

## University of South Carolina College of Hospitality, Retail and Sport Management

**University of South Carolina.** The University of South Carolina (USC), founded in 1801, is the flagship campus of an eight campus, fully accredited, state system. USC is categorized by the Carnegie Foundation as having “very high research activity” and excellent curricular community engagement. The University of South Carolina–Columbia has strong undergraduate and graduate programs.

The City of Columbia is the state capital and the largest city in South Carolina with a metropolitan area population of over 800,000. It is the state center of financial, transportation, and industrial development, and it has a rich historical and cultural tradition. It is located within easy driving distance of both mountains and coast. Tourism and hospitality are the #1 industries in the state of South Carolina, offering exceptional opportunities for continued growth and innovative development of the HRTM programs.

**College of Hospitality, Retail and Sport Management.** The College of HRSM is third among colleges at the USC for undergraduate degrees awarded annually with 2,408 students (2,269 undergraduate and 138 graduate). The College has four distinctive departments including School of Hotel, Restaurant & Tourism Management, Department of Retailing, Department of Sport and Entertainment Management, and Department of Integrated Information Technology. Graduates of the College of HRSM are in high demand by their specialized fields (i.e., hospitality, tourism, retailing, sports, and IT), as evidenced in high placement rates.

For more than two decades, the College of Hospitality, Retail and Sport Management (HRSM) has been actively expanding its educational reach and collaboration in the international arena. With partner universities on five continents, we are excited to present

a wide range of undergraduate, professional, and academic graduate programs (Bachelor’s, Master’s, Leadership with Distinction, and Ph.D.). These programs are offered via traditional residential, online, and blended formats of course delivery to meet the challenges of the 21<sup>st</sup> century by educating management leaders. The School of Hotel, Restaurant and Tourism Management has been ranked No. 9 nationally by the Journal of Hospitality and Tourism Education.

### International Hospitality and Tourism Academy

The College of Hospitality, Retailing and Sport Management (HRSM) at The University of South Carolina (USC) offers a summer international hospitality academy that is designed to help participants learn and immerse into the American hospitality culture. This 3-week experiential learning program provides students with unique opportunities to not only study special hospitality topics such as wine/beverage management, strategic lodging operations, leadership, service etiquette and manners, legal cases, festival/event management, and/or business communication, but also tour the vibrant hospitality and tourism industry thriving in a center stage of the world.

All learning activities are conducted in English by faculty members of the College of HRSM, and the Carolina Coliseum and the McCutchen House serve as the hub of most learning activities. The USC Housing Department accommodates participants in a student dormitory and the famous USC Dining Services caters quality meals daily. Both formal course arrangements and extra-curricular activities are to provide participants with ample opportunities to practice and enhance their command of English. Participants may also choose to enjoy the ready-access tourist attractions in neighboring popular destinations like Atlanta, Charlotte, Hilton Head, and other adjacent cities.

### The program aims to help participants:

- Learn about special, current issues through a top-ranked, accredited hospitality and tourism management curriculum offered by the College of HRSM.
- Experience first-hand, the U.S. hospitality industry including hotels, music festival site, sport stadium, convention center, theme park and various tourist destinations.
- Broaden their global perspectives by visiting various tourism destinations and by interacting with local residents and students in the culturally diversified city of Columbia.
- Obtain scholarly connections and friendships with the faculty and students in the College of HRSM for their future academic interests.
- Improve their command of English through direct interactions with native speakers through many learning activities and travel opportunities.

### PROGRAM ARRANGEMENTS

**Program Period:** 3 week period. Early arrival and late departure may incur additional housing and meal costs.

**Program Location:** College of HRSM, Carolina Coliseum and McCutchen House, 5 days per week.

**Accommodation:** USC student dormitory, single occupancy, and basic linen and furniture provided during the program period.

**Program Fee:** US\$ 3,000. The fee covers all lectures, refreshments, field trip transportation, and facility use. Participants are responsible for their airfare, personal medical insurance usable internationally, and other personal expenses.


**City of Columbia:** Columbia is the capital of and largest city in the state of South Carolina. The city is located in the center of the State. Columbia enjoys a diversified economy. Several companies have their global, continental, or national headquarters in Columbia. Columbia area attractions, such as Lake Murray and Riverbanks Zoo, are easy to find lying at the confluence of three rivers just downstream from a 50,000-acre recreational lake. Enjoying more than 300 days of sunshine per year, visitors can expect Columbia and the surrounding communities to offer an exciting variety of year-round attractions to explore.

#### Who to contact:


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**Week 1 (June 27 – July 1)**

	6/27 (M)	6/28 (T)	6/29 (W)	6/30 (Th)	7/1 (F)
9:00 – 10:10	Orientation Introduction Campus tour	Meet & Greet	English Discussion	Culinary 1. Southern Cuisine And service etiquettes	Field trip 1 Charleston (itinerary TBA) 
10:20 – 11:30		Overview of the program/ program requirements and policy	Destination marketing		
11:30 – 1:30	Lunch				
1:30 – 2:40	Columbia city tour	English discussion - My strengths & weaknesses	Guest speaker Tourism Division	Management case	
2:50 – 4:00		Current trends and issues in the hospitality & tourism industry	Career Development	Resume writing & cover letter	
4:00 – 5:30	At 6:00 reception	Cultural exchange with native speaker in English	Cultural exchange with native speaker in English	Cultural exchange with native speaker in English	

**Week 2 (July 4 – July 8)**

	7/4 (M)	7/5 (T)	7/6 (W)	7/7 (Th)	7/8 (F)
9:00 – 10:10	 4th of July BBQ party and Fireworks	Event management	Hotel simulation	Field Trip to Orlando Depart on 7/7 and come back to USC on /10 - Visit to Orlando convention center - Disney World - Private Golf Course - Optional tour, Theme park - Etc.	
10:20 – 11:30		Cvent or Delphi certification	Cvent or Delphi certification		
11:30 – 1:30		Lunch	Lunch		
1:30 – 2:40		Hotel simulation	Wine tasting		
2:50 – 4:00		Management case			
4:00 – 5:30		Cultural exchange with native speaker in English	Cultural exchange with native speaker in English		



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**Week 3 (July 11 – July 15)**

	7/11 (M)	7/12 (T)	7/13 (W)	7/14 (Th)	7/15 (F)
9:00 – 10:10	Current trends and issues in the restaurant industry	Leadership	English Discussion	Culinary 2. Southern Cuisine	Student group presentations
10:20 – 11:30	Reputation management & sentiment analysis	Reputation management & sentiment analysis	Theme park management		
11:30 – 1:30	Lunch				
1:30 – 2:40	Beverage management	Sustainable management	Guest speaker	Business analytics	Wrapping up and program certificate
2:50 – 4:00			Club management		
4:00 – 5:30	Cultural exchange with native speaker in English	Cultural exchange with native speaker in English	Cultural exchange with native speaker in English	Cultural exchange with native speaker in English	Farewell dinner

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