

## 2007-08 Catalog: Programs of Study

### Hospitality and Tourism Management (2214)

#### Associate in Science or Associate in Applied Science

#### Mission

The Institute of the South for Hospitality and Culinary Arts is dedicated to the meaningful learning and excellent teaching that enables our students to achieve their full potential in the hospitality, dietetics and food service industries. Our long term goal is to empower students to become leading partners in a dynamic prosperous community.

#### The Program

The Hospitality and Tourism Management program provides students with basic hospitality management principles and training for supervisory/management positions in the hotel, motel, lodging and tourism industry. The program provides students with a foundation for building a rewarding career in a dynamic, growing industry. The hospitality industry is the second largest and fastest growing industry in Florida.

Educational coursework includes emphasis on communication, management, human relations and leadership skills. Through the internship program hospitality management students gain college credit and valuable, profitable work experience.

Candidates for jobs must have an understanding of accounting principles, good customer service skills, basic knowledge of personnel and operations management. A typical job title would be assistant manager (of front desk, housekeeping or operations.)

#### Internships

Students must supply their own health insurance coverage while enrolled in the program. Companies that provide internship sites require students to have insurance coverage while on their premises.

Students will have 600 internship hours with a top national chain, and generally be paid to learn and graduate career-ready.

#### Career Opportunities

Florida experienced a 12% increase in tourism during 2004 alone. According to the U.S. Department of Labor, the industry will grow up to 20% a year until 2012. Employers express a preference for education over experience. Nationally, the demand for graduate hospitality managers already surpasses the number of viable candidates.

#### Certification

This program is accredited by the **Commission on Accreditation for Hospitality Management (CAHM)**, 203 Morris Street, PO Box 400, Oxford MD 21654 (410.226.5527). Graduates are eligible for certification through the **American Culinary Federation (ACF)** and for the National Restaurant Association's **ServSafe Manager certification exam**.

#### Articulations

This A.S. degree program articulates into a bachelor's degree program. For more information, please visit the **Transfer Services** Web site.

#### Rapid Placement

The industry wants professionals who have the formal training needed to build the business from the front of the house. High-end hotels and resorts such as the Ritz-Carlton and Amelia Island Plantation, the Hyatt and Omni hotels, and the Ponte Vedra Inn regularly seek out and employ our graduates.

#### Annual Salaries

The starting salary in this field is \$25,000 to \$30,000. General managers at good hotels can earn \$60,000 to \$100,000 annually.

#### Application Procedure

Immediately upon enrolling and before selecting first semester courses prospective students must be

advised by the program manager to ensure proper course sequencing. They will be advised by a College counselor for general academic and financial direction. This program is offered at North Campus during the day and evening.

Not all courses are offered every term. There is a specific order in which many courses must be completed. The recommended sequence is available in a student handout.

### Cost

Students enrolled in food production courses are required to purchase a knife set and an approved chef's uniform and black non-skid shoes. Students enrolled in dining room courses will be required to purchase dining room uniforms. Textbooks are required for a majority of the courses.

Estimated cost of tuition is \$4,050 (tuition rated for Florida residents, as of 7/07). Contact the program manager for additional costs (books, materials, fees).

### Need More Information? Contact:

**Bob Mark**, North Campus Room D-302, 904.766.6703

### Curriculum

<b>Course Number and Title</b>	<b>Credits</b>
<b>General Education Courses</b>	
<b>ENC 1101</b> English Composition I	3
*Mathematics	3
*Humanities	3
*Social and Behavioral Sciences	3
<b>ENC 1102</b> Writing About Non-Fiction	3
<b>Credit Hours</b>	<b>15</b>
<b>Required Professional Courses</b>	
<b>HFT 1000</b> Introduction to Hospitality Management	3
<b>FOS 1201</b> Sanitation and Safety Management	3
<b>MAR 1011</b> Principles of Marketing	3
<b>FSS 2300</b> Supervision and Personnel Management	3
<b>BUL 2131</b> Business Law I — The Legal Environment of Business	3
<b>HFT 2941</b> Hospitality Internship I	3
<b>SLS 1931</b> Student Life Skills	1
<b>OST 1384</b> Introduction to Customer Service	3
<b>APA 1001</b> Applied Accounting	3
<b>FSS 1250</b> Dining Room Management	3
<b>GEB 1011</b> Introduction to Business	3
<b>ECO 2013</b> Principles of Economics I	3
<b>FSS 1120</b> Management of Food and Beverage Purchasing	3
<b>FSS 1202</b> Food Production I	3
<b>FSS 1221</b> Food Production II	3
<b>HFT 2942</b> Hospitality Internship II	3
<b>FSS 1100</b> Menu and Marketing Management	3
<b>Credit Hours</b>	<b>49</b>
<b>Total Credit Hours</b>	<b>64</b>

\*Refer to A.S. degree **General Education Requirements**.

### Note

You have two options in this program: the associate in science (A.S.) degree, which can prepare you for employment or transfer to a state university, and the associate in applied science (A.A.S.) degree, which is intended primarily for students who want immediate employment after graduation. If you choose the A.S. degree you must take **MAC 1105**, **MGF 1106** or a higher level mathematics. The A.A.S. degree requires **MAT 1033** or higher. Please see an advisor to determine the option that is best for you.

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To request information, contact the Learner Support Center at [info@fccj.edu](mailto:info@fccj.edu) or 904.646.2300.

Revised March 10, 2008