

CSU

The California State University
WORKING FOR CALIFORNIA

FOOD & BEVERAGE



FOOD FOR THOUGHT

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

CHEW ON THIS

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

Combine your passion for food and knack for business into a rewarding career.

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
- ▶ Executive Chef
- ▶ Sous Chef
- ▶ Sommelier
- ▶ General Manager
- ▶ 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

POMONA

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

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WORKING FOR CALIFORNIA

LODGING



WORKING IN 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 of the U.S. lodging industry in 2011.

American Hotel & Lodging Assoc.



CAREERS IN LODGING

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

FIND THE RIGHT SCHOOL FOR YOU

CHICO

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

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

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TRAVEL

*Study in one of
the world's top travel
and dining destinations*

**U.S. TRAVEL IS
A \$700 BILLION
INDUSTRY**

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.



**14.4 MILLION:
JOBS SUPPORTED BY
TRAVEL EXPENDITURES**

—U.S. Travel Assoc.

HOLLYWOOD

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

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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

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

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

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EVENTS



**USE YOUR CREATIVITY
& LEADERSHIP SKILLS**

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
- ▶ Conference Coordinator
- ▶ Account Executive
- ▶ Wedding Planner



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Hospitality, Food service + Hotel
Management Emphasis

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

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