

RCTC PROGRAM PLAN

HOSPITALITY MANAGEMENT

Certificate

I. PROGRAM CORE REQUIREMENTS.....12 CREDITS

BUS 2507, Operations and Guest Service Management, 3 cr

BUS 2508, Sales Management and Analytics, 3 cr

BUS 2509, Hospitality Revenue Generation Strategies, 3 cr

BUS 2235, Organizational Dynamics, 3 cr

TOTAL12 CREDITS

PROGRAM OUTCOMES:

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

- Demonstrate ability to manage and coordinate staff and operations in various hotel departments.
- Apply a working knowledge of sales within the digital ecosystem.
- Prepare for the Google Analytics Certification.
- Demonstrate knowledge of the functions and roles of revenue and e-commerce managers in the hospitality industry.
- Identify and analyze factors that influence organizational dynamics including leadership, teamwork, interpersonal skills, and respect for diversity.

ADDITIONAL NOTES:

PURPOSE: The Hospitality Management certificate is designed to provide practical applications of skills necessary for management in a variety of hospitality related fields. This certificate is designed to provide opportunities for students to implement and test the skills they learn. Students will also receive instructions to prepare them for the Google Analytics Certification.

Implementation: Spring 2024