

Hotel and Restaurant Management

Program Number: 10-109-2

Associate in Applied Science Degree

Hospitality Program Cluster

Center for Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6372 or
(800) 322-6282 Ext. 6372

About the Program

The hospitality and tourism industry is the fastest growing industry in the world and the second largest industry in Wisconsin. One out of every 10 workers in Wisconsin is employed in the hospitality and tourism industry. Career opportunities are limitless; however, the expectation for greatest growth is in management and supervisory positions.

The Hotel and Restaurant Management program is designed to develop competencies in leadership, problem solving, communications, cost control, and motivation, team-building, human relations and life skills as they apply to the hospitality and tourism industry.

Through a combination of classroom and on-the-job experiences, the program develops highly skilled entry-level employees to perform in any area of the hospitality and tourism industry. Major components of the industry include: lodging, food service, resort operation, sports facility operation, tourism marketing, special events and festivals, and meetings and conventions.

Hotel and Restaurant Management program credits transfer to UW–Stout towards the Hospitality and Tourism Management degree.

Graduates of this program typically earn \$28,500 to \$35,000.

Curriculum

FIRST YEAR

First Semester		Credits	Hrs/week Lec-Lab
10-109-101	Introduction to Tourism Services.....	3	3-0
10-104-102	Marketing Principles.....	3	3-0
10-801-195	Written Communication	3	3-0
10-804-123	Math with Business Applications.....	3	3-0
10-809-199	Psychology of Human Relations.....	3	3-0
Semester Total		15	

Second Semester

10-101-116	Hotel/Restaurant Accounting 1*	3	3-0
10-109-102	Fundamentals of Meeting Management.....	3	3-0
10-109-136	Tourism Law	3	3-0
20-810-205	Interpersonal/Small Group Communication OR.....	3	3-0
10-801-196	Oral/Interpersonal Communication.....	(3)	(3-0)
10-802-100	Occupational Spanish/Conversation for Tourism.....	3	3-0
10-809-197	Contemporary American Society.....	3	3-0
Semester Total		18	

Summer Semester

10-109-157	Hospitality Internship* (Field Experience)	2	0-8
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SECOND YEAR

First Semester

10-101-117	Hotel/Restaurant Accounting 2*	3	3-0
10-109-124	Fundamentals of Food Preparation*.....	2	1-2
10-109-125	Tourism Management.....	3	3-0
10-109-141	Hospitality Internship Seminar*	1	1-0
10-102-145	Introduction to Human Resources.....	3	3-0
10-316-101	Principles of Sanitation*	1	1-0
<u>Elective.....</u>		<u>3</u>	<u>E</u>
Semester Total		16	

Second Semester

10-109-120	Tourism Business Planning*	3	3-0
10-109-131	Rooms Division Operations*.....	3	3-0
10-109-134	Hotel/Restaurant Cost Control.....	3	3-0
20-809-276	Business Ethics**.....	3	3-0
10-809-195	Economics.....	3	3-0
<u>Elective.....</u>		<u>3</u>	<u>E</u>
Semester Total		18	

* Courses offered only in semester shown.

** Other course options are available. See program advisor for information.

Program Courses

10-101-116 Hotel/Restaurant Accounting 1 3 credits
 A study in the design and use of specialized accounting and financial control systems in management decision-making for hotels and restaurants.

10-101-117 Hotel/Restaurant Accounting 2 3 credits
 Procedures of accounting for hotels and restaurants. Additional topics include analysis of hospitality financial statements, property and equipment, inventory accounting, and hospitality payroll accounting. Prerequisite: 10-101-116 or equivalent.

10-109-101 Introduction to Tourism Services 3 credits
 Introduces new students to the broad spectrum of the leisure services industry. Typical career areas include food service, lodging, travel/tourism, and recreation. The course explores educational options and program career opportunities as well as historical and operational perspectives of the career areas mentioned.

10-109-102 Fundamentals of Meeting Management 3 credits
 Students explore the core issues of meeting planning from the fundamentals to the new trends shaping the meetings industry. Development of meeting timelines, checklists and request for proposal are introduced. Further focus includes the process meeting planners must use in site selections, the value of meeting objectives and format, and attendee expectations.

10-109-120 Tourism Business Planning 3 credits
 Examines the historical development, growth, trends and future directions of profit-oriented commercial tourism. Surveys tourism, recreation and hospitality industries; focuses on starting, marketing and managing a tourism enterprise. Students create commercial tourism business plans.

10-109-124 Fundamentals of Food Preparation 2 credits
 Students learn fundamental knife skills, basic food preparation and how to properly store food. Kitchen organization, setup and cleaning; stations of the kitchen and simple menu planning techniques are also discussed. Prerequisite or concurrent enrollment in 10-316-101.

10-109-125 Tourism Management 3 credits
 Introduces theories, principles and practical application of management skills in the hospitality and tourism industry. Students analyze their current skills and develop a personal management philosophy appropriate to the service industry.

10-109-129 Tourism Marketing 3 credits
 Focuses on the application of sound marketing practices and tools to develop businesses in food service, lodging, recreation, tourism, and destination management.

10-109-131 Rooms Division Operations 3 credits
 Investigates the organization, performance and evaluation of the rooms division of a lodging facility (front desk, reservations, housekeeping and telephone systems) as essential components of operational success and guest satisfaction.

10-109-134 Hotel/Restaurant Cost Control 3 credits
 Presents concepts and techniques of cost control in the hospitality industry. Students select and apply methods, procedures and systems to control costs, and analyze the application, theory and concepts. Students forecast and prepare budgets and income statements, and complete a break-even analysis.

10-109-136 Tourism Law 3 credits
 A preventive approach to the laws and liabilities, as well as responsibilities of owners/operators of hotels, restaurants and travel facilities. Reviews precedent-setting court decisions, legal fundamentals, negligence doctrines, civil rights issues and the relationship between providers and the guests/clients.

10-109-141 Hospitality Internship Seminar 1 credit
 A discussion and analysis of the field experience. Topics include interviewing skills, cover letters, resumes, business ethics, professional appearance and dressing. Provides opportunities to discuss current issues with industry representatives.

10-109-157 Hospitality Internship (Field Experience) 2 credits
 Provides on-the-job field experience required for graduation from the program. Requirements include fifteen hours per week of work experience, a written report analyzing four major management responsibilities, and a professional oral presentation of the written report. Prerequisite: Two semesters in the Hospitality and Tourism Management program.

10-196-193 Human Resources Management 3 credits
 Provides improved understanding of human resources/ personnel management function, techniques and concepts to improve quality of work life and employee satisfaction.

10-316-101 Principles of Sanitation 1 credit
 Covers food-service sanitation principles and the role of food service personnel in the prevention of contamination and food-borne illness. Certification through the Educational Foundation of the National Restaurant Association is a requirement for completion and can be used to apply for state certification.

Recommended Electives:

10-103-133 Excel-Beginning 1 credit

10-103-143 PowerPoint 1 credit

10-109-137 Wine Appreciation 1 credit
 Designed to develop or increase students' knowledge of wine. Students are provided with the basics of wine tasting, the wine making process, how to serve wine, how to select wine for food and food for wine. Includes discussion of wine regions, different grapes and how to read wine labels. Students must be 21 to enroll.

10-109-144 Disney College Internship 3 credits
 This course provides credit for work experience for students selected to participate in the Disney College Program at Walt Disney World in Florida.

10-109-146 Disney College Seminar 3 credits
 This course provides credit for the workshops and seminars required by participants in the Disney College Program.

20-890-200 College Success 1-3 credits
 Recommend taking in first semester.

Career Potential:

- Restaurant Manager
- Assistant Food and Beverage Manager
- Hotel Front Office Manager
- Hotel Executive Housekeeper
- Hotel Sales Manager
- Meeting Planner

With additional education and/or experience, graduates may find employment as:

- Association Executive
- Department Head
- Regional Manager
- District Manager
- Director

More detailed and updated information on this program may be available at: matcmadison.edu. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

Madison Area Technical College provides equal opportunity in education and employment.
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