The Beverage Management Major provides specialized education to persons planning to pursue management careers in the food and beverage industry with special emphasis on the beverage segment. The program includes study of beverage science and management, with a focus on traditional and contemporary beverage management experience. The various courses are intended to provide students with all elements of beverage product knowledge, management skills, controls, sales, and marketing of beverage products. The curriculum integrates four cornerstones of education: General Education; Beverage Management competencies; Business disciplines; and, Industry experience.

Beverage Management is a very specialized major. It seeks to take the principles of management and apply them to the beverage portion of the food service, restaurant, club and hotel sectors. Those who study in this area become well prepared to work in a full spectrum of venues to include corporate level beverage management departments as well as fine dining establishments. Many have gone on to receive certifications as sommeliers and boutique brewers. Because the major is offered from a broad base, students gain a comprehensive understanding of the interaction of both food and beverage products and service from a professional perspective.

Students admitted to the Beverage Management program receive the education required to manage any business through their participation in courses such as accounting, marketing, employee law, organizational behavior, finance and human resources management. As a Beverage Major, their studies are focused on the beverage industry through additional coursework such as bartending, distilled spirits, domestic wines, foreign wines, beers, and quantity food management. Classroom studies are supplemented by required work experience and two internships in food and beverage establishments. The major also includes a broad liberal arts approach to the general education core making this program second to none in preparing future beverage managers.

The College
The William F. Harrah College of Hotel Administration offers one of the world's best programs in the preparation of students for the global hospitality and leisure services professions. Strong classroom academics are combined with focused internship and mentoring opportunities to provide a solid, applied educational foundation. The college features professional programs with a career in management as its goal. Our majors prepare students for a diverse and exciting business focus specific to careers in hotels/lodging, restaurants, tourism, gaming, trade shows, conventions, meeting planning, recreation, food service and the culinary arts. In addition, our location offers students the “World's Greatest Laboratory” of opportunities to acquire professional experience in the hospitality and leisure services field.

Department of Food & Beverage Management

William F. Harrah College of Hotel Administration

For more information about careers in Beverage Management:
Bob Boughner Career Services
Beam Hall 126
702-895-5553
hoadmise@unlv.edu

Careers in Beverage Management

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William F. Harrah College of Hotel Administration
**Employment Opportunities**

Career opportunities in this unique segment include bar/tavern management, night club and ultra-lounge management, beverage sales/distribution, sommelier (with additional certification), liquor store management, hotel beverage director and hotel bar manager. This field is also rich with opportunities for the entrepreneur who is interested in owning a beverage establishment.

**Who Hires Our Graduates?**
- Alyeska Resort
- ARAMARK
- AVERO
- Bacara Resort and Spa
- Big Sky Resort
- Bluegreen Corporation
- Boyd Gaming Corporation
- Charlie Palmer Group
- Club Med
- Cornerstone Colorado Club
- Dragon Hill Lodge
- Echelon Resorts
- Ecolab
- El Paso BBQ
- Fairmont Hotels
- Fontainebleau
- Four Seasons
- Garden City Casinos
- Grand Hotel
- Hard Rock Cafe
- Harrah's Entertainment
- Hillstone Restaurant Group
- Hilton Hotels Corporation
- Holland American Line
- Houston's Restaurants
- Hyatt Hotels and Resorts
- Incline Village Resorts
- InterContinental Hotel Group
- Island Hospitality
- Islands Restaurant
- J. Alexander's Corporation
- Kimpton Hotels and Restaurants
- KSL Resorts
- Las Vegas Sands (Venetian Group)
- Lettuce Entertain You Enterprises
- Loews Lake Las Vegas Resort
- LXR – Luxury Resorts and Hotels
- Mammoth Mountain Ski Area
- Marriott International
- MGM MIRAGE
- Oakwood Worldwide
- Omni Hotels
- Pacifica Hotel Company
- Peninsula Hotels
- Pinnacle Entertainment
- Planet Hollywood Resort and Casino
- Pure Management Group
- Resort at Squaw Creek
- Rosewood Hotels and Resorts
- Sage Hospitality Resources
- Sodexho
- Starwood Hotels and Resorts
- Station Casinos
- T.G.I. Fridays
- The Cheesecake Factory
- The Grand Del Mar Resort
- The Kor Group
- The Light Group
- The Parker Palm Springs
- Tower 23
- Trump International Hotel Management
- West Paces Hotel Group
- White Chocolate Grill
- Wyndham
- Wynn Las Vegas

**Typical Jobs utilizing the Beverage Management Major include…**

- Restaurant Beverage Manager
  - Hotel/Resort Beverage Manager
  - Banquet Beverage Manager
  - Bar Manager
  - Nightclub Manager
  - Beverage Distributor
  - Production Supervisor
  - Quality Assurance Supervisor
  - Beverage Scientist/Mixologist
  - Beverage Sales Representative
  - Beverage Account Manager
  - Beverage Marketing Manager
  - Wine Sommelier*
  - Brew Master*

* With appropriate experience and/or additional training.