

# Hotel/Lodging Management

## Associate in Applied Science in Hospitality Management

### Program Description:

The hospitality and tourism industry is a large, diverse field that provides challenging and exciting career opportunities for people from all walks of life. The possibilities for satisfying careers are almost limitless. The rewards and satisfactions provided by the industry far exceed those of many other fields of work.

While the different segments of the hospitality and tourism industry have their own unique characteristics, they all share the same mission and heritage, serving the guest or customer. The segments of hospitality and tourism are traveling services, lodging, foodservice, and recreation services. They all possess a common future as one of the most dynamic employment and career fields available. Students will attain knowledge in foodservice disciplines, customer service, sanitation, purchasing and inventory control, business operations, marketing, retailing, accounting management, and communication skills.

### Career Outlook:

Employment of lodging management is expected to grow more slowly than the average for all occupations through 2012. Additional job openings are expected to occur as experienced managers transfer to other occupations or leave the labor force. Job opportunities are expected to be best for persons with college degrees in hotel or restaurant management.

A comfortable room, good food, and a helpful staff can make time away from home an enjoyable experience for both vacationing families and business travelers. While most lodging managers work in traditional hotels and motels, some work in other lodging establishments, such as camps, inns, boarding houses, dude ranches, and recreational resorts. In full-service hotels, lodging managers help their guests have a pleasant stay by providing many of the comforts of home, including cable television, fitness equipment, voice mail, as well as specialized services such as health spas. Lodging managers often schedule available meeting rooms and electronic equipment for business travelers, including slide projectors and fax machines. Lodging managers are responsible for keeping their establishments efficient and profitable. In a small establishment with a limited staff, the manager may oversee all aspects of operations. However, large hotels may employ hundreds of workers, and the general manager usually is aided by a number of assistant managers assigned to the various departments of the operation. In hotels of every size, managerial duties vary significantly by job title.

### Salary Forecast:

Median annual earnings of lodging managers were \$37,660 in May 2004. The middle 50 percent earned between \$28,640 and \$51,030. The lowest 10 percent earned less than \$22,680, while the highest 10 percent earned more than \$72,160.

(Information obtained from Occupational Outlook Handbook, 2006-2007)

### Tech Prep Affiliation:

The Hospitality Management program is aligned with the West Virginia Tech Prep Business/Marketing cluster. This career track provides the opportunity for students to acquire college credit while attending high school.

For high school students interested in food service careers and coming from applicable programs offering ProStart curriculum, the program will provide for a seamless transition from ProStart through the completion of an Associate in Applied Science Degree in Hospitality Management.

Students who complete the high school ProStart program and pass the ProStart examination with a score of 75% or higher will receive nine credit hours toward the associate degree. This will leave 57 credit hours to complete the associate degree requirement of 66 credit hours.

**Major Code - CH20 • Concentration Code - CH22**

<b>FIRST YEAR</b>	
<p><b>First Semester</b></p> <p>CA 200 Culinary Sanitation and Safety<sup>3*</sup>(EDGE).....3</p> <p>ENL 111 Written Communication .....3</p> <p>HM 101 Travel, Tourism &amp; Hospitality .....3</p> <p>HM 220 Managing Catering Operations .....3</p> <p>IT 101 Fundamentals of Computers*(EDGE).....3</p> <p>MAT 115 Business Mathematics<sup>2</sup> .....3</p> <p><b>TOTAL CREDITS.....18</b></p>	<p><b>Second Semester</b></p> <p>HM 137 Trends in the Hospitality Industry.....3</p> <p>HM 145 Hotel Front Office Procedures .....3</p> <p>HM 155 Hospitality Information Systems<sup>1</sup>.....3</p> <p>MAT 150 Applied Professional Math<sup>2</sup> .....3</p> <p>SS 201 Human Relations .....3</p> <p><b>TOTAL CREDITS.....15</b></p>
<b>SECOND YEAR</b>	
<p><b>Third Semester</b></p> <p>CA 235 Menu Planning .....3</p> <p>CA 120 A la Carte Dining Room Service I<sup>3*</sup>(EDGE) .....3</p> <p>COM 112 Oral Communication .....3</p> <p>HM 222 Rooms Division Management<sup>4</sup> .....3</p> <p>HM 250 Managing Hospitality Marketing .....3</p> <p>HM 285 Legal Aspects of Hospitality Management.....3</p> <p><b>TOTAL CREDITS.....18</b></p>	<p><b>Fourth Semester</b></p> <p>CA 260 Culinary Selection and Procurement .....3</p> <p>CA 275 Cost Control and Revenue Management<sup>1</sup> .....3</p> <p>HM 210 Human Resources &amp; Diversity Management.....3</p> <p>HM 240 Intro to Vineyards &amp; Breweries .....3</p> <p>HM 299 Internship/Apprenticeship<sup>5</sup>.....3</p> <p><b>TOTAL CREDITS.....15</b></p>
<b>HOURS REQUIRED FOR GRADUATION: 66</b>	

**Employment Opportunities:**

- Hotel management
- Resort management
- Tourism offices
- Travel services
- Recreation services

**Earn A Degree Graduate Early (EDGE):**

This program provides students the opportunity to receive credit for their high school EDGE courses.

**Contact Information:**

Larry Perry • Corbly Hall, Room 319

Phone: 304-696-4326 or 1-866-N-ROLLED (1-866-676-5533) • E-mail: perry149@mctc.edu

\* ProStart Course

1. HM 155 and CA 275 have a prerequisite of IT 101.
2. MAT 115 and MAT 150 has a prerequisite of ACT 19; MAT 095, MAT 097, MAT 097E, or PLAC 100.
3. Students who complete the high school ProStart program and pass the ProStart examination with a score of 75% or higher will receive college credit for CA 120, CA 200, and a 3-hour elective course. Documentation of the test results must be provided for the student to receive credit.
4. HM 222 has a prerequisite of HM 145.
5. Students must receive permission from the program coordinator to enroll in HM 299. Students may complete this requirement between the 1st and 2nd year.