



Entrepreneurship Hospitality Certificate

2018–2019

DESCRIPTION:

The Entrepreneurship Certificate focusing on Hospitality consists of nine courses covering 24 credit hours and can be taken in as short as two semesters. This certificate will provide an entrepreneurial skill set to students that wish to open a hospitality-related small business. Students will gain core knowledge in the foundation areas of hospitality such as safety, marketing, and financial analysis. Entrepreneurial knowledge will center on market research, segmentation and analysis, product development, revenue identification, sales forecasting, and sources of financing. This certificate is meant to benefit a wide range of end users. Current students in either the Entrepreneurship Major or Hospitality Major can benefit by taking the additional classes to enhance their chances of opening a business. Small business owners are able to earn a certificate while improving their operations of an existing business. Potential students can also utilize this certificate as continuing education in order to advance with their current employer in the hospitality industry.

ADMISSION REQUIREMENTS:

This is a non-selective, open-admission program.

ONGOING REQUIREMENTS:

Students must maintain the minimum overall GPA required by the College.

OPPORTUNITIES FOR GRADUATES:

Career:

Completion of the Entrepreneurship Certificate focusing on Hospitality Management will provide students with the knowledge and skill sets to open their own small business in the hospitality industry. Some common job titles for Certificate degree candidates include owner, entrepreneur, and manager.

In addition to the Business Management core outcomes, a student pursuing the Entrepreneurship Certificate focusing in Hospitality Management will be able to demonstrate knowledge of the skills needed to start a new business and knowledge of the research methods and skills needed to start, expand, or purchase a business. Also, the student will be able to develop a business plan, list and explain the major factors influencing the success or failure of a small business, and demonstrate knowledge of the functional and interpersonal management skills needed to operate a small business.

Transfer:

Entrepreneurship Certificate does not have Transfer Paths due to the nature of the content. Students will be prepared to open a small business upon completion of the program.

CERTIFICATE REQUIREMENTS (ENTREPRENEURSHIP HOSPITALITY CERTIFICATE):**FIRST SEMESTER**

Course	Term	Credits	Milestones/Progress Check
BMGT1102 Interpersonal Skills	AU/SP/SU	2	
BMGT2231 Fundamentals of Entrepreneurship	AU/SP/SU	3	
BOA1102 Excel I	AU/SP/SU	2	
HOSP1122 Hospitality Facilities and Sanitation	AU/SP/SU	2	
BMGT1210 21ST Century Supervision	AU/SP/SU	3	
Semester Credits		12	

SECOND SEMESTER

Course	Term	Credits	Milestones/Progress Check
BMGT2232 Entrepreneurship: Business Plan Development	AU/SP/SU	3	
BOA1111 Bookkeeping	AU/SP/SU	3	
HOSP2207 Hospitality Financial Analysis	AU/SP/SU	3	
HOSP2246 Hospitality Sales and Marketing	AU/SP	3	
Semester Credits		12	
Total		24	

*AU: Autumn Semester/SP: Spring Semester/SU: Summer Semester
Requirements subject to change.*