

# Hospitality Management

[hospitality.chemeketa.edu](http://hospitality.chemeketa.edu)

The Hospitality Management curriculum focuses on the management aspects of Oregon's fastest-growing industry: hospitality. The program covers management in lodging, meeting, event, and convention management; food and beverage; and casino management. Upon graduation, students may enter the hospitality industry working in such areas as hotel marketing, sales and operations, innkeeping, meeting, convention and special event planning, restaurant management, catering and banquet operations, and casino supervision.

The intent of the program is for students with an Associate of Applied Science degree and one-year certificate to obtain entry-level management positions within the hospitality industry. Students will also be advised on opportunities to continue their education by working toward a four-year degree in hospitality management through other universities.

A practicum, approved by the program chair, is required to complete the program. See HTM144 and HTM145 course descriptions.

## Program outcomes

### Students completing the Hospitality Management Certificate will:

- Analyze an operation's financial statements, isolate potential problems, and identify appropriate corrective action to control and manage the critical revenue and cost centers.
- Apply marketing and sales, operations, and human resources functions and principles in the hospitality industry.
- Establish the guest-host relationship inherent to the hospitality industry and the importance of quality customer service.

### Students completing the Event Management Certificate will:

- Organize and manage a special event or meeting using appropriate operational coordination.
- Incorporate the unique impacts of the hospitality and tourism industry on event planning, including destination strategies and property guest services.
- Formulate a marketing plan to promote and/or sell an event, including requisite sales and service aspects of meeting and event management.

### Students completing the AAS will:

- Apply knowledge of the marketing function, including the interrelationships of the hospitality and tourism industries and how it affects financial performance in the hospitality industry.
- Apply professional market-appropriate guest service standards to deliver competitive guest experiences to diverse cultural groups.
- Identify the various hospitality industry functions and their required procedural and legal techniques.
- Discuss the importance of, and techniques for, maximizing hiring, training and development, and retention of hospitality employees.

## Getting started

The first step to entering the following programs is to take part in an assessment process, which includes taking the college's free placement test and meeting with Counseling and Career Services. You may need to complete pre-program courses. Then, your advisor will help you develop an individualized program of study, which may include one or more of the following:

CA121A	Keyboarding A (if less than 25 wpm).....	1
CIS101	Introduction to Microcomputer Applications .....	3
MTH060	Introductory Algebra+ .....	4
RD115	Academic Thinking and Reading .....	3
SSP112	Effective Learning.....	3
WR115	Introduction to Composition .....	3

If you have questions about the requirements, call Counseling and Career Services at 503.399.5120 or Hospitality Management program staff at 503.399.5186. Failure to be assessed may delay your entry into program classes.

## Hospitality Management Certificate of Completion

The Hospitality Management Certificate focuses on hospitality industry careers related to hotel operations, marketing and sales; meeting, convention or special event planning; catering and banquet operations; or casino supervision. The certificate prepares students for direct entry into the workforce or offers the ability to continue their education into the Hospitality Management Associate of Applied Science degree program.

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$954; class fees, \$40; student services fee, \$24.50; universal fee, \$294. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

A Certificate of Completion is awarded upon successful completion of the required 49 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course Term I	Title	Credit Hours
CIS178I	Introduction to the Internet/World-Wide Web .....	3
HTM100	Introduction to the Hospitality Industry.....	3
HTM104	Travel and Tourism Industry.....	3
SOC204	General Sociology—Introduction (or higher).....	3
WR121	English Composition—Exposition+ (or higher).....	3

**Term 2**

HTMI01	Customer Service Management.....	3
HTMI23	Global Distribution Systems.....	3
PSY104	Psychology in the Workplace+ .....	3
	or	
PSY201	General Psychology—Biological Emphasis+ (required for lower division credit) (or higher) .....	3
WR227	Technical Writing .....	3
	Hospitality Management elective*.....	3

**Term 3**

BA206	Business Management Principles .....	3
HTMI02	Hotel, Restaurant, and Travel Law .....	3
	or	
HTMI03	Marketing in the Hospitality Industry.....	3
NFM215	Nutrition for Foodservice and Culinary Professionals.....	3
SP218	Interpersonal Communication (or higher) .....	3
	Hospitality Management elective*.....	3

**Term 4**

HTMI44	Hospitality and Tourism Management Practicum I.....	4
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+Meets related instruction requirement.

**\*Hospitality Management electives:**

HTMI05	Introduction to the Food and Beverage Industry.....	3
HTMI07	Food Sanitation and Cost Control.....	3
HTMI09	Front Desk Operations.....	3
HTMI12	Bed and Breakfast Operations.....	3
HTMI19	Introduction to Casino Management.....	3
HTMI24	Catering and Banquet Operations.....	3
HTMI25	Special Event Planning.....	3
HTMI26	Meeting and Convention Management.....	3
HTMI30	Beverage Management.....	3
HTMI32	Menu Planning.....	3
HTMI33	Strategic Issues in Destination Management.....	3
HTMI34	Destination Marketing .....	3
HTMI35	Destination Leadership.....	3

**Event Management Certificate of Completion**

The Event Management Certificate prepares students for direct employment in meeting and event planning for large hotels, convention centers, local attractions, private catering or event management companies, or private corporations.

Courses focus on the separate but related business, operational, and sales aspects of meeting and event planning for conventions, special events such as weddings or parties, and corporate meetings. Students will develop the strategic project management and marketing and sales skills necessary for success in any of these related industry segments. Additionally, students will develop critical ancillary knowledge in food and beverage planning, catering, and banquet operations as they apply to the overall hospitality industry and to the industry segments indicated above. Students will also gain knowledge and applied skill in destination marketing principles and strategies.

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$532; class fees, \$40, student services fee, \$17.50; universal fee, \$210. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

A Certificate of Completion is awarded upon successful completion of the required 35 credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
<b>Term 1</b>		
HTMI24	Catering and Banquet Operations.....	3
HTMI27	Selling in Hospitality and Tourism .....	3
HTMI32	Menu Planning.....	3
HTMI34	Destination Marketing .....	3
<b>Term 2</b>		
HTMI01	Customer Service Management.....	3
HTMI26	Meeting and Convention Management.....	3
WR121	English Composition—Exposition (or higher).....	3
<b>Term 3</b>		
HTMI25	Special Events Planning.....	3
HTMI30	Beverage Management.....	3
MTH062	Business Applications Using Mathematics (or higher).....	4
<b>Term 4</b>		
HTMI44	Practicum I—Hospitality and Tourism Management.....	4

**Hospitality Management Associate of Applied Science**

*In addition to tuition, estimated costs for students who complete the entire program listed below are books, \$1740; class fees, \$40; student services fee, \$45.50; universal fee, \$546. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

You may earn an Associate of Applied Science degree by successfully completing these 91 required credit hours with a grade of "C" or better in all Hospitality and Tourism Management (HTM) courses.

Course	Title	Credit Hours
<b>Term 1</b>		
CIS1781	Introduction to the Internet/World-Wide Web .....	3
HTMI00	Introduction to the Hospitality Industry.....	3
HTMI04	Travel and Tourism Industry.....	3
SOC204	General Sociology—Introduction (or higher).....	3
WR121	English Composition—Exposition+ (or higher).....	3
<b>Term 2</b>		
HTMI01	Customer Service Management.....	3
HTMI05	Introduction to the Food and Beverage Industry.....	3
HTMI23	Global Distribution Systems.....	3
PSY104	Psychology in the Workplace+ .....	3
	or	
PSY201	General Psychology—Biological Emphasis+ (required for lower division credit) (or higher) .....	3
WR227	Technical Writing .....	3

**Term 3**

HTMI07	Food Sanitation and Cost Control.....	3
HTMI09	Front Desk Operations.....	3
HTMI30	Beverage Management.....	3
NFM215	Nutrition for Foodservice and Culinary Professionals.....	3
SP218	Interpersonal Communication (or higher) .....	3

**Term 4**

CA208	Workplace Presentations Using PowerPoint (or higher)...	3
HTMI24	Catering and Banquet Operations.....	3
HTMI32	Menu Planning.....	3
MTH062	Business Application Using Mathematics+ (or higher) .....	4

**Term 5**

BA211	Financial Accounting I .....	4
HTMI26	Meeting and Convention Management.....	3
	Hospitality Management elective*.....	3
	Humanities/Fine Arts elective.....	3

**Term 6**

BA212	Financial Accounting 2.....	4
HTMI02	Hotel, Restaurant, and Travel Law .....	3
HTMI03	Marketing in the Hospitality Industry.....	3
	Hospitality Management elective*.....	3

**Term 7**

HTMI44	Practicum 1—Hospitality and Tourism Management.....	4
	or	
HTMI45	Practicum 2—Hospitality and Tourism Management.....	9
HTM290	Hospitality and Tourism Management Capstone.....	3

+Meets related instruction requirement.

**\*Hospitality Management electives:**

HTMI12	Bed and Breakfast Operations.....	3
HTMI14	Travel Destination Geography 1 .....	3
HTMI15	Travel Destination Geography 2.....	3
HTMI16	Travel Destination Geography 3.....	3
HTMI19	Introduction to Casino Management.....	3
HTMI25	Special Events Planning.....	3
HTMI27	Selling in Hospitality and Tourism .....	3
HTMI33	Strategic Issues in Destination Management.....	3
HTMI34	Destination Marketing .....	3
HTMI35	Destination Leadership .....	3
HTMI36	Tour Operations and Marketing.....	3
HTMI37	Tourism Transportation: Cruise, Air, Rail .....	3

