

## LODGING & HOSPITALITY MANAGEMENT (33 Credits) Certificate 99-9124

Explore the exciting world of hospitality & lodging management in a one-year certificate at Blackhawk Technical College, Janesville, Wisconsin. The employment opportunities are diverse and varied and may fit your interests, skills and personality traits. Contact Blackhawk Technical College to learn more about local hospitality related educational opportunities.

Hospitality related careers include managing food & beverage services, marketing & sales, human resources, housekeeping, uniformed services, security, front office, accounting & financial management, property management, and facilities maintenance & environmental engineering. Blackhawk Technical College is a member of the American Hotel & Lodging Educational Institute.

Lodging managers are responsible for keeping their establishments running efficiently and profitably. They help ensure guests have a pleasant stay and also support business travelers with needed services such as meeting rooms and electronic equipment. Larger hotels hire hundreds of workers and the role of supervision and training are core competencies for management positions in larger properties. Accounting, computer and broad business skills along with a high level of customer service and interpersonal abilities are all critical to success in this occupation. Written and oral communication skills and a desire to work with people are needed to enter this field. Industry certifications are available to students employed in this field and this Blackhawk Technical College certificate provides entry-level skills that can lead to future related certifications.

### Occupational Analysis

Lodging management related positions are expected to grow at a rate of 17% through 2014. These projected job openings include net replacement and new job openings due to growth.

Hotels increasingly emphasize specialized training for their employees. Postsecondary training in hotel, restaurant, or hospitality management is preferred for most hotel management positions; however, a college liberal arts degree may be sufficient when coupled with related hotel experience or business education. Internships, part-time or summer work experience in a hotel are an asset to students seeking a career in hotel management. The experience gained and the contacts made with employers can greatly benefit students after graduation. Most degree programs include work-study opportunities.

Other colleges, and many universities, offer certificate or degree programs in hotel, restaurant, or hospitality management leading to an associate, bachelor, or graduate degree. Technical institutes, vocational and trade schools, and other academic institutions also offer courses leading to formal recognition in hospitality management. In total, more than 800 educational facilities provide academic training related to employment as lodging managers. Hotel management programs include instruction in hotel administration, accounting, economics, marketing, housekeeping, food service management and catering, and hotel maintenance engineering. Computer training also is an integral part of hotel management training, due to the widespread use of computers in reservations, billing, and housekeeping management.

### Core Career Success Competency Areas:

- Customer & Personal Service
- Administration and Management
- English language proficiency
- Sales & Marketing
- Personnel and Human Resources
- Speaking, active listening,
- Critical thinking & problem solving
- Reading comprehension
- Social perceptiveness

Course	Course Name	Credits	Lec-Lab
101-102	Office Accounting	3	2 - 2
102-110	Business Career Planning	1	1 - 0
102-135	Lodging & Hospitality Management	3	3 - 0
102-136	Hotel Operations Management	3	3 - 0
102-137	Business Communications	1	1 - 0
102-148	Introduction to Business	3	3 - 0
103-106	Introduction to MS Office	3	3 - 0
104-102	Marketing Principles	3	3 - 0
104-104	Selling Principles	3	3 - 0
104-130	Fundamentals of Customer Service	3	3 - 0
106-140	Keyboarding	1	2 - 0
801-196	Oral/Interpersonal Communications	3	3 - 0
804-123	Math with Business Applications	3	3 - 0

### Course Descriptions

**101-102 Office Accounting** **3 Credits**  
 Office Accounting is a basic course in accounting principles and bookkeeping procedures. Topics include journalizing and posting transactions, preparing worksheets, adjusting and closing entries, and preparing the financial statements. Emphasis is on the service enterprise and accounting for cash.

**102-110 Business Career Planning** **1 Credit**  
 Students will focus on personal and professional preparation for a career in business related occupations. Course covers interpersonal and intrapersonal success skills including self-esteem, understanding human behavior, creative problem solving and decision making, effective communication skills time management, setting priorities, and organizational techniques. Job search strategies will be introduced

**102-135 Lodging Management** **3 Credits**  
 This course takes a management perspective in introducing students to the organization and structure of hotels, restaurants, clubs, cruise ships, and casino hotels. Topics include: business ethics, franchising, management responsibility such as human resources, marketing and sales, and advertising.

**102-136 Hotel Operations Management** **3 Credits**  
This course takes a management perspective in introducing students to lodging operations. There are chapters on Structure and service in the lodging industry, front office, housekeeping, sales and marketing accounting human resources and maintenance departments. Also chapters in safety and security and careers in the lodging industry.

**102-137 Business Communications** **1 Credit**  
This course prepares students with both oral and written communication skills required in businesses. In addition to studying interpersonal communications, students learn to write documents typical of the corporate environment. Course activities may include job search materials, memo and letter writing, persuasive messages, formal reports, and effective use of electronic forms of communication. Students completing this course will have acquired the tools to craft effective business written documents and oral communications.

**102-148 Introduction to Business Organization & Management** **3 Credits**  
Students will be introduced to business operations, focusing on a basic understanding of the activities, functions, and principles of business enterprises. This course covers the responsibilities and challenges of operating a business. The course emphasizes human relations, management, marketing, finance, labor relations, franchising, forms of ownership and careers.

**103-106 Introduction to MS Office** **3 Credits**  
This course will introduce students to the Microsoft Office Suite and overview many of the core competencies of Outlook, Word, Excel, Access, PowerPoint, and Explorer. Students will develop the use of technology for both problem solving and decision-making and will be expected to learn to use the resources available to search for answers to problems.

**104-102 Marketing Principles** **3 Credits**  
This course introduces core marketing concepts and terminology for Marketing and non-Marketing students. In addition to developing the rationale for a marketing approach to strategic planning, specific topics include: target market selection, and issues related to product, price, distribution, and promotion decisions.

**104-104 Selling Principles** **3 Credits**  
Learners will cover the personal and occupational applications of selling (defined as "an interpersonal persuasive process designed to influence some person's decision"). Selling is investigated from the following viewpoints: personal, industrial, wholesale, retail, door-to-door, and service. Students also learn and practice the professional principles involved in relationship selling.

**104-130 Fundamentals of Customer Service** **3 Credits**  
This course is designed for learners who desire training in the fundamentals of customer service as they relate to business. It introduces core customer service concepts and an overview of the essential skills needed to succeed in any organization. In addition to dealing with internal and external audiences, specific topics include: listening techniques, verbal and nonverbal communication, dealing with various customer types, use of technology, handling a variety of complex customer situations, as well as an overview of careers within the customer service industry.

**106-140 Keyboarding** **1 Credit**  
Students will master the computer keyboard by touch including the letters and numeric keypad. Computer software is used to begin development of acceptable speed and accuracy levels. Students completing this course may be ready for 106-131 Keyboarding Applications, or may continue to develop their proficiency and keyboarding abilities in Skillbuilding. This course is not required for students who can demonstrate keyboarding skills of 30 words per minute with 3 or fewer uncorrected errors on a 3 minute timing.

**801-196 Oral/Interpersonal Communication** **3 Credits**  
Focuses upon developing speaking, verbal and nonverbal communication, and listening skills through individual presentations, group activities, and other projects.

**804-123 Math with Business Applications** **3 Credits**  
This course covers...real numbers, basic operations, linear equations, proportions with one variable, percents, simple interest, compound interest, annuity, apply math concepts to the purchasing/buying process, apply math concepts to the selling process, and basic statistics with business/consumer applications.