



Hospitality and Tourism Management Certificate Program

Dates: Saturdays, June 17 - Aug. 5, 2017 (*No class: July 8, 29*)

Time: 10:00am – 4:00pm

Contact Hours/CEUs: 30/3.0

Location: FAU, Boca Raton Campus, College of Business

Fee: \$899 (*Includes instructional materials, lunch, and parking.*)

Contact: Sarah Wilson, 561-297-2366 or SarahWilson@fau.edu

Register at: <https://faucoep.hobsonsradius.com/ssc/aform/x8kk5sC78720x6700ICL.ssc>

Program Focus:

The hospitality and tourism industry is critical to the world, national, state, and regional economy. Between 2009 and 2018, the World Travel & Tourism Council predicts that the nation's third largest industry will support almost 17 million jobs accounting for 11.9% of total employment. Florida Atlantic University's Hospitality Management Certificate Program provides participants with the essential skills and knowledge necessary for career development in this exciting field.

Designed For:

The program will benefit participants from all segments of the industry, including: hotels, restaurants, cruise lines, theme parks, destination marketing organizations, destination management companies, tour operators, travel agencies (both on line and brick & mortar), private clubs, casinos, resorts, meetings & events, conventions & visitors bureaus, and the like. The participants who would benefit the greatest include:

- Hourly hospitality associates with the desire to move into a supervisory role
- Current hospitality supervisors who have had a single focus role and are seeking to move up within their organization
- Current hospitality professionals who are seeking formal training
- Individuals new to the hospitality field who may already possess a formal education in another discipline

Program Overview:

This 6-module program covers the core components required for success as hospitality professional.

Week 1 (6/17):	Management Competencies for Hospitality Success
Week 2 (6/24)	Analyzing Performance for Hospitality Supervisors, Managers, and Leaders
Week 3 (7/1):	Meetings & Events Management for the Hospitality Professional
Week 4 (7/15):	The Law & You as a Hospitality Supervisor
Week 5 (7/22):	Basics of Hospitality Marketing and Revenue Management
Week 6 (8/05):	Excellence in Guest Service – It's All About Our Guests

All participants will receive a Florida Atlantic University certificate upon satisfactory completion of assignments, individual study assignments, learning assignments and class discussions. Attendance and class participation are integral components of the teaching-learning process for this course. It is expected that students will arrive and leave on time and attend ALL class sessions. To receive the FAU certificate, unexcused class absences must NOT EXCEED ONE (1) SESSION. Any students who miss more than the allotted absences, and who have not provided advance notice or a documented excuse will not be awarded a certificate.