



# hospitality management

## Associate of Applied Science Program Code: 10-109-2 Total Credits: 65-66

Through Mid-State's Hospitality Management program, students will develop a wide array of skills useful in various roles within hospitality and tourism, including a fundamental understanding of food service operations, hospitality sales and marketing, events planning, management principles, customer service, effective communication, and creative thinking. Students in this program engage in various activities and learning opportunities surrounding hospitality and tourism. You will plan events, produce sales and marketing projects, draft budgets, apply culinary skills and plan menus, practice effective management and customer service, and participate in an industry-related internship.

**Estimated tuition and fees:** [mstc.edu/programcosts](http://mstc.edu/programcosts)

### ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit [mstc.edu/advising](http://mstc.edu/advising).

### CHECKLIST:

This section will be completed when meeting with your academic advisor.

- FAFSA ([www.fafsa.gov](http://www.fafsa.gov))
- Financial Aid Form(s)  
Form(s): \_\_\_\_\_
- Follow-Up Appointment:  
Where: \_\_\_\_\_  
When: \_\_\_\_\_  
With: \_\_\_\_\_
- Official Transcripts  
Mid-State Technical College  
Attention CPL Coordinator  
500 32nd Street North  
Wisconsin Rapids, WI 54494
- Other: \_\_\_\_\_  
\_\_\_\_\_

**mstc.edu**  
**888.575.6782**



**ADAMS CAMPUS**  
401 North Main  
Adams, WI 53910

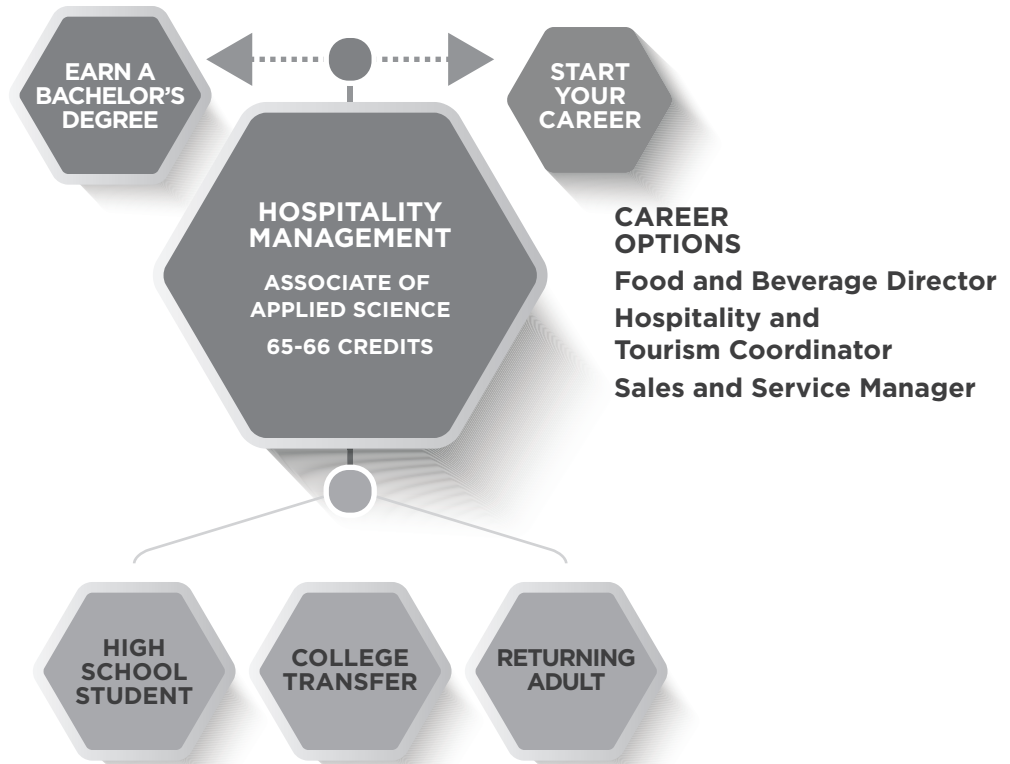
**MARSHFIELD CAMPUS**  
2600 West 5th Street  
Marshfield, WI 54449

**STEVENS POINT CAMPUS**  
1001 Centerpoint Drive  
Stevens Point, WI 54481

**WISCONSIN RAPIDS CAMPUS**  
500 32nd Street North  
Wisconsin Rapids, WI 54494

## BACHELOR'S DEGREE OPTIONS

For more information and additional opportunities, visit [mstc.edu/transfer](http://mstc.edu/transfer).



College Credit • Dual Credit • Military Experience • Work Experience  
Learn about Credit for Prior Learning at [mstc.edu/cpl](http://mstc.edu/cpl).

**BEGIN AT ANY POINT  
IN THE PATHWAY**



## SAMPLE FULL-TIME CURRICULUM OPTION

Term		16 credits
10104102	Marketing Principles	3
10109101	Exploring Hospitality	3
10106106	Quality Customer Service	3
10316112	Sanitation for Food Service Operations	1
10809103	Think Critically & Creatively	3
10801136	English Composition 1	3

Term		18-19 credits
10109105	Hospitality Concept Development	3
10109112	Tourism	3
10109157	Internship-Tourism, Lodging, Guest Services	1
10316125	Introduction to Food Production	3
10316126	Culinary Applications	2
10801196	Oral/Interpersonal Communication <b>-or-</b>	
10801198	Speech	3
10804107	College Mathematics	3
	<b>-or-</b>	
10804118	Intermediate Algebra with Applications	4
	<b>-or-</b>	
10804189	Introductory Statistics	3

Term		16 credits
10109110	Room Operations Division	3
10109130	Hospitality Sales and Promotion	3
10109134	Cost Control-Revenue Management	3
10109158	Internship-Culinary, Food/Beverage, Special Events	1
10316127	Menu Planning	3
10316160	Catering and Special Event Planning	3

Term		15 credits
10109107	Hospitality Law and Liability	3
10196191	Supervision	3
10196193	Human Resource Management	3
10809166	Intro to Ethics: Theory & Application	3
10809198	Intro to Psychology	3

**Total credits 65-66**

Please Note:

- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to [mstc.edu/classfinder](http://mstc.edu/classfinder).

## SAMPLE PART-TIME CURRICULUM OPTION

Term		7 credits
10106106	Quality Customer Service	3
10109101	Exploring Hospitality	3
10316112	Sanitation for Food Service Operations	1

Term		9 credits
10109110	Room Operations Division	3
10801136	English Composition 1	3
10809103	Think Critically & Creatively	3

Term		9-10 credits
10316125	Introduction to Food Production	3
10804107	College Mathematics	3
	<b>-or-</b>	
10804118	Intermediate Algebra with Applications	4
	<b>-or-</b>	
10804189	Introductory Statistics	3
10809198	Intro to Psychology	3

Term		9 credits
10104102	Marketing Principles	3
10109130	Hospitality Sales and Promotion	3
10109157	Internship-Tourism, Lodging, Guest Services	1
10316126	Culinary Applications	2

Term		9 credits
10109105	Hospitality Concept Development	3
10316160	Catering and Special Event Planning	3
10801196	Oral/Interpersonal Communication <b>-or-</b>	
10801198	Speech	3

Term		9 credits
10109112	Tourism	3
10316127	Menu Planning	3
10809166	Intro to Ethics: Theory & Application	3

Term		7 credits
10109107	Hospitality Law and Liability	3
10109158	Internship-Culinary, Food/Beverage, Special Events	1
10196193	Human Resource Management	3

Term		6 credits
10109134	Cost Control-Revenue Management	3
10196191	Supervision	3

**Total credits 65-66**

# course descriptions

## Catering and Special Event Planning

**10316160 .....3 credits**

Introduces how to develop, plan and execute catering and special events to the exacting details of the customer. Emphasis is on the importance of details in planning to achieve the best possible results. Activities will encourage both creative thinking and functionality to ensure customer satisfaction and business profitability.

## College Mathematics

**10804107 .....3 credits**

Designed to review and develop fundamental concepts of mathematics pertinent to the areas of: 1) arithmetic and algebra; 2) geometry and trigonometry; and 3) probability and statistics. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators. Topics include performing arithmetic operations and simplifying algebraic expressions, solving linear equations and inequalities in one variable, solving proportions and incorporating percent applications, manipulating formulas, solving and graphing systems of linear equations and inequalities in two variables, finding areas and volumes of geometric figures, applying similar and congruent triangles, converting measurements within and between US and metric systems, applying Pythagorean Theorem, solving right and oblique triangles, calculating probabilities, organizing data and interpreting charts, calculating central and spread measures, and summarizing and analyzing data.

*Prerequisite: High School GPA of 3.0 or Accuplacer Arithmetic of 250 and QAS 234 or ACT of 17 or Pre-Algebra 834109 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## Cost Control-Revenue Management

**10109134 .....3 credits**

Covers the concepts and techniques of controlling costs with particular emphasis placed on cost-to-sales relationship. Utilizing industry specific technology, students calculate the cost of goods, selling price and relative percentages. They also forecast sales, conduct yield analyses and calculate break-even points.

## Culinary Applications

**10316126.....2 credits**

Applies the basic principles of culinary calculations involved in the purchase, preparation and use of goods related to the hospitality field.

## English Composition 1

**10801136 .....3 credits**

Designed for learners to develop knowledge and skills in all aspects of the writing process. Planning, organizing, writing, editing, and revising are applied through a variety of activities. Students analyze audience and purpose, use elements of research, and format documents using standard guidelines. Individuals develop critical reading skills through analysis of various written documents.

*Prerequisite: High School GPA of 3.0 or Accuplacer Writing of 262 or ACT of 20 or Intro to College Writing 10-831-103 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements. Proficiency in word processing skills recommended.*

## Exploring Hospitality

**10109101.....3 credits**

Introduces students to the broad field of hospitality management. Typical career areas include food service, lodging, travel/tourism, and recreation. The course will explore the industry from historical to contemporary career opportunities.

## Hospitality Concept Development

**10109105 .....3 credits**

Introduces the learner to the basic process and consideration for a hospitality business from concept to start-up. Included in this study will be concept and menu development, equipment, facility layout, and design. This course will evaluate the business idea from a financial, operational, and practical view.

## Hospitality Law and Liability

**10109107 .....3 credits**

Introduces legal principles together with standard business law concepts and emphasizes their implications for the hospitality and tourism industry. Among the topics covered are contracts, torts and negligence, hotel/guest relationships, ADA, food service and employment laws and consumer protection. Case studies involving the basic principles of law assist in developing judgment in these areas.

## Hospitality Sales and Promotion

**10109130 .....3 credits**

Covers sales and promotion in the hospitality industry. The emphasis is on promoting hospitality entities to attract new customers, selling principles and merchandising techniques for products and services, and innovative ways to maintain the interest of existing customers.

## Human Resource Management

**10196193.....3 credits**

Applies skills and tools necessary to perform human resource functions in an organization. Each learner demonstrates skill in following EEOC laws; writing job descriptions; recruiting, selecting, and orienting employees; developing policies and procedures; developing and conducting training; designing performance appraisal plans; developing employee development plans; and selecting compensation and benefit strategies.

## Intermediate Algebra with Applications

**10804118 ..... 4 credits**

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions.

*Prerequisite: High School GPA of 3.0 or Accuplacer Arithmetic of 263 and QAS 234 or ACT of 19 or QAS of 245, or Pre-Algebra 10834109 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

# course descriptions

## **Internship-Culinary, Food/Beverage, Special Events 10109158 ..... 1 credit**

This internship provides students with practical knowledge and experience in the hospitality industry through the lens of restaurant, food and beverage, and special event service workers and managers. Integrating the theories and techniques learned in previous courses with specific off-campus occupational experiences at selected training sites allows students to gain a real-world perspective of this segment of the industry.

*Prerequisites: Admission to Hospitality Management program 101092 and completion of 10 core credits within the Hospitality Management program or consent of instructor.*

## **Internship-Tourism, Lodging, Guest Services 10109157 ..... 1 credit**

This internship provides students with practical knowledge and experience in the hospitality industry through the lens of tourism, lodging, and guest services. Integrating the theories and techniques learned in previous courses with specific off-campus occupational experiences at selected training sites allows students to gain a real-world perspective of this segment of the industry. Students will be taking this course as part of the National Restaurant Association's "Manage First" program and will take an industry certification exam at the end of the course.

*Prerequisites: Admission to Hospitality Management program 101092 and completion of 10 core credits within the Hospitality Management program or consent of instructor.*

## **Intro to Ethics: Theory & Application 10809166 ..... 3 credits**

Provides a basic understanding of the theoretical foundations of ethical thought. Diverse ethical perspectives are used to analyze and compare relevant issues. Students critically evaluate individual, social, and/or professional standards of behavior, and apply a systemic decision-making process to these situations.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## **Intro to Psychology 10809198 ..... 3 credits**

This introductory course surveys the multiple aspects of human behavior. It involves a survey of the theoretical foundations of human functioning in such areas as learning, motivation, emotions, personality, deviance and pathology, physiological factors, and social influences. It directs the student to an insightful understanding of the complexities of human relationships in personal, social, and vocational settings.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## **Introduction to Food Production 10316125 ..... 3 credits**

Introduces quantity food production to the non-culinary student. Topics include the preparation of a variety of menu items, equipment use, cooking methods and terminologies, recipe conversion and the essentials of timing and coordination of service.

*Prerequisite: Sanitation for Food Service Operations 10316112*

## **Introductory Statistics 10804189 ..... 3 credits**

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course.

*Prerequisite: High School GPA of 3.0 or Accuplacer QAS 241 or ACT of 19 or Pre-Algebra 834109 with a grade of "C" or better or College Math 804107 with a grade of "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## **Marketing Principles 10104102 ..... 3 credits**

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

## **Menu Planning 10316127 ..... 3 credits**

A hands-on approach to planning, creating, and maintaining effective menus. Discussions include menu items and placement, food costing and creative menu designs for visual appeal. Menu planning and design software may be utilized.

## **Oral/Interpersonal Communication 10801196 ..... 3 credits**

Focuses upon developing speaking, verbal, and non-verbal communication, and listening skills through individual presentations, group activities, and other projects.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237, or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## **Quality Customer Service 10106106 ..... 3 credits**

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.

## Room Operations Division

### 10109110.....3 credits

Investigates the organization, performance, evaluation, and interdependency of the rooms division of a lodging facility (front desk, reservations, housekeeping, facilities, and telephone systems) as essential components of operational success and guest satisfaction.

## Sanitation for Food Service Operations

### 10316112 ..... 1 credit

Focus on the development of skills to follow sanitation and hygiene provisions in state codes. The Servsafe certification test is included.

## Speech

### 10801198 .....3 credits

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course. Bring transcripts for further evaluation if they do not meet these requirements.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading of 253, Writing of 262, or ACT of 21 Reading/19 Writing, or completion of Intro to College Writing and/or Intro to College Reading with a "C" or better or equivalent. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## Supervision

### 10196191 .....3 credits

Applies skills and tools necessary to perform the functions of a contemporary frontline leader. Students engage in operational planning, analyze organizational structures, review the staffing process, employ techniques to enhance employee personal and group effectiveness, and develop control techniques to measure effectiveness in the above areas.

## Think Critically & Creatively

### 10809103 .....3 credits

Provides instruction in the vital, realistic, and practical methods of thinking that are in high demand in all occupations of substance today. Provides in-depth consideration of decision making, problem solving, detailed analysis of ideas, troubleshooting, argumentation, persuasion, creativity, setting goals and objectives, and more. Students apply specific thinking strategies and tools to situations in a wide variety of workplace, personal, academic, and cultural situations. Classroom instruction is based on demonstration, discussion, projects, and teamwork. Assignments range from the short and simple to the detailed and complex. Focuses on reality and practicality throughout.

*Prerequisite: High School GPA of 3.0 or Accuplacer Reading Skills of 236, Writing of 237 or ACT of 15 Reading/16 Writing. Students are encouraged to bring transcripts for further evaluation if they do not meet these requirements.*

## Tourism

### 10109112 .....3 credits

Focuses on the opportunities and advantages of approaching tourism from a community viewpoint. Students study the economic, employment and environmental impact of tourism on the quality of life experienced by a community. Particular emphasis will be placed on the impact of tourism in WI.