

# Associate of Applied Business Degree Public Service Technologies

## Hotel and Lodging Management (9281)

According to the Occupational Outlook Handbook, the predicted growth in employment in the Hotel and Lodging industry is above average through the year 2005 as the increase in both business and leisure travel will generate expansion in this industry. The handbook also notes that "post-secondary training in Hotel or Restaurant Management is preferred for most hotel management positions."

Lakeland's Hotel and Lodging Management program provides students with the professional qualifications for the industry, as well as a broad business and liberal arts foundation that will extend employment opportunities and contribute to career advancement.

Positions in the hospitality industry include those of general manager, executive housekeeper, and within the areas of front desk, room management, human resources management, food and beverage management, meeting site planning, outside sales, and loss prevention.

**A certificate is also available.**

### First Semester:

|                             |  |   |
|-----------------------------|--|---|
| BUSM 1300 . . . . .         | Introduction to Business . . . . .           | 3 |
| <b>ENGL 1110*</b> . . . . . | <b>English Composition I (A)</b> . . . . .   | 3 |
| <b>OR</b>                   |  |   |
| <b>ENGL 1111</b> . . . . .  | <b>English Composition I (B)</b> . . . . .   | 3 |
| MATH 1040 . . . . .         | Applied Business Mathematics . . . . .       | 2 |
| ITIS 1000** . . . . .       | Introduction to Personal Computers . . . . . | 1 |
| TOUR 1100 . . . . .         | Introduction to Tourism . . . . .            | 3 |
| TOUR 1400 . . . . .         | American and European Travel . . . . .       | 4 |

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### Second Semester:

|  |  |   |
|--|--|---|
| BUSM 2000 . . . . .  | Principles of Management . . . . .                         | 3 |
| ECON 1150 . . . . .  | Basic Economics . . . . .                                  | 3 |
| ENGL 1120 . . . . .  | English Composition II . . . . .                           | 3 |
| ITON 1050 . . . . .  | Using Microsoft Windows 7 . . . . .                        | 1 |
| TOUR 1700 . . . . .  | Introduction to Casino Operations and Management . . . . . | 3 |
| TOUR 1800 . . . . .  | Hotel/Motel Management . . . . .                           | 2 |
| Choose course(s) from the Related Electives list . . . . . |  | 3 |

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### Third Semester:

|  |  |   |
|--|--|---|
| BUSM 1400 . . . . .  | Professional Personal Selling . . . . .                          | 3 |
| <b>SPCH 1050***</b> . . . . .  | <b>Fundamentals of Public Speaking</b> . . . . .                 | 2 |
| <b>OR</b>  |  |   |
| <b>SPCH 1150</b> . . . . .   | <b>Fundamentals of Interpersonal Communication</b>               |   |
| TOUR 2300 . . . . .  | Room Operation Management and<br>Computer Reservations . . . . . | 5 |
| Choose course(s) from the Arts and Humanities Electives list . . . . . |  | 3 |
| <b>(1st 8 weeks)</b>   |  |   |
| TOUR 2250 . . . . .  | Principles of Food and Beverage Management . . . . .             | 2 |
| <b>(2nd 8 weeks)</b>   |  |   |
| TOUR 2260 . . . . .  | Hospitality Cost Control and Loss Prevention . . . . .           | 2 |

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### Fourth Semester:

|                     |  |   |
|---------------------|--|---|
| ACCT 1100 . . . . . | Introduction to Financial Accounting . . . . .   | 4 |
| BUSM 2300 . . . . . | Human Resource Management . . . . .              | 3 |
| BUSM 2500 . . . . . | Principles of Marketing . . . . .                | 3 |
| TOUR 2700 . . . . . | Group Travel and Meeting Site Planning . . . . . | 4 |
| TOUR 2800 . . . . . | Directed Participation . . . . .                 | 4 |

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**Program Total: 69**

*\*English course selection is based on placement test results (ENGL 1111 is 4 credits, only 3 credits apply to the degree).*

*\*\*Students may substitute ITIS 1005. This 3 credit course may be needed for students transferring to a four-year college. The additional credits can be applied towards the Related Electives credits.*

*\*\*\*Students may substitute either SPCH 1000 or SPCH 1100. One of these 3 credit courses may be required for students transferring to a four-year college.*

### Related Electives: minimum 3 credits

|                      |  |   |
|----------------------|--|---|
| BUSM 1800 . . . . .  | Essentials of Management and Supervision . . . . . | 3 |
| BUSM 2100 . . . . .  | Business Law I . . . . .                           | 3 |
| BUSM 2200 . . . . .  | Organizational Behavior . . . . .                  | 3 |
| BUSM 2530 . . . . .  | Advertising . . . . .                              | 3 |
| GEOG 1600 . . . . .  | World Regional Geography . . . . .                 | 3 |
| ITIS 1005* . . . . . | Computers and Information Processing . . . . .     | 3 |

*\*Students who substitute ITIS 1005 for ITIS 1000 can apply the additional 2 credits towards the Related Electives credits.*

### Arts and Humanities Electives: minimum 3 credits

ARTS 1120, 2220, 2230; ENGL 2250, 2260, 2280, 2290; HUMX 1100, 1200; MUSC 1200, 1215, 1800, 2200, 2250; PHIL 1500, 2000