

#0421
HOSPITALITY MANAGEMENT
& EVENT PLANNING
Certificate of Achievement

NOTES:

This Certificate of Achievement is designed to fulfill the needs of a student working in the hospitality field, either as preliminary training to the career or as continuing education within the industry. The coursework provides basic skills and training in the many areas of Food Safety, Production, and Management.

Certificate of Achievement awarded
after successful completion of all
courses with an overall average of 2.0 or
better.

*See the reverse side for course description and NRAEF ManageFirst information.

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About the ManageFirst Program™

The ManageFirst Program, created by the National Restaurant Association Educational Foundation (NRAEF) and managed nationally by National Restaurant Association Solutions, is a management development program that equips students with the key competencies they need to begin or advance their management careers in our demanding industry. The ManageFirst Program is relevant, comprehensive, flexible, and the eventual ManageFirst Professional® credential demonstrates a mastery of competencies to future employers.

HOS-102 Food Management: The management of food and related costs in the professional environment is an underlying factor throughout the hospitality industry. This course provides the framework from which to examine any organization and understand the principles by which they operate and manage food production. Included in the course is the opportunity to receive one NRAEF certificate in Controlling Costs towards the ManageFirst Certification.

HOS-118 Intro to Hospitality: A survey course of the Hospitality Industry which provides students with an overview of the role of management within the profession. The four primary areas of the Hospitality Industry (Food services, accommodations, recreation, and entertainment sectors) are all introduced. Also studied are basic concepts of event planning, ownership, human resources, marketing, cost controls, facilities management, and customer service.

HOS-213 Food & Beverage Purchasing & Cost Control: A more advanced course dealing with the concepts of selection and procurement in the hospitality industry. Special emphasis is given to food cost, the purchasing function, procurement and inventory controls. In addition, forecasting, budgeting, cash management, and profit and loss statements also are studied. Included in the course is the opportunity to receive one NRAEF certificate (Purchasing) towards the ManageFirst Certification.

HOS-211 Human Resources in the Hospitality Industry: This course applies human resource management principles to the hotel and restaurant industry. Topics covered include recruitment, training, motivation, job descriptions and alternative personnel policies. The course emphasizes the vital role of diversity within the industry. Students will consider human resources in the context of a complete operating business. Included in the course is the opportunity to receive one NRAEF Certificate in Human Resources towards the ManageFirst Certification.

HOS-201 Marketing & Event Planning: The field of event planning is one of the most exciting and dynamic aspects of the hospitality industry. In order to be successful, the marketing of not just the business but also the individual is of primary importance. This course offers the opportunity to experience actual event planning while also studying menu, restaurant, and personal marketing in relation to the hospitality industry. Included in the course is the opportunity to receive one NRAEF certificate (Marketing) towards the ManageFirst Certification.

HOS-250-Food Truck Entrepreneur: Food trucks have become a popular and important part of the hospitality industry. This course introduces the fundamentals of owning and operating a food trailer or truck. The relatively low cost of entry combined with free and low-cost ways to market via social media are just two of the reasons that budding entrepreneurs are joining this exciting field. The basics of food vending, business plans, menu planning, production design, location selection, federal/state/local regulations, licenses, and permits will all be covered in the coursework. Students will develop the necessary skills to succeed in this exciting and growing industry while experiencing practical experience in customer service and food trailer operations.

HOS-255 Hospitality Leader Capstone: The Hospitality Leader Capstone completes your HOS experience at CCM by offering the final certifications towards the ManageFirst program. The primary aim is certification in the Serv-Safe Manager program and verification of the other certificates required (Hospitality and Restaurant Management, Controlling Costs, Hospitality Human Resources, and at least one ManageFirst elective). These certificates are the final step at CCM and prepare the student for the 800 hours of required work experience as detailed by the NRAEF.