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.

**Learning Outcomes**

- The student who successfully completes all Hotel/Restaurant/Tourism Management requirements will:
- 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).

**Advising and Counseling**

Program Advisors Claudia Riumallo and Sarah Rick, Building 12

**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

**Hotel Front Desk**

Lane County average hourly - $11.67; average annual - $24,279
Oregon average hourly - $11.78; average annual - $24,517

**Hotel Managers**

Lane County average hourly - $NA; average annual - $NA
Oregon average hourly - $29.04; average annual - $60,415

**Meeting and Convention Planners**

Lane County average hourly - $1794; average annual - $37,319
Oregon average hourly - $24.01; average annual - $49,938
Costs: Estimate based on 2017-18 tuition and fees. Consult Lane’s website for updated tuition.

Books ................................................................. $980
Program Specific Fees ........................................... $736
Resident Tuition and General Student Fees .................. $11,221

Total Estimated Cost $12,937
*Course fees may change during the year. See the online credit class schedule for fees assigned to courses.

Course Requirements
• Must be a credit-level student.
• Prerequisites are required for some courses. See course descriptions.
• Students are strongly advised to enter fall term. A Winter or Spring term start will have limited class offerings available.
• A Lane County Food Handlers Card is required for entry into the program.
• Students may take any MTH 025 or higher class, but it is strongly recommended to take MTH 025 Basic Mathematics Applications.
• 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.
• 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.
• 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.
• Students may take Cooperative Education in any term approved by the coordinator.
• Hotel/Restaurant/Tourism Management, AAS degree requires 12 credits of Directed Electives.
• 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.
• 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.
• The Dual Degree Option for Culinary Arts Graduates, seeking the 2yr. AAS in Hotel/Restaurant/Tourism Management, can not be reversed. This option can only be obtained by first completing the 2yr. AAS in Culinary Arts.

First Year

HRTM 105 Restaurant Operations .............................. 3
HRTM 226 Banquet Operations 1 ............................... 2
General Education Requirement: MTH 025C Basic Mth. App. or higher ........................................... 3
CA 175 Foodservice Sanitation and Safety ................. 2
HRTM 110 Hospitality Sales and Marketing .................. 3

Winter

General Education Requirement: WR115 Introduction to college Writing or higher .................. 4
HRTM 106 Introduction to Hospitality Management .......... 3
HRTM 140 Hospitality Law and Security ....................... 3
HRTM 227 Banquet Operations 2 ............................... 2
HRTM Directed Elective: Choose from list of Directed Electives ..................................................... 3
General Education Requirement: Science/Math /Computer Science (see college catalog for details) .... 3

Spring

HRTM 205 Managing the Restaurant Operation ............ 3
HRTM 228 Banquet Operations 3 .............................. 2
HRTM Directed Electives: Choose from list of Directed Electives ..................................................... 3
General Education Requirement: Physical Education or Health (see college catalog for details) ........... 3
CA 200 Menu Management ...................................... 3

Second Year

Fall

HRTM 260 Hospitality Human Resources and Supervision ................................................................. 3
HRTM 230 Hotel Operations 1 ................................... 3
HRTM Directed Elective: Choose from the list of Directed Electives ..................................................... 3
General Education Requirement: Human Relations (see college catalog for details) ......................... 3
HRTM 265 Hospitality Financials 1 ............................ 3

Winter

HRTM 275 Hospitality Financials 2 ............................. 3
HRTM 290 Hospitality Leadership ............................... 3
HRTM 231 Hotel Operations 2 .................................. 3
CA 159 Kitchen Fundamentals .................................. 2
General Education Requirement: Arts and Letters (see college catalog for details) ......................... 3

Spring

HRTM 292 Dining Room and Kitchen Lab .................... 4
HRTM 220 Sustainability in the Hospitality Industry ........ 2
HRTM Directed Elective: Choose from the list of Directed Electives ..................................................... 3
HRTM 286 Bar and Beverage Management ................... 3
General Education Requirement: Choice of Social Science Science/Math/Computer Science Arts and Letters requirement (see college catalog for details) ......................... 3

Summer

HRTM 280 Co-op Ed: Hospitality Management .............. 7

Directed Electives

BA 101 Introduction to Business .............................. 4
BA 223 Marketing .................................................. 4
BA 224 Human Resource Management ....................... 4
BA 278 Leadership & Team Dynamics ........................ 4
BT 163 QuickBooks ................................................ 4
BT 123 MS EXCEL for Business .............................. 4
BT 122 MS POWERPOINT for Business .................... 3
BT 120 MS WORD for Business .............................. 4
BT 165 Introduction to the Accounting Cycle ............... 4
CA 130 Culinary Adventuring: Oregon Wine Country .... 2
CA 175 Concepts of Taste and Flavor ....................... 3
CS 120 Concepts of Computing: Information Processing .. 4
FN 105 Nutrition for Foodservice Professionals .......... 4
FN 110 Personal Nutrition ....................................... 4
HRTM 100 Introduction to Culinary and Hospitality .......... 3
HRTM 104 Introduction to Travel and Tourism ............... 3
HRTM 109 Principles of Meetings and Convention Management ....................................................... 3
HRTM 209 Advanced Principles of Meeting, Convention, and Special Event Management ............... 3
PHL 201 Ethics ....................................................... 4
COMM 115 Introduction to Intercultural Communication .................................................. 4
COMM 130 Business and Professional Communication .................................................. 4
SUST 101 Introduction to Sustainability ...................... 3
SUST 120 Gardening and Sustainable Food Systems .... 3
WR 121 Academic Composition ................................ 4
Meeting, Convention, and Special Events Manager

Offered by the Culinary Arts & Hotel/Restaurant/Tourism Management, 541.463.3518

Career Pathway Certificate

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

Purpose The Career Pathway 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 Hotel/Restaurant/Tourism 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 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 night audit 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 Hotel/Restaurant/Tourism Management office, Building 19, Room 204 or online at lanecc.edu/culinary. Or email: CulinaryHospPrograms@lanecc.edu

Costs Estimate based on 2017-18 tuition and fees. Consult Lane’s website for updated tuition.

| Books | $600 |
| Program Specific Fees | $195 |
| Resident/Tuition and General Student Fees | $4,267 |

Total Estimated Cost: $5,062

*Course 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 Hotel/Restaurant/Tourism Management AAS degree and the Meeting, Convention, and Special Event Management certificate need to complete a total of 8 co-op credits.

| Fall | | Winter | | Spring |
| HRTM 109 Principles of Meetings and Convention Management | 3 |
| HRTM 230 Hotel Operations 1 | 3 |
| HRTM 226 Banquet Operations 1 | 2 |
| HRTM 110 Hospitality Sales and Marketing | 3 |
| HRTM 260 Hospitality Human Resources and Supervision | 3 |
| HRTM 231 Hotel Operations 2 | 3 |
| HRTM 280 Co-op Ed: Hospitality Management | 4 |
| HRTM 227 Banquet Operations 2 | 2 |
| HRTM 209 Advanced Principles of Meeting, Convention, and Special Event Management | 3 |
| HRTM 280 Co-op Ed: Hospitality Management | 4 |
| HRTM 228 Banquet Operations 3 | 2 |
| HRTM 106 Introduction to Hospitality Management | 3 |

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