<table>
<thead>
<tr>
<th>Credential Options</th>
<th>Cost Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Certified Guest Services Professional (American Hotel and Lodging Educational Institute)</strong></td>
<td><strong>Exam</strong></td>
</tr>
<tr>
<td>Certified Guest Service Professionals go above and beyond the call of duty to deliver a personal</td>
<td>• $58.00 (members)</td>
</tr>
<tr>
<td>touch to engage and connect with guests and anticipate their needs. The CGSP designation provides</td>
<td>• $85.00 (non-members)</td>
</tr>
<tr>
<td>recognition for those individuals who know how to deliver exceptional service and create</td>
<td>o Includes online study resources and exam.</td>
</tr>
<tr>
<td>memorable experiences.</td>
<td></td>
</tr>
<tr>
<td>Approximate Completion Time: <strong>1 week.</strong></td>
<td></td>
</tr>
<tr>
<td>Difficulty Level: <em>(Low, Moderate, High, Very High)</em>: <strong>LOW</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Certified Front Desk Representative (American Hotel and Lodging Educational Institute)</strong></td>
<td><strong>Exam</strong></td>
</tr>
<tr>
<td>Front desk representatives play a key role in giving guests an excellent experience. The Front</td>
<td>• $50.00 (members)</td>
</tr>
<tr>
<td>Desk Representative certification recognizes that these employees are skilled at the many key</td>
<td>• $75.00 (non-members)</td>
</tr>
<tr>
<td>tasks they must perform and that they always provide an outstanding experience for guests at the</td>
<td>o Include online study resources and exam.</td>
</tr>
<tr>
<td>property.</td>
<td></td>
</tr>
<tr>
<td>Approximate Completion Time: <strong>1-2 months.</strong></td>
<td></td>
</tr>
<tr>
<td>Difficulty Level: <em>(Low, Moderate, High, Very High)</em>: <strong>LOW</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TIPS (Training for Intervention ProcedureS)</strong></td>
<td><strong>Exam</strong></td>
</tr>
<tr>
<td>TIPS is a dynamic, skills-based training program designed to prevent intoxication, drunk driving</td>
<td>• $40.00</td>
</tr>
<tr>
<td>and underage drinking by enhancing the fundamental “people skills” of servers, sellers, and</td>
<td></td>
</tr>
<tr>
<td>consumers of alcohol. This can be achieved through a TIPS Trainer or through eTIPS, the online</td>
<td></td>
</tr>
<tr>
<td>training course. Candidates must be 18 in CO.</td>
<td></td>
</tr>
<tr>
<td>Approximate Completion Time: <strong>2-3 hours (valid for 3 years)</strong></td>
<td></td>
</tr>
<tr>
<td>Difficulty Level: <em>(Low, Moderate, High, Very High)</em>: <strong>LOW</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Training and credentialing may vary based on the needs of the employer and the trajectory of the      |
apprentice. The above information suggests a sample of what the apprenticeship would entail. Employers |
may suggest an alternative credential to be vetted by the CareerWise Product Team.*
Hospitality Management Coursework

Overview

The following coursework is recommended for the Hospitality Management apprenticeship. This list of coursework is a menu of course options that we have identified as relevant to a Hospitality Management occupation. The following courses do not represent the comprehensive list of coursework offered at every school. A description of each course is listed below.

Denver Metro Area

MSU Denver | Hotel Management Certificate
Total: 21 credits

Human Resources for Hospitality (HTE 3550) | 3 credits

In this course, students examine the human resources and management issues that are prevalent in the hotel, restaurant, tourism, and events industries. The course explores planning, organizing, goal setting, and communicating effectively. Equal Employment Opportunity (EEO), diversity, recruitment, and training are also covered in this course.

Legal Aspects of Hospitality (HTE 3580) | 3 credits

This course provides an overview of the legal fundamentals that apply to operations and management in the hospitality and tourism industries with an emphasis on preventative management practices. Legal procedures, Civil Rights, contract law, negligence, relationships with guests, and specialized liabilities related to food and alcohol service and tourism companies are covered. Additional topics of contemporary legal issues as they relate to employment practices, market regulations, and franchising.

Hospitality Negotiations & Sales (HTE 4730) | 3 credits

This course provides an overview of the legal, ethical, and practical environment which impacts the negotiation of meeting contract and the execution of the events in which they represent. It examples the strategies of negotiation and sales.
Hospitality Management Coursework

**Hospitality Leadership (HTE 4750) | 3 credits**

In this course, students explore theoretical findings concerning leadership and brings them to life through practical application. Students complete a series of self assessment to identify their management and leadership styles and traits. The course addresses the importance of leadership, charisma and characteristics of leaders. The meaning of ethics, social responsibility, power, and politics in the hotel, restaurant, tourism, and event industries are investigated through role play and debate.

**Hotel Front Office (HTL 2512) | 3 credits**

This course examines hotel-front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. Students identify effective front-office management, with particular attention to the planning and evaluation of front-office operations. Front-office procedures and management are placed within the context of the overall operation of the hotel.

**Hotel Housekeeping (HTL 3522) | 3 credits**

This course demonstrates how to manage housekeeping operations in the hotel industry. Students study the management of direct housekeeping day-to-day operations from the big picture perspective down to technical details. This course examines the interrelation of hotel departments, and maximum guest service and profitability.

**Hotel Property Management (HTL 3652) | 3 credits**

In this course, students examine blueprint reading, building construction safety, utility requirements, and mechanical systems as they relate to managing a hospitality property.
Hospitality Management Coursework

Emily G. Tech. College | Hospitality Administration and Management Certificate
Total: 22-23 credits

Management for the Hospitality Industry (HOS 105) | 3 credits
Describes the history, development, and operation of the hospitality industry including careers in the industry, management practices, accounting procedures, destinations and lodging.

Introduction to Hospitality (HOS 110) | 3 credits
Introduces learners to careers and the organization and structure of the Hospitality Industry including: hotels, restaurants, non-commercial food service, travel and tourism, conventions and meetings, clubs and other food service entities. Topics include exploring career opportunities, understanding the world of Hotels and Restaurants, Food Service Organizational structures, an introduction to the Meetings Industry, and analyzing the size and scope of the Noncommercial Foods segment.

Service Management (HOS 120) | 3 credits
Describes the differences between managing and marketing services for hospitality students, or those interested in service industries. The course focuses on understanding, analyzing, and measuring service, especially in the hospitality segment.

Large Scale Events (HOS 208) | 3 credits
Examines large scale events and their specific needs for concerts, conventions, and sporting events.

Hotel Operations (HOS 251) | 3 credits
Studies hotel operations covering such aspects as the hotel organization chart, job analysis and design, managing human resources, production and serving controls, calculating food and beverage costs, and telecommunication systems. Case problems provide the students the opportunity to develop control systems for food and lodging organizations and understand the hierarchy of career advancement in a hotel environment.
Hospitality Management Coursework

**Hospitality HR Management (HOS 255) | 3 credits**

Studies the technical and legal challenges of hospitality human resource management from working within today’s employment laws to controlling absenteeism, dealing with unions, handling discipline and termination, and creating affordable wages and benefit programs. Explores controlling costs, increasing motivation and productivity, and how to find and keep good employees.

**Internship (HOS 280) | 5 credits**

Exposes the learner to the practical application of course studies in the hospitality industry. The course consists of practical experience in a hotel, restaurant, convention center, resort, tourism operation, or other professional opportunity in the hospitality industry. **NOTE: This is hopefully be fulfilled by the work done through their apprenticeship.**

**Pickens Technical College | Relevant coursework**

**Management for the Hospitality Industry (HOS 105) | 3 credits**

Describes the history, development, and operation of the hospitality industry including careers in the industry, management practices, accounting procedures, destinations and lodging.

**Introduction to Hospitality (HOS 110) | 3 credits**

Introduces learners to careers and the organization and structure of the Hospitality Industry including: hotels, restaurants, non-commercial food service, travel and tourism, conventions and meetings, clubs and other food service entities. Topics include exploring career opportunities, understanding the world of Hotels and Restaurants, Food Service Organizational structures, an introduction to the Meetings Industry, and analyzing the size and scope of the Noncommercial Foods segment.

**Planning for Special Events (HOS 131) | 3 credits**

Provides a basic knowledge of the planning and development of an event or meeting, including the budgeting, arranging of entertainment and catering, and the lodging of participants.
Hospitality Management Coursework

**Introduction to Sales (MAR 110) | 1 credit**

Enables the student to understand and develop a solid foundation of the Fundamentals of Selling. This includes the nature of selling, the steps in the selling process and delivering an effective product demonstration and/or sales presentation.

**Principles of Sales (MAR 111) | 3 credits**

Enables the student to understand and develop ethical sales techniques and covers the role of selling in the marketing process. Areas of emphasis include behavioral considerations in the buying and selling process and sales techniques.

**Event Marketing/Communications (MAR 202) | 3 credits**

Defines the importance and role of marketing, media and public relations in the event planning industry. Identify marketing and communication tools such as social media, promotional events, networking and blogs. Design a marketing plan to include target market research, communication tools, objectives, strategies, and implementation.

**Customer Service (MAR 160) | 3 credits**

Enables students to learn the relationship of self to customers, problem solve and understand the importance of communicating with customers. Specific emphasis is given to managing customer expectations by building customer rapport and creating positive outcomes.

**Principles of Marketing (MAR 216) | 3 credits**

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.

Northern Colorado / Ft. Collins

**Front Range CC (Larimer campus only) | Hotel Management Certificate**

Total: 24 credits

This program is designed for students wanting to complete a one-year (two semesters) Certificate in Hotel Management and enter the workforce. Students explore all phases of hotel operations. This program provides immediate entry-level career opportunities.
Hospitality Management Coursework

upon completion. This certificate program introduces students to planning for special events, convention management, and hotel sales and marketing.

**Planning for Special Events (HOS 131) | 3 credits**

Provides a basic knowledge of the planning and development of an event or meeting, including the budgeting, arranging of entertainment and catering, and the lodging of participants.

**Hotel Operations (HOS 251) | 3 credits**

Studies hotel operations covering such aspects as the hotel organization chart, job analysis and design, managing human resources, production and serving controls, calculating food and beverage costs, and telecommunication systems. Case problems provide the students the opportunity to develop control systems for food and lodging organizations and understand the hierarchy of career advancement in a hotel environment.

**Hospitality HR Management (HOS 255) | 3 credits**

Studies the technical and legal challenges of hospitality human resource management from working within today’s employment laws to controlling absenteeism, dealing with unions, handling discipline and termination, and creating affordable wages and benefit programs. Explores controlling costs, increasing motivation and productivity, and how to find and keep good employees.

**Convention Management (HOS 141) | 3 credits**

Prepares students for a management position in the convention industry. The course defines the scope and segmentation of the convention and group business market, describes marketing and sales strategies to attract markets with specific needs, and explains techniques to meet those needs as part of meeting and convention service. The class meets for a total of 45 hours. At the conclusion of the course, students will take a nationally recognized test from the Educational Institute of the American Hotel and Lodging Association.

**Hotel Sales & Marketing (HOS 242) | 3 credits**

Focuses on the basic elements of sales, marketing, rooms merchandising, convention planning, and basic food and beverage knowledge. The course
Hospitality Management Coursework

emphasizes the relationship between the sales philosophy, the guest, and the hotel.

Cost Controls (CUA 261) | 3 credits

Provides students with the opportunity to learn the types of costs usually found in the food service industry. Students will learn to apply control techniques to a variety of costs and sales. They will also learn to interpret a variety of financial reports which reflect the relationship between costs and income. Students may take the national Cost Controls test from the National Restaurant Association Education Foundation. If they pass the test with 75% or higher, they will receive a national certificate for the course.

Managerial Finance (MAN 225) | 3 credits

Examines the concepts and techniques used to analyze financial accounting information for managerial planning, decision-making and control. The focus of the course is on decision-making relating to the areas of budgets, forecasts, cost volume production, Return on Investment (ROI) and financial statements.

Introduction to PC Applications (CIS 118) | 3 credits

This course introduces basic computer terminology, file management, and PC system components. Provides an overview of office application software including word processing, spreadsheets, databases, and presentation graphics. Includes the use of a web browser to access the Internet.

Eagle / Vail Valley

Colorado Mountain College | Hospitality Operations Certificate
Total: 25 credits

Introduction to Hospitality (HOS 110) | 3 credits

Introduces learners to careers and the organization and structure of the hospitality industry including: hotels, restaurants, non-commercial food service, travel and tourism, conventions and meetings, clubs, and other food service entities. Topics include exploring career opportunities, understanding the world of hotels and restaurants, food service organizational structures, an introduction to the meetings industry, and analyzing the size and scope of the non-commercial
**Hospitality Management Coursework**

This course has a fee that may be non-refundable. Please see the registration staff for more information.

**Housekeeping Management (HOS 139) | 2 credits**

The basics of housekeeping management will be introduced in this course. Management functions, tools, and practices essential for supervision of the housekeeping department of a resort or hotel facility will be presented.

**Front Office Procedures (HOS 140) | 2 credits**

A systematic approach to front office procedures is presented by detailing the flow of business through a hotel beginning with the reservation process and ending with billing and collection processes. This course also places front office procedures within the context operation of a hotel and examines front office management, the process of handling complaints and concerns regarding hotel safety.

**Introduction to Food & Beverage Management (HOS 148) | 3 credits**

A marketing-focused approach to the challenges a food and beverage manager faces in developing a solid customer base is presented in this course. Topics include principles of food production and service management, including menu planning, purchasing, storage, beverage management, and food service layout and equipment. Students will prepare a plan for a food service facility.

**Basic Hotel & Restaurant Accounting (HOS 221) | 3 credits**

This course will help you develop a basic understanding of hotel and restaurant accounting procedures, with a focus on the computerized accounting used in today’s hospitality accounting situations. You’ll learn about taxation of business income, the role of governmental agencies, and how to read and analyze financial statements.

**Supervision in the Hospitality Industry (HOS 226) | 3 credits**

This course teaches the skills that can help you develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques. Resources on creating a professional development plan for your hospitality career can help you set the direction for future educational and professional endeavors.
Hospitality Management Coursework

**Hotel Sales and Marketing (HOS 242)** | 3 credits

Focuses on the basic elements of sales, marketing, rooms merchandising, convention planning, and basic food and beverage knowledge. The course emphasizes the relationship between the sales philosophy, the guest, and the hotel.

**Food, Beverage and Labor Cost Control (HOS 250)** | 3 credits

Introduces the student to concepts of food, beverage, and labor cost control in the hospitality business.

**Work Experience I (HOS 287)** | 3 credits

Provides work experience for students to gain practical work experience related to their educational program. **NOTE: This is hopefully be fulfilled by the work done through their apprenticeship.**