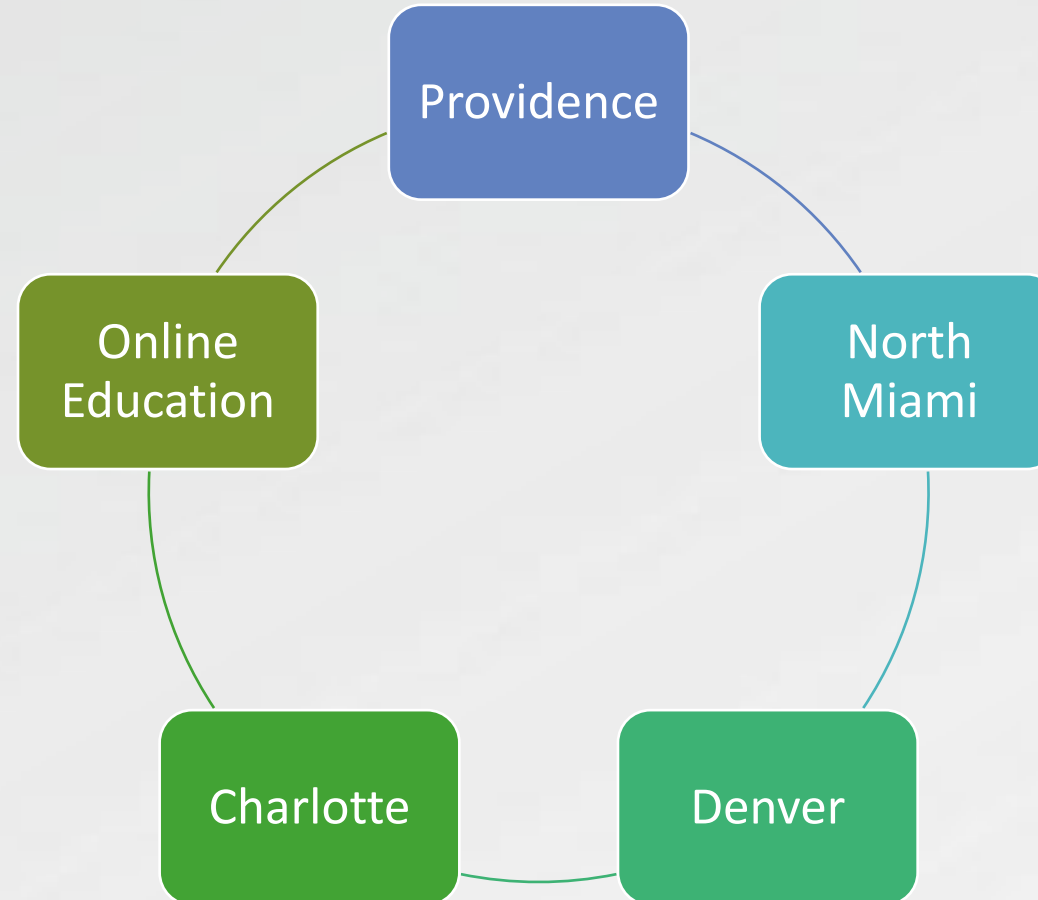
Mary F. Wales  
State Normal School, Millersville  
1893

# History of Johnson & Wales University

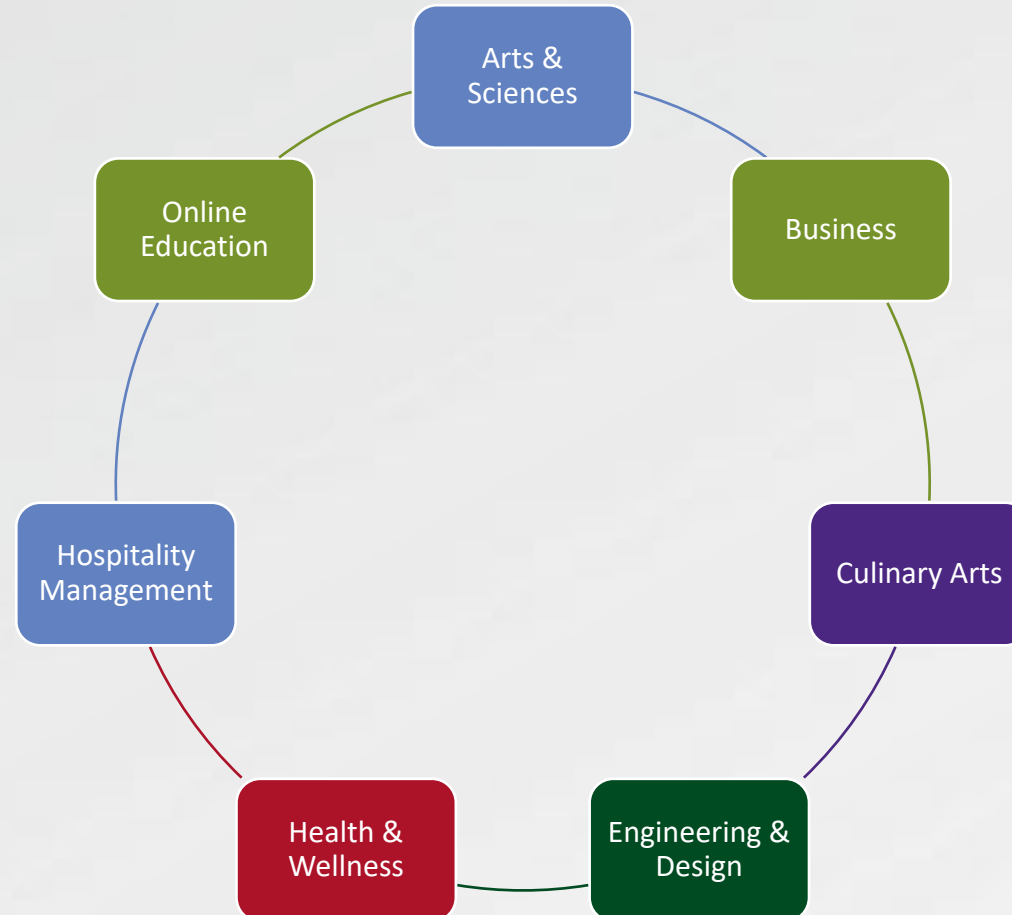
- Johnson & Wales University (JWU) was founded as a business school in 1914 in Providence, Rhode Island, by Gertrude I. Johnson and Mary T. Wales. From its origins as a school devoted to business education, JWU has grown to a junior college, senior college, and ultimately university status.
- *JWU began offering programs in hospitality and culinary arts in 1972 and 1973 respectively. Which led to our current 4-year bachelor's degree in Hotel & Lodging Management. We also offer a MBA Program and a MBA Program with a Hospitality Concentration.*
- JWU has offered online degrees since 2009-2010. The College of Online Education is our fastest growing campus offering a wide variety of bachelors, masters, and doctoral degree programs representing our 6-other colleges:
  - College of Arts & Sciences
  - College of Business
  - College of Culinary Arts
  - College of Engineering & Design
  - College of Health & Wellness
  - College of Hospitality Management *in addition to the MBA programs we offer a MS in Hospitality Management.*



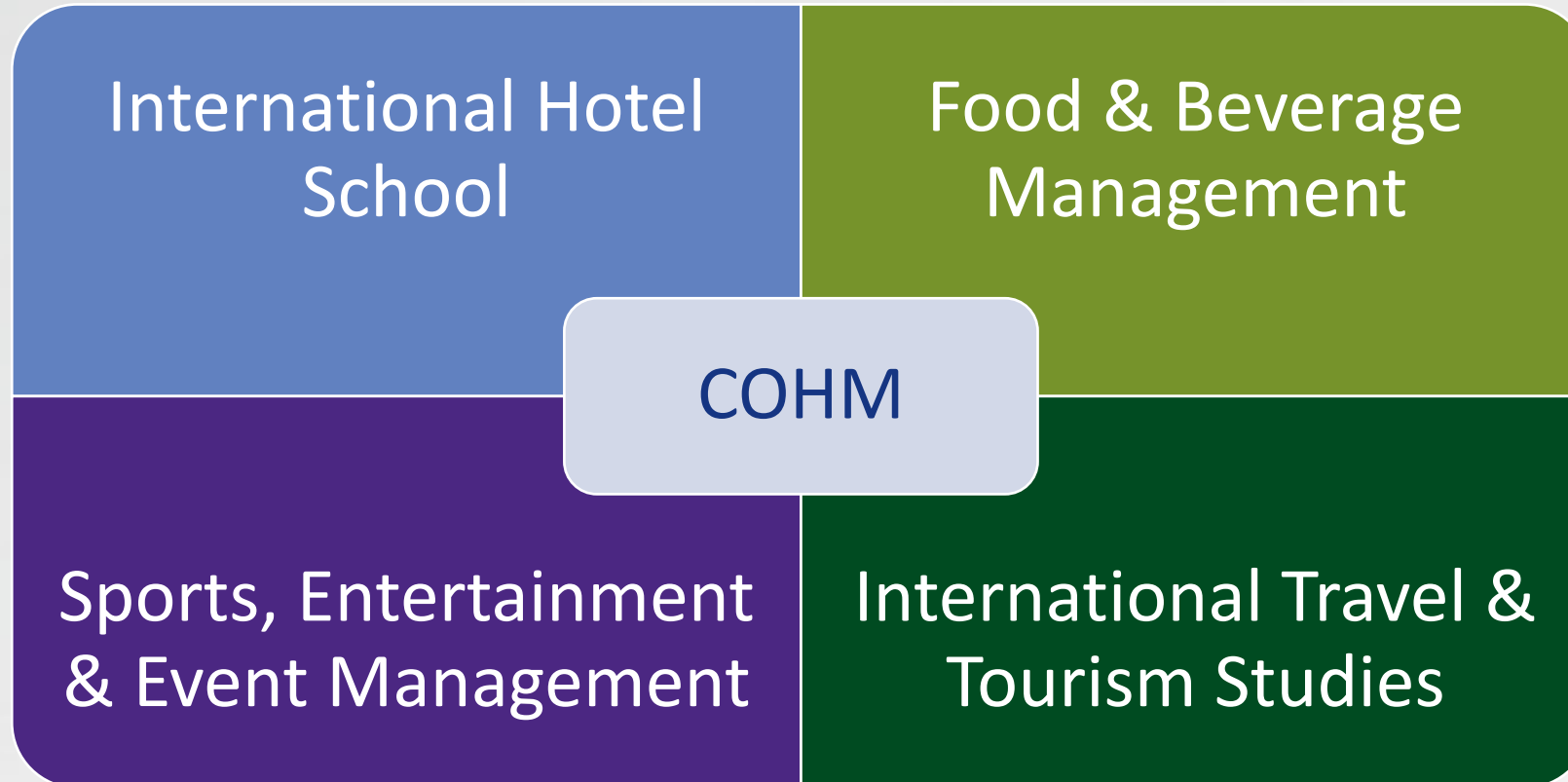
# Johnson & Wales University's 5-Campus System



# 7 Colleges within Johnson & Wales University



# College of Hospitality Management





# International Hotel School Programs

## Undergraduate

- BS Hotel & Lodging Management – *can be completed in the traditional on-ground format or solely online*

## Graduate

- MS Hospitality Management – online

## With College of Business

- MBA with a Hospitality Concentration – can be completed solely on-ground or solely online









# We'll help you break through the glass ceiling

We're the training ground for the next generation of Industry Leaders

The International Hotel School



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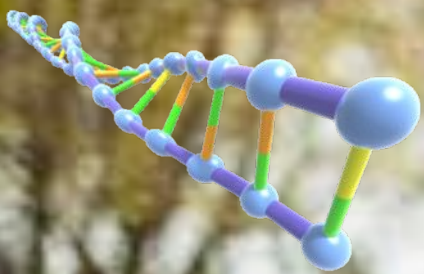
# Our Process

The College of Hospitality Management Faculty come from industry and have at minimum master's degrees often doctoral degrees. As part of faculty develop and service we are engaged in the hospitality industry through association membership and leadership, participate in faculty internships, and industry networking opportunities.

Our curriculum is faculty driven. We have a highly structured, yet timely curriculum development process where full-time faculty develop and maintain our programs and courses. We do not do this in a vacuum. Through industry relationships, partnerships, and program review efforts we ensure that our degrees offer the knowledge and skill-building needed today by the hotel industry, while keeping an eye on the innovations of tomorrow.







The spirit of Mary Wales lives on.  
The International Hotel School Curriculum is continually reevaluated for relevance.

## Program Courses

- Orientation to the Hospitality Industry
- Managing the Guest Experience
- Hospitality Sales & Meeting Management
- Leading Service Excellence in the Hospitality Industry
- Sustainable Hotel Support Operations
- Food & Beverage in the Hospitality Industry
- Food Service Operations
- Hotel Strategic Marketing and Brand Management
- International Hotel Operations, Development, and Management – *includes a 7-10 day international experience*
- Revenue Management
- Hotel Internship
- Hotel Asset Management
- Hospitality Strategy Design and Execution Seminar

# BS Hotel & Lodging Management Curriculum

## Electives

- Hospitality Security & Risk Management
- Introduction to Residential Property Operations Management
- Resort, Vacation Ownership & Spa Management
- Hospitality Management Consulting
- Developing and Managing a Small Hospitality Lodging Property
- Advanced Hospitality Sales Seminar







### **Business Foundations**

- Financial Accounting
- Finance
- The Legal Environment of Business
- Human Resources Management
- Principles of Marketing
- Spreadsheet Design for Business Solutions

### **General Education Courses**

- English & Communications Courses (3)
- History
- Math
- Science
- Social Science
- Statistics
- Macroeconomics
- Ethics: A Global Perspective
- Arts & Sciences Electives





The global hospitality industry deserves a global classroom.

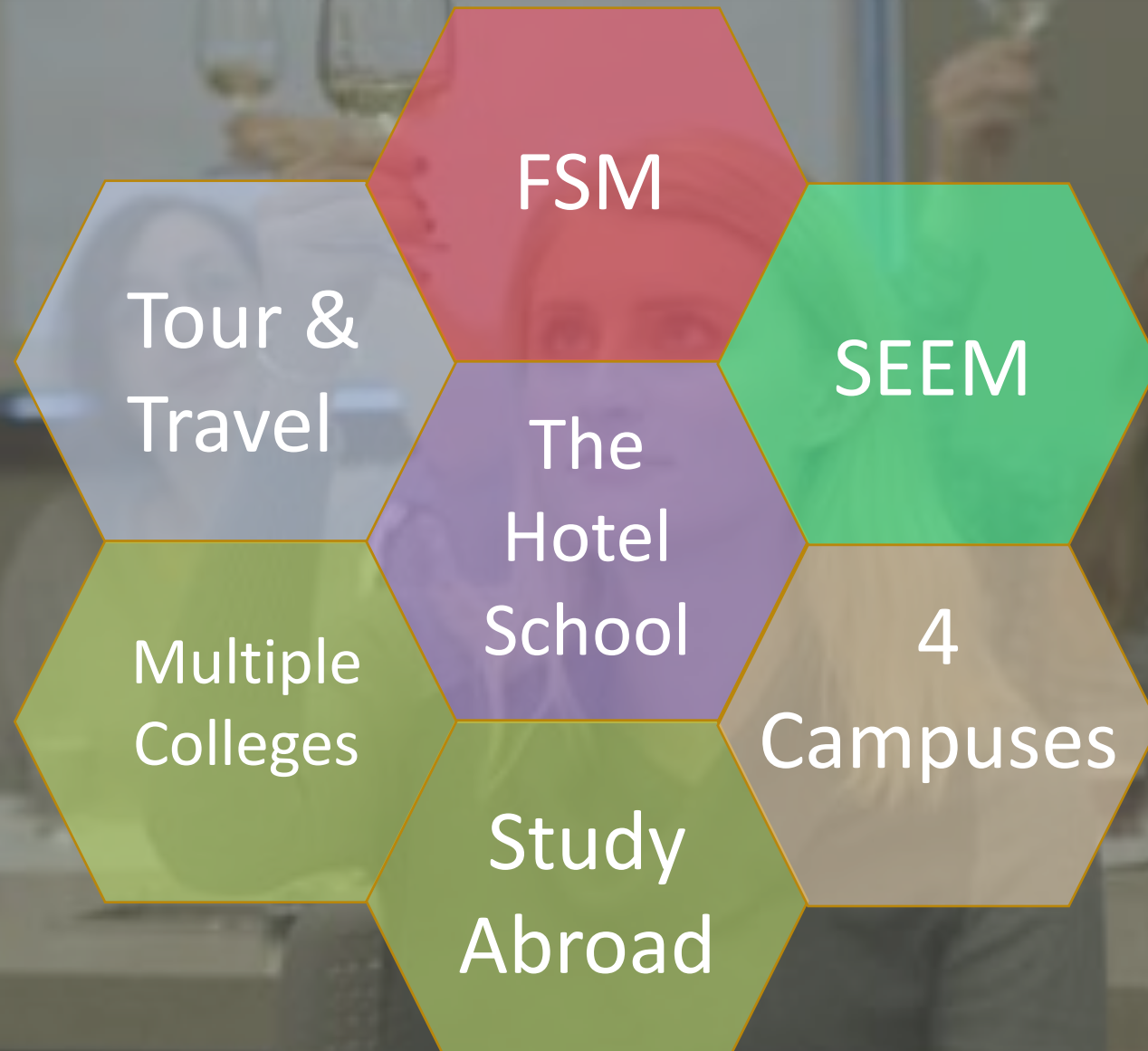





We currently have international experiences in:

- Spain
- Belgium
- Germany
- Costa Rica
- Australia
- Cuba
- Ireland

Hotel School students benefit from the world class courses taught by our other programs – a benefit only JWU offers





A man with glasses, wearing a dark suit jacket over a checkered shirt and a dark tie, is speaking and gesturing with his right hand. He is in the foreground, slightly to the right. In the background, two other men are visible. One is wearing a white lab coat and looking towards the speaker. The other is partially visible on the right side of the frame, wearing a blue shirt. The setting appears to be a classroom or a meeting room with a yellow wall and a whiteboard in the background.

We don't teach in auditoriums.  
Classes are limited to 40 students per class, with an average class size of 28.



Students interact with guest speakers in intimate settings



JWU

Top source of college recruitment for Hilton  
and Marriott, the two largest hotel  
companies

Clay Snyder, '93  
Senior Director,  
Brand  
Management  
Full Service  
Brands  
Hilton Worldwide



The International Hotel School



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# Hilton Day

SEPTEMBER 20TH 2017

COLLEGE OF HOSPITALITY MANAGEMENT



Bill Marriott,  
CEO Marriott Hotels

The International Hotel School



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EDITION

DAN FLANNERY  
SVP, MANAGING DIRECTOR

Dan Flannery, SVP,  
Managing Director  
Edition Hotels

The International Hotel School



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Hari Nair  
GM of Orbitz

The International Hotel School



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Paul Brown,  
CEO Arby's







Daniel Kuperschmid '95  
General Manager  
Hyatt Regency Scottsdale



Krys  
Dire  
New

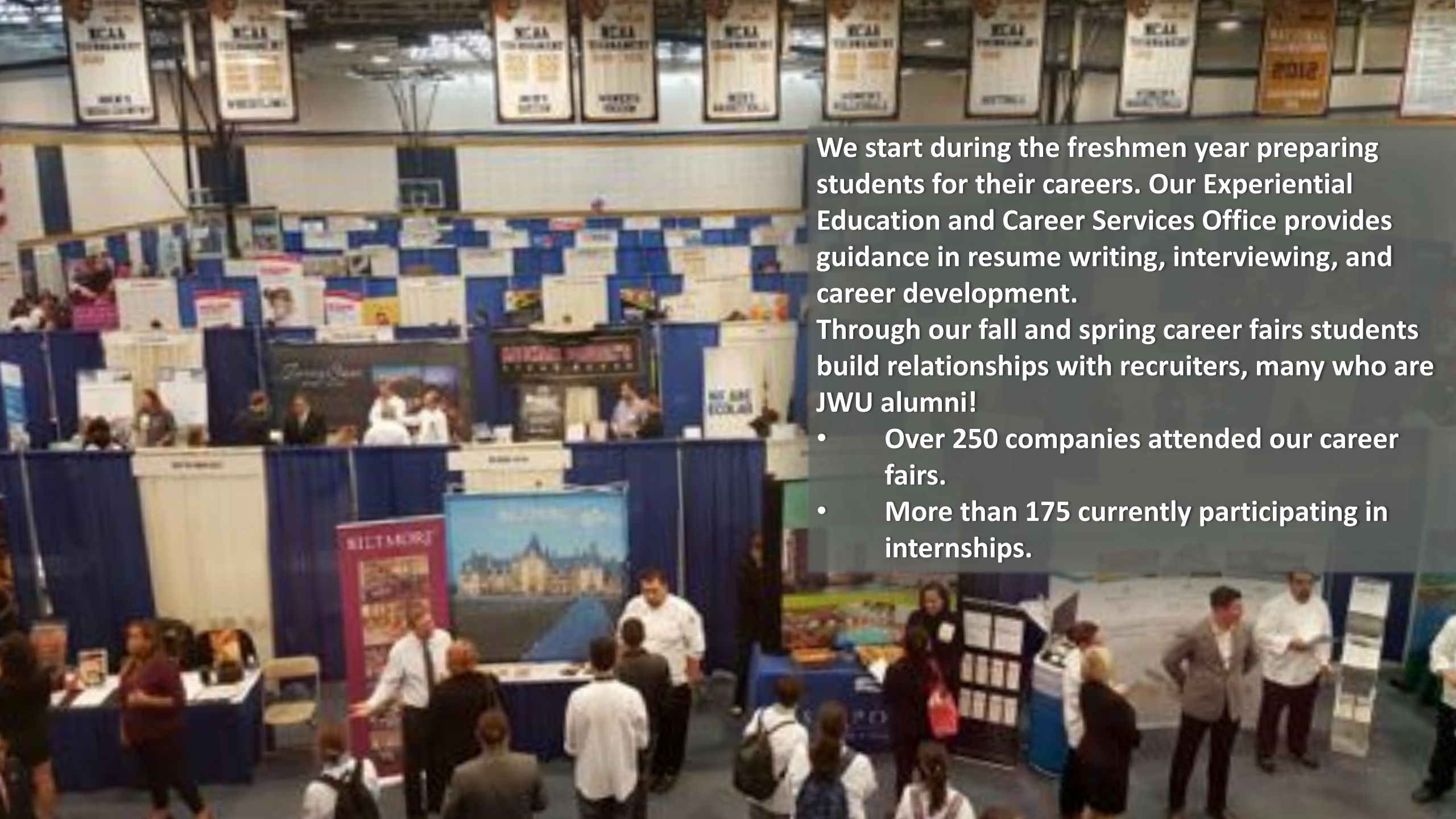
Nately Santos '03  
Procurement Director  
Aramark Global Supply



A  
M  
M

Dana Shefsky '96  
Director, Digital Product Innovation  
Hilton Worldwide





**We start during the freshmen year preparing students for their careers. Our Experiential Education and Career Services Office provides guidance in resume writing, interviewing, and career development.**

**Through our fall and spring career fairs students build relationships with recruiters, many who are JWU alumni!**

- **Over 250 companies attended our career fairs.**
- **More than 175 currently participating in internships.**

# Our Success

International Hotel School



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# Johnson & Wales University Hotel Students Employer Feedback

Based on employer feedback during the Intermediate Internship, which is a requirement for the on-ground Hotel & Lodging Management BS Degree, Johnson & Wales University Hotel & Lodging Management interns are found to be:

- Favorably strong in: ‘Work Ethic/Professionalism’
- Notably strong in ‘Collaboration’, in particular “hardworking/initiative”, “takes her work seriously”, “great positivity”, “enthusiasm for the tasks/working passion”, etc. and, “great relations with colleagues”, “team player/team worker”, “builds positive relationships”, “gets along with everyone”.
- Most notable are the very many comments praising students’ customer service/guest relations skills and students’ willingness to learn and succeed.

– Experiential Education & Career Services Report, 2018.

# College of Online Education

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# College of Online Education

**Recognized by US News & World Report, 2018 Best Colleges – Regional Universities North**

Is a distinct campus, with separate admissions and advising staff to support online learners. Their dedicated Academic Advisor works with the student each term through graduation. Faculty is a mix of full-time faculty from the other 6 colleges and industry professionals. Online students have access to our Experiential Education & Career Services Department.

Johnson & Wales University, through our Experiential Education & Career Services can be a resource for lodging owners and managers across New England.

- Internships – students receive hands-on experience and the lodging owner/manager receives an exceptional student that is well educated in the industry and is willing to “roll up their sleeves” and be part of the team!
- Recruitment – another great opportunity for lodging owners/managers to hire our talented alumni after graduation.



# College of Online Education

Recognized by US News & World Report, 2018 Best Colleges – Regional Universities North

The College of Online Education offers a relatively new program, a **Corporate Education Partnership program**.

The program basically creates a “partnership” between JWU College of Online Education and the company. The benefit to the lodging owner/manager is a tuition reduction to their employees making for a recruitment/retention opportunity. Even if the company doesn’t offer employees a tuition reimbursement program/benefit, the reduction of tuition is attractive to the employee and a true benefit offered!

We offer over 50 programs 100% online, and the partnership discount is also for potential students interested in attending our Providence campus Graduate Program and Continuing Education Program.



# MS Hospitality Management – Online Only

<b>Hospitality Management</b>		
<b>Master of Science (MS)</b>		
<b>Foundation Course</b>		
FISV5000	Corporate Financial Accounting	3
<b>Core Courses</b>		
FISV5600	Financial Management	3
HOSP5020	Strategic Marketing in Service Dominant Logic	3
HOSP6120	Organizational Behavior in the Hospitality Industry	3
HOSP6130	Competitive Strategies in Hospitality	3
HOSP6509	Hospitality and Tourism Global Issues	3
HOSP6900	Hospitality Capstone	3
RSCH5700	Research and Inquiry	3
<b>Elective Courses</b>		
Choose three of the following:		9
HOSP6030	Franchising and Licensing	
HOSP6050	Benchmarking and Operations Analysis in the Hospitality Industry	
HOSP6060	Corporate Social Responsibility	
HOSP6080	Experience, Adventure and Education Tourism	
HOSP6526	Information Technology in Hospitality and Tourism	
SEE6000	Event Leadership and Planning	
<b>Total Credits</b>		<b>30.0-33.0</b>

# MBA with Hospitality Concentration – On-Ground & Online

## Master of Business Administration - Hospitality Concentration

### Master of Business Administration (MBA)

#### Foundation Courses

ECON5000	Economics in the Global Economy
FISV5000	Corporate Financial Accounting

#### Core Courses

FISV5526	Financial Reporting and Control
FISV5600	Financial Management
MGMT5575	Operations Management
MGMT5800	Effective Leadership
MGMT5900	Ethics, Corporate Social Responsibility and Law
MRKT5500	Strategic Marketing
RSCH5700	Research and Inquiry

#### Hospitality Courses

HOSP6509	Hospitality and Tourism Global Issues
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Choose three of the following:

HOSP5020	Strategic Marketing in Service Dominant Logic
HOSP6030	Franchising and Licensing
HOSP6050	Benchmarking and Operations Analysis in the Hospitality Industry
HOSP6060	Corporate Social Responsibility
HOSP6080	Experience, Adventure and Education Tourism
HOSP6120	Organizational Behavior in the Hospitality Industry
HOSP6130	Competitive Strategies in Hospitality
HOSP6526	Information Technology in Hospitality and Tourism
SEE6000	Event Leadership and Planning

#### Career Capstone Course

MGMT6800	Business Policy and Strategy
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Total Credits

36.0-42.0



# Q & A





# JOHNSON & WALES

## UNIVERSITY

**Home of the Next Generation of Hospitality Leaders**

**For more information about Admissions, Internships & Employment,  
or Corporate Educational Partnerships:**

**Admissions**

[www.JWU.edu/Admissions](http://www.JWU.edu/Admissions)

**Experiential Education & Career Services**

<https://Careers.JWU.edu/>

**Corporate Educational Partnerships**

Mr. Angelo Pitassi, MBA '03  
Corporate Business Development  
(401) 598-5243  
[Angelo.Pitassi@jwu.edu](mailto:Angelo.Pitassi@jwu.edu)

**International Hotel School, Providence Campus**

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