

Hotel and Restaurant Management

Program Code 101092

Associate Degree - Two Years

Offered at the Green Bay and Sturgeon Bay campuses. For information in Green Bay: (920) 498-5444. [Visit our web site.](#)

For information in Sturgeon Bay: (920) 746-4900. Toll-free: (800) 422-NWTC, ext. 5444.

Program Description

Hotel and Restaurant Management prepares students for a variety of mid-management positions in lodging operations, food service operations, and tourism services. The program is grounded in experiential learning and involves extensive internship requirements.

Program Outcomes

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

Requirements for Program Entry

- Completed application.
- High school transcript or equivalent (such as an HSED or GED® Transcript).
- NWTC Academic Skills Assessment or equivalent (See Academic Skills Assessment section for details and equivalents).
- Students should have mastered basic math skills. For a description of basic math, see the Basic Education section of this catalog.

Employment Potential

Tourism is Wisconsin's fastest-growing industry and there are many interesting and challenging opportunities for relocating to work throughout Wisconsin, the Midwest, and the United States.

A graduate of this program will have the potential for employment in the following areas:

Front Office Manager: coordinates the reception and control center for servicing guests, directs and supervises front office staff, and maximizes room revenue through room inventory control.

Convention Service Manager: coordinates activities of staff and convention personnel to make arrangements for group meetings and conventions held in a hotel or convention facility.

Food Service Manager: coordinates food service activities of a hotel/restaurant or similar establishment, plans food service activities, schedules employees, oversees service, and controls costs.

Executive Housekeeper: supervises housekeeping employees, trains new hires, requisitions supplies, controls inventory, and inspects personnel work assignments.

Sales Manager: plans and administers sales programs to generate sales in a hotel or tourism organization, organizes prospect files, plans and prepares advertising and promotional materials, and arranges for publicity.

With additional education and/or work experience, graduates may find other opportunities for employment.

- General Manager
- Marketing Director
- Restaurant Manager
- Catering Manager

Curriculum

The Hotel and Restaurant Management Associate Degree is a two-year program. Upon graduation, students will have completed 66 credits.

First Semester

Catalog No.	Description	Credits
* 10-103-121	Micro: Word-Intro	1
* 10-103-141	Micro: Access-Intro	1
* 10-103-151	Micro: PowerPoint-Intro	1
* 10-101-190	Accounting-QuickBooks	1
* 10-103-131	Micro: Excel-Intro	1
* 10-111-103	Graphic Workstations	1
10-102-158	Business-Intro	3
10-109-114	Front Office Management	3
10-801-195	Written Communication	3
10-804-123	Math w Business Apps	3
Semester Total		15

Second Semester

10-104-101	Selling Principles	3
10-104-191	Customer Service Mgmt	3
10-109-126	Food/Lodging Cost Control	3
10-801-198	Speech	3
10-809-195	Economics	3
Semester Total		15

Third Semester

10-102-160	Global Business Mgmt	3
10-104-110	Marketing Principles	3
10-104-119	E-Business Web Marketing	3
10-109-127	Housekeeping/Facilities Mgmt	3
10-145-177	Entrepreneurship	3
	OR	
10-196-145	Workplace Innovation	3
10-809-103	Think Critically & Creatively	3
Semester Total		18

Fourth Semester

10-102-150	Law-Business	3
10-104-125	Event Marketing	3
10-109-165	Hospitality Tourism-Intern	3
	OR	
10-109-181	Hospitality/Tourism-FS	3
10-109-168	Beverage/Dining Room Mgmt	3
10-809-172	Race Ethnic & Diversity	3
10-809-199	Psychology Of Human Relations	3
Semester Total		18
Total Credits		66

* Any three of the six computer courses must be taken.

This program is fully eligible for financial aid.

Please Note

- Some courses have prerequisites (listed at the end of each course description, if applicable) that need to be taken prior to enrolling in those courses.
- Many courses are offered via our Flexible Learning Options (online, accelerated, ITV, video, weekend, and self-paced) and may be taken in any order as long as prerequisites are met. To find out which program courses are offered through Flexible Learning Options, go to www.nwtc.edu or consult a counselor, (920) 498-5444.
- Descriptions of courses not found on this page can be found in the back of this catalog.

Course Descriptions

These courses provide an opportunity for students to develop the knowledge, skills, and understanding required for employment in this field.

10-101-190 ACCOUNTING-QUICKBOOKS ...an introductory course in using QuickBooks to create vendor/employee accounts, invoices, budgets, profit/loss statements, balance sheets, A/R, A/P, journals, graphs.

10-102-150 LAW-BUSINESS ...common law contracts and sales contracts: formation, interpretation, performance, and discharge; the law of agency; corporations; and introduction to the American legal system: criminal and tort law, and global business issues.

10-102-158 BUSINESS-INTRODUCTION ...organization/management process of human resources, production, operations, marketing, distribution, and finances; risk management; ethics/legalistic management; international business; accounting, computers, and data processing.

10-102-160 GLOBAL BUSINESS MANAGEMENT ...globalization, cultural environment, global trade environment, politics and law, economic integration, global trade and investment theories, exporting, global marketing, and global supply chain.

10-103-121 MICRO: WORD-INTRODUCTION ...word processing basics including creating, revising, formatting, and printing; sections, tabs, multiple-page numbering; manipulating text; creating headers/footers; creating and formatting tables, graphics, creating charts; applying styles; and merging documents. Requires Windows experience.

10-103-131 MICRO: EXCEL-INTRODUCTION ...creating a worksheet, enhancing worksheet appearance, moving and copying data, using formulas and functions, creating charts and using clip art. Requires Windows experience.

10-103-141 MICRO: ACCESS-INTRODUCTION ...creating and modifying database tables, compacting a database, managing records, defining table relationships, creating queries, calculations, and aggregate functions, sorting, and using form and report wizards. Requires Windows experience.

10-103-151 MICRO: POWERPOINT-INTRODUCTION ...presentation development skills such as: graphics, tables, diagrams, shapes, design themes, sounds, animations, slide transitions, and integration with other software. Requires Windows and MS Word experience.

10-104-101 SELLING PRINCIPLES ...selling as a career; success factors in selling; personality development; product knowledge; and the sales process involving preparation, approach, presentation-demonstration, handling objections, and closing the sale successfully.

10-104-110 MARKETING PRINCIPLES ...marketing management, market segmentation, market research, consumer behavior, product decisions and management of distribution, pricing, promotional decisions for strategy planning.

10-104-119 E-BUSINESS WEB MARKETING ...traditional and electronic direct marketing strategies; methods include search engine management, direct marketing planning, database marketing, catalogs, telemarketing services, print, radio, television and direct mailing. (Prerequisite: 10-104-110 Marketing Principles)

10-104-125 EVENT MARKETING...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).

10-104-191 CUSTOMER SERVICE MANAGEMENT ...develop professional telephone etiquette, explore customer service work environments, identify and analyze customer service failures, resolve problems cost effectively, set complaint policies, and develop communication techniques to handle complaining customers.

10-109-114 FRONT OFFICE MANAGEMENT ...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.

10-109-126 FOOD/LODGING COST CONTROL ...purchasing/receiving controls, storing/issuing controls, production controls, monitoring activities, sales controls, beverage controls, labor controls.

10-109-127 HOUSEKEEPING/FACILITIES MGMT ...staffing housekeeping operations, facilities safety and security, cleaning routines, material selection, laundry operations, controlling costs in housekeeping and maintenance departments, facility systems.

10-109-165 HOSPITALITY TOURISM-INTERNSHIP ...planning and preparation, career advancement plan, locating an internship provider, work habits, job performance, job evaluation, progress reporting, networking, final report, program evaluation.

10-109-168 BEVERAGE/DINING ROOM MANAGEMENT ...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.

10-109-181 HOSPITALITY/TOURISM-FIELD STUDY ...alternative to the internship: in-depth study of an industry, business, career or project.

10-111-103 GRAPHIC WORKSTATIONS ...explore the Macintosh Operating System and applications including iPhoto, iTunes, iMovie, GarageBand, FontBook, Sherlock, iCal, AddressBook and Dashboard. Learn to navigate the Mac Operating System and manage files and folders.

10-145-177 ENTREPRENEURSHIP ...entrepreneurship, success and failure, getting started: sources of capital, location, layout, and legal forms of organization, managing and operating, planning and organizing, directing and monitoring performance, marketing strategy, and administration.

10-196-145 WORKPLACE INNOVATION ...use inventive thinking techniques and innovative methods to improve work processes in multiple workplace environments. Assessing innovation projects using six different points-of-view.