

CERTIFIED HOSPITALITY ENTREPRENEUR – CERTIFICATE OF ACHIEVEMENT

TOP Code:

1307.00

This program concentrates on the approach of a hospitality entrepreneur and core attributes that build the foundation in the goal of launching and running a successful hospitality business. This curriculum will give students the opportunity to explore, solidify and apply these traits to any path they choose to pursue in the hospitality industry.

Instruction includes all aspects of hospitality law, cost control and budgeting, critical thinking, creative thinking, problem-solving, innovation, empowerment, marketing, and management.

A Certificate of Achievement is awarded upon completion of all required courses with a grade of C or better.

Program Outcomes

- Evaluate the contributing factors that influence hospitality businesses including governmental, financial, human resource, hospitality law, global, technological and other considerations.
- Discuss hospitality entrepreneurial risks, difficulties and opportunities.
- Evaluate the projected target market and significance in this segment.
- Cultivate realistic budget for proposed financial goals.
- Develop hospitality business plan that aligns with current industry demands.

Requirements for the Certificate of Achievement

Code	Title	Units
BUS 116	ENTREPRENEURSHIP	3
HOSP 021	FOOD, BEVERAGE, AND LABOR COST CONTROL	3
HOSP 050	HOSPITALITY LAW	3
MRKT 150	SOCIAL MEDIA MARKETING FOR BUSINESS	3
Total Units		12

This Certificate of Achievement is not eligible as a major for an Associate Degree.