

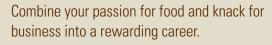
FOOD & BEVERAGE



The restaurant industry employs nearly 10% of California's workforce & it's not slowing down anytime soon.

HEW ON

145,900 new restaurant jobs will be added to the state over the next decade.



As this industry continues to grow, so does the need for educated managers.

The CSU offers a variety of degree programs that give graduates the tools they need to lead one of California's largest industries.



HUNGRY?

California has more than 62,000 eating and drinking establishments.

CAREERS IN FOOD & BEVERAGE

- ▶ Restaurant Owner
 ▶ General Manager
- ► Executive Chef
- Sous Chef
- **▶** Sommelier
- ► Regional Manager
- ▶ Banquet Manager
- **▶** Director of Operations
- ▶ Director of Menu Development
- Director of **Purchasing**
- ▶ Caterer

FIND THE RIGHT SCHOOL FOR YOU



EAST BAY

B.S. Hospitality +Tourism (online)

M.S. Recreation + Tourism

LONG BEACH

B.S. Hospitality Management

M.A. Family + Consumer Sciences: Hospitality Foodservice + Hotel Management Emphasis

MONTEREY BAY

B.S. Business Administration:

Hotel + Resort Management Concentration Hospitality Management Concentration

B.S. Hospitality Management

M.S. Hospitality Management

SAN DIEGO

B.S. Hospitality +Tourism Management

M.S. Hospitality + Tourism Management (online)

SAN FRANCISCO

B.S. Hospitality +Tourism Management

SAN JOSÉ

B.S. Hospitality, Tourism + Event Management

SONOMA

B.S. Business Administration: Wine Business Institute MBA with Concentration in Wine Business



LODGING



Two million people are directly employed by the American lodging industry.

LODGING

is a 24/7 business where managers take pride in providing a home away from home for travelers. Luxury hotels, bed and breakfasts, and large convention hotels are just some of the establishments where your career can take off.

Most full service hotel chains hire people with a B.S. in hospitality management for management positions.

Source: Bureau of Labor Statistics

4.4 MILLION PEOPLE

stay in hotels each night in America.

American Hotel & Lodging Assoc.

\$137.5 BILLION: revenue 💬 ne U.S. lodging industry in 2011.



CAREERS IN LODGING

- ▶ General Manager
- ▶ Director of Front Office
- ▶ Director of Food and Beverage
- ▶ Director of Human Resources
- ▶ Director of Finance
- ▶ Director of Housekeeping
- ▶ Director of Catering and Events
- ▶ Director of Sales and Marketing

FIND THE RIGHT SCHOOL FOR YOU

B.S. Recreation Administration: Resort + Lodging Management Option

EAST BAY

B.S. Hospitality +Tourism (online) M.S. Recreation +Tourism

LONG BEACH

B.S. Hospitality Management M.A. Family + Consumer Sciences: Hospitality Foodservice + Hotel Management Emphasis

MONTEREY BAY

B.S. Business Administration: Hotel + Resort Management Concentration Hospitality Management Concentration

B.S. Hospitality Management M.S. Hospitality Management

SACRAMENTO

B.S. Recreation, Parks, +Tourism Administration: Commercial Recreation, Tourism + Hospitality **Management Option**

SAN DIEGO

B.S. Hospitality +Tourism Management M.S. Hospitality +Tourism

Management (online)

SAN FRANCISCO

B.S. Hospitality +Tourism Management

SAN JOSÉ

B.S. Hospitality, Tourism + Event Management









TRAVEL



In 2010, approximately 200 million visitors generated \$95.1 billion in spending in California alone.

Where there is money, there is career opportunity.

The CSU offers dynamic travel education with hands-on application for this global industry.





-U.S. Travel Assoc.

CAREERS IN TRAVEL

- Convention & Visitors Bureau Director
- ▶ Visitor Center Manager
- ▶ Tourism Sales Manager
- Marketing Director
- ► Wholesale Travel Supplier
- ▶ Tour Operator
- Communications Manager
- Convention Services Director

FIND THE RIGHT SCHOOL FOR YOU

B.S. Recreation Administration: Resort + Lodging Management Option

EAST BAY

B.S. Hospitality +Tourism (online) M.S. Recreation + Tourism

FRESNO

B.S. Recreation Management: Sports + Entertainment Facility Management

FULLERTON

B.A. Business Administration: Entertainment +Tourism Management Concentration

B.A. Communications: Entertainment Studies Concentration

B.A. Communications: Entertainment +Tourism Studies Concentration

MONTEREY BAY

Hotel + Resort Management Concentration Hospitality Management Concentration

B.S. Business Administration:

NORTHRIDGE

B.S. Recreation +Tourism Management: Event Planning Focus

B.S. Hospitality Management M.S. Hospitality Management

SACRAMENTO

B.S. Recreation, Parks, +Tourism Administration: Commercial Recreation, Tourism + Hospitality Management Option

SAN DIEGO

B.S. Hospitality +Tourism Management M.S. Hospitality +Tourism Management (online)

SAN FRANCISCO

B.S. Hospitality +Tourism Management

SAN JOSÉ

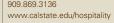
B.S. Hospitality, Tourism + Event Management

SAN LUIS OBISPO

B.S. Recreation, Parks + Tourism Administration: Event Planning + Management Concentration











<u>EVENTS</u>



44% more event jobs are expected by 2020.

"Cal Poly Pomona gave me incredible industry contacts and opened so many doors for me."

– Allison Brake

Freelance Event Manager who has worked with Paramount Pictures, Dreamworks Animation and Wolfgang Puck





Red carpet premiers, wine and food festivals and philanthropic galas are just some of the events that draw people into this sector of the hospitality industry.

These types of events and many more require managers who can envision a big picture and keep all the little details on track.

CAREERS IN EVENT MANAGEMENT

- ▶ Event Coordinator
- ▶ Sales Manager
- Meeting Planner

- Event Director
- ► Catering Manager
- Coordinator

- Account Executive
- Wedding Planner



FIND THE RIGHT SCHOOL FOR YOU

CHICO

B.S. Recreation Administration:Resort + Lodging ManagementOption

EAST BAY

B.S. Hospitality +Tourism (online) M.S. Recreation +Tourism

FRESNO

B.S. Recreation Administration: Sports + Entertainment Facility Management

LONG BEACH

B.S. Hospitality Management
M.A. Family + Consumer Sciences:
Hospitality, Food service + Hotel
Management Emphasis

NORTHRIDGE

B.S. Recreation +Tourism

Management: Event Planning Focus

POMONA

B.S. Hospitality Management M.S. Hospitality Management

SACRAMENTO

B.S. Recreation, Parks +Tourism Administration: Commercial Recreation, Tourism + Hospitality Management Option

SAN DIEGO

B.S. Hospitality +Tourism Management M.S. Hospitality +Tourism Management (online)

SAN FRANCISCO

B.S. Hospitality +Tourism Management

SAN JOSÉ

B.S. Hospitality, Tourism + Event Management

SAN LUIS OBISPO

B.S. Recreation, Parks +Tourism Administration: Event Planning + Management Concentration