

MANAGEMENT

Hospitality Management Major

ARTS & SCIENCES AND BUSINESS DIVISION

Program of Study

The hospitality industry has become an important source of jobs in the Terra Community College service area, especially in Ottawa County. According to a recently released study, presented by the Ottawa County Visitors Bureau, traveler expenditures in Ottawa County for the year 2003 totaled \$545.4 million, up from \$358 million in the year 2000. The full time employment equivalent was 14,000 jobs, with these jobs totaling \$266.8 million in wages earned in Ottawa County.

The Hospitality Management major under Business Management is a combination of general education skills, including communications and mathematics, management skills, and specific hospitality management skills.

The faculty has identified the following Learning Outcomes for all graduates:

- Use technology for business communication, computation and presentation.
- Demonstrate an understanding of changing contemporary business environment in a free enterprise system.
- Demonstrate an understanding of the global nature of business
- Demonstrate an understanding of the role of the manager in resource management.
- Demonstrate an understanding of the role of marketing in business.
- Demonstrate an understanding of the unique needs of the hospitality management field in customer service and safety.

POTENTIAL OCCUPATIONS:

- Hotel Manager
- Marina Manager
- Campground Manager
- Resort Manager
- Restaurant Manager
- Customer Service Representative
- Sales Specialist

Associate of Applied Business

TECHNICAL CONCENTRATION

		Credit Hrs.
EBE	2980	Cooperative Education Seminar 1
FST	2520	Risk Management 3
HSP	1000	Intro to Hospitality Management. 3
HSP	1100	Food and Beverage Safety 3
HSP	1200	Customer Service in Hospitality 3
HSP	2980	Cooperative Work Experience 3
MGT	1190	Management 3
MGT	1210	Human Resource Management 4
MGT	1250	Leadership Development. 3
MGT	2650	Organizational Behavior 3
MGT	2670	Business Ethics 3
		Total Technical Credit Hours 32

GENERAL EDUCATION AND RELATED COURSES

GEN	1000	First-Year Seminar 1
ACC	1100	Financial Accounting. 4
CIT	1090	Computer Fundamentals 3
ECO	2020	Microeconomics 3
		*Computer Applications Elective. 3
Choose One:		ENG 1050 College Composition I or ENG 1020. 3
MRT	1010	Marketing 3
MRT	2010	Personal Selling 4
MTH	1310	Intermediate Algebra 4
SPE	2010	Effective Speaking 3
		*Humanities Elective. 3
		Total General Education & Related Credit Hours 34
		TOTAL CREDIT HOURS 66

* See page 95 for a listing of specific electives.
See your advisor for appropriate course selection.

** All students graduating from Terra State Community College with an Associate degree of any kind will be functionally proficient in common computer operations and applications. Please see your academic advisor or academic division office for further details.

To determine when courses are scheduled, see program curriculum sheet which is available from the Enrollment Services office in Building A/Room 100, from the Arts & Sciences and Business Division, Building A/Room 202 or on the web at www.terra.edu.