Hotel/Restaurant/Tourism Management

Associate of Applied Science Degree
Career Pathway Certificate, Meeting, Convention, and Special Events Manager

Program Coordinator Wendy Milbrat, Project Specialist, 541.463.3518, milbratw@lanecc.edu or email: CulinaryHospPrograms@lanecc.edu

Purpose Trains graduates for exciting, varied careers in several areas, such as hotel management, meeting and special event management, restaurant management and ownership, and travel and tourism-related businesses. Upon completing this degree program in Hospitality Management, students will have opportunities for challenging and rewarding careers that can take them around the world.

Learning Outcomes The student who successfully completes all Hotel/Restaurant/Tourism Management requirements will:

- describe types and standards of service.
- describe the function of human resources in the hospitality industry.
- display an understanding of hospitality terminology.
- define and categorize hotel/restaurant organization and segmentation.
- identify various career paths within the hospitality industry.
- demonstrate effective communication skills.
- demonstrate the ability to handle guest complaints.
- understand how hospitality organizations provide guest information and concierge services.
- explain fee and pricing categories.
- describe the functions of the marketing department.
- describe the hotel and amenities as products.
- describe the elements of a marketing plan.
- target the market audience.
- describe the concept of supply and demand.
- demonstrate knowledge of safety regulations required in the hospitality industry, including OSHA regulations.
- demonstrate appropriate personal hygiene.
- maintain guest and employee security procedures.
- describe and process financial transactions.
- describe night audit procedures.
- describe and operate POS systems.
- describe room service procedures.
- describe the rights of management, staff and guests.
- describe hospitality industry related legal responsibilities and issues, including ADA.
- describe the positions and responsibilities of restaurant employees.
- plan, prepare, and cost menus.
- understand concepts related to purchasing, receiving, and storing of product.
- select, identify, and describe the correct restaurant equipment for various applications.
- explain procedures for health, safety, and sanitation.
- identify the basic elements of restaurant layout and design.
- calculate payroll and employee schedules.
- provide an overview of the global environmental field as it stands today.
- understand concepts associated with the environmental, social, and cultural impacts of tourism and the hospitality industry.
- have a clear understanding of environmental law, voluntary initiatives and principles, for sustainable development in the tourism and hospitality industry.
- understand the triple bottom-line concept as it relate to the hospitality industry.

Accreditation Hospitality Management, accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). Students graduating from the program will receive national certification status as a Certified Hospitality Graduate (CHG).

Admission Information A separate application to the program is required. Admission information is available from the Culinary Arts and Hotel/Restaurant/Tourism Management office, Building 19, Room 204 or online at lanecc.edu/hospitality. Or email: CulinaryHospPrograms@lanecc.edu

Advising and Counseling Program Advisors Claudia Riumallo and Tricia Lytton Program Counselor Carolyn Litty

Cooperative Education (Co-op) Students earn credit for on-the-job work experience related to educational and career goals. Through Co-op, students can develop and practice skills, expand career knowledge, and make contacts for future employment. For more information contact Joe McCully, Cooperative Education Coordinator, Bldg.19, Rm. 210, 541.463.3516, mccullyj@lanecc.edu

Job Openings Projected through 2020

Hotel Front Desk
Lane County openings - 17 annually
Statewide openings - 191 annually

Hotel Managers
Lane County openings - 1 annually
Statewide openings - 15 annually

Meeting and Convention Planners
Lane County openings - 3 annually
Statewide openings - 37 annually

Wages

Hotel Front Desk
Lane County average hourly - $10.61; average annual - $22,068
Oregon average hourly - $11.02; average annual - $22,916

Hotel Managers
Lane County average hourly - $NA; average annual - $NA
Oregon average hourly - $28.36; average annual - $58,987

Meeting and Convention Planners
Lane County average hourly - $19.31; average annual - $40,157
Oregon average hourly - $23.78; average annual - $49,467
Hotel/Restaurant/Tourism Management

Costs

<table>
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<tbody>
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<td>Books</td>
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<td>Program Specific Fees</td>
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*Course fees may change during the year. See the online credit class schedule for fees assigned to courses.

Course Requirements

- Prerequisites are required for some courses. See course descriptions.
- All courses must be completed with a letter grade, not P/NP, and must be passed with a grade of ‘C’ or better to satisfy program requirements.
- Directed electives may be met in any term of the two-year program. Check current class schedule for which Directed Electives are offered in a given term.
- Students may take Cooperative Education in any term approved by the coordinator.
- Cooperative Education can be substituted for one term of HRTM 225 Banquet Operations.
- Students interested in transferring to a four-year institution should: ‘Complete WR 122 and WR 123 to fulfill the Arts and Letters requirements for the AAS. ‘Add MTH 111 and MTH 112 courses.
- It is strongly recommended that students take MTH025 Basic Mathematics Applications: Culinary Majors but not required. Students may take any MTH 025 or higher class.
- MS PowerPoint and Excel are used extensively. If students are not familiar with these software programs, they are encouraged to take these classes prior to or during their first year in the program.
- General Education Requirements may be completed prior to program entry or any program term. For complete details refer to the college catalog or meet with your academic advisor.

Must be a credit-level student. Students are strongly advised to enter fall term. Complete college placement tests with the following minimum scores: writing-70, reading-68 and readiness for MTH 025*taking the Arithmetic section of the Accuplacer test and scoring 75 or higher and attach copies of test score sheets to application. Students with prior college credit, must attach a copy of transcript(s), and are highly recommended to take the Placement tests and attaching those scores as well. Math must be current within one year or a placement test will need to be taken. A Lane County Food Handlers Card is required for entry into the program.

The Dual Degree Option for Culinary Arts Graduates, seeking the 2yr. AAS in Hospitality Management, can not be reversed. This option can only be obtained by first completing the 2yr. AAS in Culinary Arts. MS Powerpoint and Excel are used extensively. If students are not familiar with these software programs they are encouraged to take these classes prior to or during their first year in the program.

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<tr>
<th>Year</th>
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<td>HRTM 105 Restaurant Operations</td>
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<td>HRTM 106 Introduction to Hospitality Management</td>
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<td>HRTM 109 Principals of Meeting and Convention Management</td>
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<td>HRTM 286 Bar and Beverage Management</td>
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<td>HRTM 290 Hospitality Leadership</td>
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<td>HRTM 292 Dining Room and Kitchen Lab</td>
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<td>HRTM 209 Advanced Principals of Meeting and Convention</td>
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<td>General Education Requirement</td>
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</tbody>
</table>
Hotel/Restaurant/Tourism Management

Meeting, Convention, and Special Events Manager

Offered by the Culinary Arts and Hospitality Management, 541.463.3518

Career Pathway Certificate

Program Coordinator Wendy Milbrat, Project Specialist, 541.463.3518, milbratw@lanecc.edu or email: CulinaryHospPrograms@lanecc.edu

Purpose The Career Pathways Certificate program for a Meeting, Convention, and Special Events Manager is for students that want to learn how to manage meetings, conventions, and special events. All of the classes offered in this program apply directly to an Associate of Applied Science degree in Hospitality Management.

Learning Outcomes The student who successfully completes all Meeting, Convention, and Special Events Manager requirements will:

• describe types and standards of service.
• describe the function of human resources in the hospitality industry.
• display an understanding of hospitality terminology.
• define and categorize hotel/restaurant organization and segmentation.
• identify various career paths within the hospitality industry.
• demonstrate effective communication skills.
• demonstrate the ability to handle guest complaints.
• understand hospitality organizations provide guest information and concierge services.
• explain fee and pricing categories.
• describe the functions of the marketing department.
• describe the hotel and amenities as products.
• describe the elements of a marketing plan.
• target the market audience.
• describe the concept of supply and demand.
• demonstrate knowledge of safety regulations required in the hospitality industry, including OSHA regulations.
• demonstrate appropriate personal hygiene.
• maintain guest and employee security procedures.
• describe front desk procedures.
• describe and process financial transactions.
• describe and operate POS systems.
• describe room service procedures.
• describe the rights of management, staff and guests.
• describe hospitality industry related legal responsibilities and issues, including ADA.
• describe the positions and responsibilities of restaurant employees.
• plan, prepare, and cost menus.
• understand concepts related to purchasing, receiving, and storing of product.
• select, identify, and describe the correct restaurant equipment for various applications.
• explain procedures for health, safety, and sanitation.
• identify the basic elements of restaurant layout and design.
• calculate payroll and employee schedules.
• provide an overview of the global environmental field as it stands today.
• understand concepts associated with the environmental, social, and cultural impacts of tourism and the hospitality industry.
• have a clear understanding of environmental law, voluntary initiatives and principles, for sustainable development in the tourism and hospitality industry.
• understand the triple bottom-line concept as it relates to the hospitality industry.

Admission Information A separate application to the program is required. Admission information is available from the Culinary Arts and Hospitality Management office, Building 19, Room 204 or online at lanecc.edu/culinary. Or email: CulinaryHospPrograms@lanecc.edu

Costs

<table>
<thead>
<tr>
<th>Costs</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Books</td>
<td>$600</td>
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<td>Program Specific Fees</td>
<td>$420</td>
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<td>Resident Tuition and General Student Fees</td>
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<td>$4,910</td>
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*Courses fees may change during the year. See the online credit class schedule for fees assigned to courses.

Course Requirements

• Students that are completing both the Hospitality Management AAS degree and the Meeting, Convention, and Special Event Management certificate need to complete a total of 8 co-op credits.

Fall

HRTM 109 Principles of Meetings and Convention Management .............................................. 3
HRTM 225 Banquet Operations .................................................. 2
HRTM 230 Hotel Operations 1 ................................................... 3
HRTM 106 Introduction to Hospitality Management .................................................. 3

Winter

HRTM 110 Hospitality Sales and Marketing .................................................. 3
HRTM 225 Banquet Operations .................................................. 2
HRTM 231 Hotel Operations 2 ................................................... 3
HRTM 280 Co-op Ed: Hospitality Management .................................................. 4

Spring

HRTM 209 Advanced Principles of Meeting, Convention, and Special Event Management .................................................. 3
HRTM 225 Banquet Operations .................................................. 2
HRTM 280 Co-op Ed: Hospitality Management .................................................. 4
HRTM 280 Hospitality Human Resources and Supervision .................................................. 3

To request this information in an alternate format please contact the Center for Accessible Resources at (541) 463-5150 or accessibleresources@lanecc.edu.