

BUSINESS ADMINISTRATION, HOSPITALITY AND TOURISM MANAGEMENT - CERTIFICATE



HTMC

Tourism is currently Rhode Island's second-largest industry. CCRI's Hospitality & Tourism Management certificate provides students with the skills and knowledge necessary for successful careers in this growing industry. Graduates are prepared for entry-level positions with hotel, lodging, food service, airlines, airport operations, conventions and meetings, tourism and attractions, casinos and cruise lines. Students will perform a variety of tasks and complete projects to help them develop the skills required to work in the industry. Participating in an internship is highly encouraged.

Program Learning Outcomes

Upon completion of this program, a student will be able to:

1. Demonstrate a general knowledge of how hospitality businesses are organized and managed. (Orientation)
2. Demonstrate effective listening and communication skills to interact with customers and coworkers in a positive, professional, and ethical manner. (Human Resources)
3. Demonstrate competency in resolving guest complaints. (Law Service Management)
4. Explain the organizational structure of a variety of food and beverage operations, including the coordination of front-of-the-house and back-of-the-house operations. (Food Beverage)
5. Outline and describe the functional areas of various types of hospitality organizations. (Orientation)
6. Describe ways to create customer value and engagement through marketing for hospitality and tourism. (Marketing)
7. Understand the distinctive process of service management and the challenges faced by service managers. (Service Management)

Requirements

Code	Title	Hours
BUSN 1600	Orientation to Hospitality Management	3
BUSN 1610	Service Management Principles for Hospitality & Tourism	3
BUSN 2600	Managing Service in Food and Beverage Operations	3
BUSN 2610	Hospitality and Tourism Marketing	3
BUSN 2620	Human Resource Management in Service Organizations	3
BUSN 2630	Hospitality Law	3
Total Hours		18

Recommended Course Sequence

Course	Title	Hours
Year 1		
Semester 1		
BUSN 1600	Orientation to Hospitality Management	3
BUSN 2610	Hospitality and Tourism Marketing	3
BUSN 2600	Managing Service in Food and Beverage Operations	3
Hours		9
Semester 2		
BUSN 2630	Hospitality Law	3
BUSN 2620	Human Resource Management in Service Organizations	3
BUSN 1610	Service Management Principles for Hospitality & Tourism	3
Hours		9
Total Hours		18