

# HOSPITALITY & RESTAURANT MANAGEMENT

ONE-YEAR CERTIFICATE: HOSPITALITY & RESTAURANT MANAGEMENT – MINIMUM 50 CREDITS

## CAREER DESCRIPTION

The Hospitality program at UCC is a blend of multiple disciplines into a certificate degree that provides a solid introduction into the exciting opportunities available in the hospitality industry. The hospitality student will explore the financial, marketing, management, communication, customer service and technical skills necessary for success in the industry.

Students will need additional outside work experience in order to qualify for the NRA Manage First Certificate, which is a practical hands on hospitality management program developed by the National Restaurant Association. Upon completion of the certificate, the student will be appropriately prepared for an entry level management position. Career opportunities will include working in food and beverage operations, catering operations, and wineries.

## PROGRAM OUTCOMES

Students who successfully complete the Hospitality & Restaurant Management Certificate will:

1. Apply knowledge of business and financial management associated with common hospitality management operations.
  - a. Review financial records and accounts applicable to Hospitality Management operations.
  - b. Explain economic principles of the Hospitality Management industry.
  - c. Analyze financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers.
2. Apply problem solving and decision-making processes to Hospitality Management situations.
  - a. Use critical thinking skills and practical knowledge to solve specific business management problems.
  - b. Demonstrate knowledge of the basic fundamentals of business.
3. Identify and evaluate leadership styles appropriate to the hospitality workplace.
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  - b. Characterize supervisory and management functions.
  - c. Discuss the importance of, and techniques for, maximizing hiring, training and development, and retention of hospitality employees.

4. Practice effective communication skills for the Hospitality Management workplace.
  - a. Employ effective verbal communications in a variety of settings.
  - b. Develop skills for social/professional aspects of conduct in business with individuals and groups.
5. Identify, understand and apply technological strategies necessary to support the Hospitality Management industry.
  - a. Utilize the technical/computer skills needed for keeping business records and preparing financial statements.
6. Recognize and apply appropriate customer service strategies within the hospitality industry.
  - a. Practice customer service skills required in Hospitality Management.

## INFORMATION

Learner outcomes include an understanding of business and financial management associated with hospitality operations. Practical problem solving skills will be explored at the management level including discussion of leadership styles and culture as it applies to the hospitality workplace. Human resource operations necessary to a successful operation are identified and effective communication skills are practiced both in the class room and in the learning lab. State and local agencies that regulate the industry are identified and the student will earn the necessary certification for the safe service of food and fermented beverages as developed by the National Restaurant Association (NRA) Serve Safe program.

# ONE-YEAR CERTIFICATE — Hospitality & Restaurant Management

Minimum 50 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

<b>SEQUENCE</b>	<b>Fall</b>	Food Service Safety and Sanitation CA 175 2 CR	Hospitality/Restaurant Marketing and Customer Service HRM 178 2 CR	Intro to Windows and PC's CIS 100 3 CR	Professional Selling BA 238 3 CR	Business Math I BA 180 3 CR	<b>CREDITS 13-14</b>
	<b>Winter</b>	Fundamentals of Menu Planning CA 176 2 CR	Responsible Alcohol Service and Bar/Beverage Management HRM 176 2 CR	Accounting for Managers BA 233 4 CR	Sensory Evaluation of Wine VE 202 4 CR		<b>CREDITS 12</b>
	<b>Spring</b>	Restaurant Management/ Human Relations HRM 177 2 CR	Principles of Hospitality/ Restaurant Industry Cost Controls HRM 230 3 CR	Customer Service BA 165 3 CR	Computers in Business BA 231 4 CR <i>OR</i> Intro to Computer Information Systems CIS 120 4 CR		<b>CREDITS 12</b>
	<b>Summer</b>	Intro to Expository Writing WR 115 4 CR	Cooperative Work Experience: Culinary Arts CA 280 6 CR	Human Relations for Supervisors SDP 113 3 CR			<b>CREDITS 13</b>

## NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.