

# Hotel & Restaurant Management Certificate

Certificate Number 90-109-5

*Revised*

## Description:

The Hotel & Restaurant Management Certificate is an 18-credit certificate designed to prepare students for a variety of mid-management positions in lodging operations, food service operations, and tourism services. The program is offered on a flexible, part-time schedule to accommodate the needs of employees in the hospitality industry. Some courses may be completed through credit by examination, credit for work experience, video and Technical College of the Air, Interactive Television or Online. The certificate is designed for completion in two or more semesters.

## Certificate Completers Will be Able to:

- Plan a conference or special event.
- Manage cleaning/sanitation operations in the food service and lodging industry.
- Maximize facility productivity.
- Understand preventative maintenance and equipment service.
- Manage quality customer service systems.
- Apply product presentation principles in the hospitality industry.

## Curriculum

CATALOG #	DESCRIPTION	CREDITS
10-109-168 <i>Offered in: Spring 2009</i>	<b>Beverage/Dining Room Mgmt...</b> food/beverage industry, product classifications, responsible service; bar/kitchen equipment/organization; maintaining clean/sanitary facilities; staffing, training, supervising food/beverage employees; promotions planning; budgeting/cost controls of food/beverage operations.	3
10-104-125 <i>Offered in: Spring 2009</i>	<b>Event Marketing...</b> planning, promotion execution, and evaluation of special events (entertainment, industry, meeting/convention). Students will work toward the actual staging of an event (will require time outside of the classroom setting).	3
10-109-126 <i>Offered in: Spring 2009</i>	<b>Food/Lodging Cost Control...</b> purchasing/receiving controls, storing/issuing controls, production controls, monitoring activities, sales controls, beverage controls, labor controls.	3
10-109-114 <i>Offered in: Fall 2008</i>	<b>Front Office Management...</b> lodging classification, ownership/affiliation, hotel/front office organization, equipment, reservations, registration, guest services, guest accounting, credit monitoring, check-out/settlement, night audit, management functions, room statistics, yield management, staffing.	3
10-109-127 <i>Offered in: Fall 2008</i>	<b>Housekeeping/Facilities Mgmt...</b> staffing housekeeping operations, facilities safety and security, cleaning routines, material selection, laundry operations, controlling costs in housekeeping and maintenance departments, facility systems.	3
10-104-110 <i>Offered in: Fall 2008</i>	<b>Marketing Principles...</b> marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.	3

*Certificate Total*    **18**

**For more information, please contact:** The Business & Information Technology Division, (920) 498-5435 or (800) 422-NWTC, extension 5435, or contact Donna Meves, Flexible Learning Manager, (920) 498-6872 or (920) 498-5431, donna.meves@nwtc.edu