HOSPITALITY MANAGEMENT (AAS) - 60 CREDITS

OVERVIEW

WHY CHOOSE HOSPITALITY MANAGEMENT?

This program will give you a strong background in how to supervise a staff, and oversee operations and development. You will also learn to plan and market services and other features at the various facilities.

SKILLS ACQUIRED

(1Seek.org)

Students learn to supervise staff and oversee operations and development. They also learn to plan and market services and other features at their facilities.

Hospitality management programs include topics such as:

- Personnel management
- Marketing
- Business administration
- Customer service

RECOGNITION

Normandale’s Hospitality Management Program is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP). To view the report click here.

CAREERS IN HOSPITALITY MANAGEMENT

Projected Job Growth

According to 1Seek.org, job growth is projected to be 10.4 percent.

Types of Jobs

(1Seek.org)

Graduates in hospitality management go on to positions such as:

- Hotel General Manager
- Housekeeping/Maintenance Director
- Hotel Sales and Marketing Director
- Banquet/Catering Director
- Restaurant/Bar Manager
- Casino Operations
- Event Manager

Average State Pay

According to 1Seek.org, the median wage for Hospitality Management positions (based Lodging Managers data) is $47,050 ($22.62 per hour).

Description

(1Seek.org)

Hospitality management programs prepare people to manage hotels, bed and breakfasts, cruise ships, resorts, and other hospitality facilities. These programs are sometimes called hotel management, resort management, or hotel administration.

DEGREES & CERTIFICATES IN HOSPITALITY MANAGEMENT

Graduates in hospitality management go on to positions such as hotel general manager, housekeeping/maintenance director, hotel sales and marketing director, banquet/catering manager, restaurant/bar manager, casino operations and event manager. A student may go on to obtain a bachelor’s degree in hospitality management or related programs.

Complementing the traditional degree program, the Hospitality Department offers six Certificate Programs designed for working adults. Students may also elect to complete one or more certificate concentrations and select courses to fulfill this requirement.

YOU MAY ALSO LIKE

REQUIREMENTS

Normandale’s hospitality management program prepares students to lead businesses in the hospitality, travel and tourism industry. The program concentrates on developing the interpersonal communication, conceptual-creative, leadership, technical and administrative skills needed to lead hospitality and tourism business towards current profitability and sustainability in the future.
Graduates in hospitality management go on to positions such as hotel general manager, conventions manager, event manager, rooms division director, housekeeping/maintenance director, hotel sales and marketing director, banquet catering manager, restaurant/bar manager, casino operations, tourism manager etc. Upon completion of a degree, students may go on to obtain a bachelor’s degree in hospitality management or related programs.

Complementing the traditional degree program, the Hospitality Department offers five Certificate Programs designed for working adults. Students may also elect to complete one or more certificate concentrations and select courses to fulfill this requirement.

Normandale’s Hospitality Management Program is nationally accredited by the Accreditation Council for Business Schools and Programs (ACSBP).

CORE COURSES - 32 CREDITS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>HSMA 1103</td>
<td>Introduction to Hospitality and Tourism Management</td>
<td>4</td>
</tr>
<tr>
<td>HSMA 1162</td>
<td>Hotel/Lodging Management and Operations</td>
<td>4</td>
</tr>
<tr>
<td>HSMA 2144</td>
<td>Food/Beverage Management and Cost Control</td>
<td>4</td>
</tr>
<tr>
<td>HSMA 2160</td>
<td>Revenue Management in Hospitality and Tourism</td>
<td>4</td>
</tr>
<tr>
<td>HSMA 2172</td>
<td>Hospitality Sales and Marketing Management</td>
<td>4</td>
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<tr>
<td>HSMA 2173</td>
<td>Convention and Meeting Planning Management</td>
<td>4</td>
</tr>
<tr>
<td>HSMA 2056</td>
<td>Hospitality Management Internship</td>
<td>2-4</td>
</tr>
<tr>
<td>HSMA 2057</td>
<td>Senior Hospitality Internship</td>
<td>4</td>
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<tr>
<td>or HSMA 2058  International Internship</td>
<td>4</td>
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ADDITIONAL REQUIRED COURSES - 28 CREDITS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2251</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>ENGC 1101</td>
<td>Freshman Composition</td>
<td>4</td>
</tr>
<tr>
<td>COMM 1111</td>
<td>Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>or COMM 1101</td>
<td>Fundamentals of Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>ECON 2201</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
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- Complete at least 3 credits from MnTC Goal 6
- Complete at least 6 credits from MnTC Goals 3, 4, 7, 8 or 10**

COMPLETE ONE OF THE FOLLOWING COURSES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BUSN 1150</td>
<td>Introduction to International Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 1201</td>
<td>Information Technology Concepts and Business Software</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 1210</td>
<td>Exceptional Customer Service</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 2100</td>
<td>Human Relations and Effective Teams</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 2150</td>
<td>Legal Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUSN 2200</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>HSMA 2125</td>
<td>Business Practices in the Global Market</td>
<td>3</td>
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Highly recommended that students complete a MnTC Goal 3 science course with lab if planning to transfer to a bachelor's degree program.

* Highly recommended for students planning to transfer to a bachelor’s degree program.

OTHER DEGREE REQUIREMENTS

- If needed, complete additional courses to reach 60 credits total.
- Earn a minimum cumulative grade point average (GPA) of 2.0 for college-level coursework (courses numbered 1000 and above) completed at Normandale.
- Earn a minimum of 20 college-level credits at Normandale.

Coursework in this degree program satisfies a portion of the Minnesota Transfer Curriculum (MnTC). Please see MnTC Degree Audit Report.

Certificate Options

The department recommends that students complete courses which, when combined with the required courses above, lead to the achievement of a marketable hospitality certificate.

COURSES

ACCT 2252 MANAGERIAL ACCOUNTING | 4 CR

Prereq: ACCT 2251

This course is the second of the two consecutive courses in financial and managerial accounting. The course focuses on managerial accounting concepts and accounting tools and techniques used for decision-making. The course content includes job and process costing, activity-based costing, cost volume-profit analysis, target pricing, budgets, variances and cost-revenue analysis for decision-making.

Credits: 4 Semesters: Fall, Spring

BUSN 1130 INTRODUCTION TO INTERNATIONAL BUSINESS | 3 CR

International dimensions of business: global business environment (economic, legal, cultural, and political), and international business functions (management, marketing, finance, exporting, and importing).

Credits: 3 Semesters: Fall, Spring

BUSN 2100 HUMAN RELATIONS AND EFFECTIVE TEAMS | 3 CR

Focuses on the importance of personal and group interrelationships within an organization. Topics covered are behavioral types, the communication process, diversity, equal opportunity, workplace bias, group leadership, and the psychological aspects of group dynamics.
BUSN 2155 LEGAL ENVIRONMENT OF BUSINESS | 3 CR
A survey course about the legal aspects of managing a business. It includes a review of the basic U.S. legal system, ethics, contracts, legal structure of business, employment, consumer issues and international business law.

COMM 1111 INTERPERSONAL COMMUNICATION | 3 CR
Recommended: ENGC 1101, and READ 1106 MTC Goals: 1
The primary purpose of this course is to assist the student in examining and developing competence as an interpersonal communicator. Students will practice skills and learn strategies to develop and manage relationships more effectively in a variety of contexts.

ECON 2201 PRINCIPLES OF MICROECONOMICS | 3 CR
Recommended: READ 1106 MTC Goals: 5, 9
Theories of how various types of product, service, and resource markets operate and resulting implications for public policy. Decision-making by consumers, business firms, and government. Price determination, resource allocation, and income determination via markets.

ENG 1101 FRESHMAN COMPOSITION | 4 CR
Prereq: ENGC 0900, C or higher and eligible for READ 1106, or eligible for ENGC 1101 and READ 1106 MTC Goals: 1
In this essential college-level writing course, students will practice the skills necessary for success in college and professional writing. Students will develop and apply critical reading and thinking skills in a variety of research and writing assignments, including analysis and argument, with some essays based on literary texts and other sources.

HSMA 1103 INTRODUCTION TO HOSPITALITY AND TOURISM MANAGEMENT | 4 CR
This introductory course provides a portal to the dynamic field of hospitality, travel, and tourism industry. It provides students with a comprehensive overview of hospitality and tourism management including hotels, restaurants, food service, marketing, service companies, as well as the functional areas of hotel operations. (Same as BUSN 1157.)

HSMA 1143 PRINCIPLES OF FOOD PRODUCTION AND SANITATION | 4 CR
Students are given hands-on laboratory experiences in all major areas of food production. Lectures allow students to bridge the gap of food production with operating profitable food service and restaurant entities. (Same as BUSN 1103.)

HSMA 1162 HOTEL/LODGING MANAGEMENT AND OPERATIONS | 4 CR
This course examines the theoretical applications of all revenue center operations including yield management and other vital hotel functions, with emphasis on the control function of management. (Same as BUSN 1102.)

HSMA 2096 HOSPITALITY MANAGEMENT INTERNSHIP | 2-4 CR
Prereq: Previous coursework in Hospitality Management and consent of Instructor and the Center for Experiential Education
This internship course explores careers and training in a supervised work setting. Combines theory with field experience to gain a broader understanding of management as it relates to a specific hospitality segment. Students spend approximately 2.5 hours per week per credit on the job, complete academic work and meet with faculty. Students may earn 2 to 4 credits per semester, with a maximum of 8 credits in any one discipline.

HSMA 2097 SENIOR HOSPITALITY INTERNSHIP | 4 CR
Prereq: instructor's permission
This capstone course is designed to enable graduating students to strengthen their career planning and assessment skill sets learned from HSMA 2096 and thus solidify their career decisions in a certain hospitality specialization. It results in the student choosing a secured hospitality career which fits with their personal and professional aspirations.

HSMA 2098 INTERNATIONAL INTERNSHIP | 4 CR
Prereq: instructor's permission
Allows students to explore the interrelationships between theory and practice of international hotel operations. Students apply key operation concepts, hospitality models and systems in an international setting.
HSMA 2100 CASINO MANAGEMENT AND OPERATIONS | 4 CR
To develop a working understanding of the principles of casino management and operational procedures necessary for state, federal, and Native American compliance (regulations and legal issues). (Same as BUSN 1156.)

Credits: 4 Semesters: Spring

HSMA 2125 BUSINESS PRACTICES IN THE GLOBAL MARKET | 3 CR
Provides understanding and application into the complex global business arena. Global markets have created the need for companies to do business in every corner of the world. It is imperative that businesses conduct themselves in a professional, ethical, yet sensitive manner regarding regional customs, traditions, and religious practices. This course examines the need for professional business practices, ethics, protocol, etiquette, and professional and social behavior in all settings of business, national and international. (Same as BUSN 2125.)

Credits: 3 Semesters: Spring

HSMA 2144 FOOD/BEVERAGE MANAGEMENT AND COST CONTROL | 4 CR
A working understanding and application of the principles of food, beverage, labor, cost control, and management functions. (Same as BUSN 1154.)

Credits: 4 Semesters: Spring

HSMA 2172 HOSPITALITY SALES AND MARKETING MANAGEMENT | 4 CR
Recommended: Computer skills and a strong interest in hotel management
Organization and functioning of marketing and sales departments, the need for sales planning through analysis of product, competitors, and market. In addition to sales planning and analysis, students will work with industry experts selling the hospitality product. (Same as BUSN 1159.)

Credits: 4 Semesters: Spring

HSMA 2173 CONVENTION AND MEETING PLANNING MANAGEMENT | 4 CR
An overview of successful convention and meeting planning management including all services, execution, and follow-up. (Same as BUSN 1158.)

Credits: 4 Semesters: Fall