RCTC PROGRAM PLAN

BUSINESS MANAGEMENT - HOSPITALITY
Associate of Applied Science

I. MINNESOTA TRANSFER CURRICULUM (MnTC)
GENERAL EDUCATION REQUIREMENTS...15 CREDITS
GOAL 1: WRITTEN AND ORAL COMMUNICATION ....…..….4 CR
ENGL 1117, Reading and Writing Critically I, 4 cr

GOAL 3: NATURAL SCIENCES ....…....3 CR
MnTC Goal 3 course with a laboratory
OR
GOAL 4: MATHEMATICS/LOGICAL REASONING...................................…....3 CR
Mathematics must be MATH 1111 college level or above

GOAL 5: HISTORY AND THE SOCIAL AND BEHAVIORIAL SCIENCES .....…….…...3 CR
ECON 1101, Introduction to Economics, 3 cr

GOAL 6: HUMANITIES - THE ARTS, LITERATURE AND PHILOSOPHY .....…….…….3 CR
Credits from MnTC Goal 6

ADDITIONAL GENERAL EDUCATION REQUIREMENTS…………………………....…..2 CR
Students may choose additional elective credits from MnTC Goals 1-10 to meet
the general education requirements.

II. PROGRAM CORE REQUIREMENTS….......……………………………………………22 CREDITS
ACCT 2217, Financial Accounting, 4 cr
ACCT 2234, Computerized Accounting and Business Applications, 3 cr
BUS 1101, Introduction to Business, 3 cr
BUS 2101, Personal Finance, 3 cr
BUS 2150, Global Business, 3 cr
BUS 2232, Principles of Management, 3 cr
BUS 2235, Organizational Dynamics, 3 cr

III. HOSPITALITY MANAGEMENT EMPHASIS…………………...…………..…..…..23 CREDITS
ACCT 2218, Managerial Accounting, 4 cr
BUS 2201, Principles of Marketing, 3 cr
BUS 2210, Legal Environment of Business, 3 cr
BUS 2240, Project Management, 3 cr
BUS 2290, Current Topics in Business, 1 cr
BUS 2507, Operations and Guest Service Management, 3 cr
BUS 2508, Business Analytics and Data Visualization, 3 cr
BUS 2509, Hospitality Revenue Generation Strategies, 3 cr

TOTAL ....60 CREDITS

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PROGRAM OUTCOMES:

Upon completion of the Business Management - Hospitality program at RCTC, students will achieve the following outcomes:

- **Strategic Thinking:** Recognize accounting, economic, marketing and business opportunities/challenges and develop strategies to address them.
- **Data Informed Decision Making:** Apply critical thinking skills and technology to formulate viable solutions to organizational issues.
- **Global Perspective:** Identify domestic, international, cultural, political, and economic issues present in today's work environment.
- **Ethical & Social Responsibility:** Translate ethical and social responsibility concepts into responsible decision-making in a business environment.
- **Organizational Dynamics:** Identify and analyze factors that influence organizational dynamics including teamwork, leadership, communication, and interpersonal skills.
- Demonstrate successful management concepts and practices in hospitality.
- Demonstrate ability to manage and coordinate staff and operations in various hotel departments.
- Demonstrate effective customer service strategies through interactions with guest and vendors, and extend these principles to interactions with superiors, subordinates, and peers.
- Describe the interrelated nature of Hospitality Travel, Entertainment, Recreation, and Tourism.
- Demonstrate problem solving skills and integrate new ways of thinking and learning.
- Explain the current digital landscape in the hospitality industry and role of social media and its direct and indirect influence upon the customer.

ADDITIONAL NOTES:

PURPOSE: The Business Management program provides an overview of the practical and theoretical knowledge needed to help manage organizations. The program is designed to provide opportunities for students to implement and test the skills they learn. The program focuses on preparing careers in sales, management and marketing in the hospitality industry and is designed to provide opportunities for students to apply the skills they learn.

Revised: 02/11/2020
Implementation: Fall 2020