# Hospitality Management and Entrepreneurship Certificate Q&A with Caroline Kurzweil (BSM ’26)

March 30, 2026



Originally from Festus, Missouri, Caroline Kurzweil (BSM ’26) is a legal studies in business and marketing double major who is also pursuing a Hospitality Management and Entrepreneurship Certificate. Below, she explains what inspired her to pursue the certificate and why it’s relevant to a career in law.

– – –

**Can you tell us what the Hospitality Management and Entrepreneurship Certificate is?**

The Hospitality Management and Entrepreneurship Certificate is a concentrated program open to all undergraduate students that homes in on management and

entrepreneurship, especially within the hospitality area. Through the certificate you get hands-on experience in the hospitality industry, and you can choose to take courses that you find interesting or that would help you advance your career.

**What's one thing students should know about the program?**

Students should know that Freeman's Hospitality Management and Entrepreneurship Certificate is applicable to a lot of different careers, and it's not just for students interested in going into hospitality.

You'd be surprised how many high-achieving individuals in hospitality got their start in law. Diego Bufquin, who directs the program, started out studying law. We also have E.J. Encalarde, who teaches the Festival Entertainment and Management course within the program. She started out studying law as well.

As for myself, I'm interested in going to law school, and I started the program by taking the employment law class. Even though the class was related to hospitality, it's going to be really helpful for my law career. Knowing how to deal with employees and how to run a business is going to be important if I ever want to set up my own law firm.

**Why is New Orleans a great place to study hospitality?**

New Orleans is a great place to study hospitality because of all the hands-on experiences the city affords. In one of my courses, we got to work side by side with a New Orleans food and beverage company that was trying to open a club, and we were able to help them with all their hospitality-related decisions. I've also had the chance to visit high-profile hotels in the area, restaurants and the New Orleans Convention Center.

**What is your favorite aspect of the Hospitality Management and Entrepreneurship Certificate program?**

I love that the program brings together like-minded people. Everyone in my classes is genuinely interested in hospitality, they all want to be there and they are all very focused on our projects. It was great to be working with people on a similar path to me.

**What advice would you give to students who are considering the Hospitality Management and Entrepreneurship Certificate program?**

Definitely do it! The program only adds a couple more courses to your undergraduate requirements, and it adds a more concentrated certificate program to your resume line. Completing the program is a great way to show that you were focused in on one specific element of business.

Plus, even if you don't think you really want to go into hospitality, it's useful to have that hands-on business experience. I think it’s very valuable overall to your education.

**What are your post-graduation plans?**

I’ll be going to law school this fall at Southern Methodist University in Dallas!