
Specialized Associate Degree – Guest Services

Objective: This program is designed to prepare graduates for entry-level positions in guest service management, in the lodging, wine, and tourism related industries, as well as sales and marketing positions in any industry. This multi-disciplined program concentrates on critical thinking and decision-making skills with special emphasis on guest services, event and meeting planning, wine sales and marketing, project management, leadership, and motivation. The emphasis on entrepreneurship includes creating, financing, marketing and managing a business. Special emphasis is placed on the accounting essentials and the legal aspects in business. The classes will prepare the student for assumption of supervisory responsibility within an organization. Other current topics include social media marketing, human resource management, e-commerce, and introduction to the spa industry. A comprehensive 120-hour internship and Guest Service Professional Certification are included in the program. In keeping with the philosophy of the College, the emphasis in this program is placed on marketable skills.

The Specialized Associate Degree – Guest Services program prepares the student to earn the following certificates and certifications from the Educational Institute of the American Hotel & Lodging Association (EI):

Certificates: Managing Front Office Operations
Sales and Marketing for the Hospitality Industry
Fundamentals of Destination Management and Marketing
Spa: A Comprehensive Introduction
Leadership and Management in the Hospitality Industry
Convention Management and Service
Supervision in the Hospitality Industry
Managing Service in Food and Beverage Operations

Certifications: Certified Guest Service Professional.

Note: Certifications are not required to be employed in the career field or to graduate from the program, but they are highly recommended. Exams may be taken at the on-campus Prometric/VUE Testing Center.

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Empire College
Business – Law – Technology – Medical

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Expected Educational Outcomes: Upon completing the Specialized Associate Degree - Guest Services program, students will have demonstrated:

1. A working knowledge of entrepreneurship principles including the process to create, finance, market, and manage businesses or other organizations.
2. A comprehensive portfolio with a small business plan including online components.
3. An in-depth understanding of the software utilized in the business setting including word processing, spreadsheet, desktop publishing, Outlook, and presentations.
4. A competence in using language arts to produce professional documents and correspondence.
5. An ability to apply accounting essentials, business law concepts, planning, presentation, critical thinking, and decision-making management skills.
6. An understanding of ethical and professional practices and appropriate business etiquette.
7. An understanding of event planning and familiarity with the nature and scope of today's meetings and conventions market.
8. Basic knowledge of grape growing, vocabulary, and wine tasting skills.
9. Understanding of supervising employees, marketing strategies as they relate to the hospitality industry, and the study of tourism.
10. Ability to use reference sources available to the travel industry to complete itinerary planning such as: cruise travel, tour packages (both domestic and international), rail travel, hotels, and airline reservations.
11. Familiarity with sales techniques needed to work in the competitive environment of all areas of the hospitality and tourism industry.
12. Familiarity with aspects of the travel and hospitality industry and how they are interrelated.
13. Knowledge of how food service professionals create and deliver guest-driven service, enhance value and build guest loyalty, and promote repeat business.

Specialized (Occupational) Associate Degree awarded upon successful completion of all graduation requirements.

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Program Outline: Requirements for Graduation

Class No.	Class Title	Hours	Qtr.	Class No.	Class Title	Hours	Qtr.
			Units				Units
ACN160A	Fundamentals of Accounting IA	24	2.0	HMN140	Tourism in the Hospitality Industry	24	2.0
ACN16LA	Fundamentals of Accounting IA Lab	24	1.0	HMN145	Supervision in the Hospitality Industry	24	2.0
ACN160B	Fundamentals of Accounting IB	24	2.0	HMN150	Marketing	24	2.0
ACN16LB	Fundamentals of Accounting IB Lab	24	1.0	HMN155	Hospitality Case Study	24	2.0
BMN141	Math Review	24	1.0	HMN200	Spa: A Comprehensive Introduction	24	2.0
BMN142	Business Math	24	2.0	HMN205	Leadership and Management in the Hospitality Industry	24	2.0
BMN143	Financial Math	24	2.0	HMN210	Certified Guest Service Professional	24	2.0
BMN195A	10-Key Keypad	24	1.0	HMN215A	Managing Food and Beverage Operations I	24	2.0
CMN127A	Beginning Keyboarding	24	1.0	HMN215B	Managing Food and Beverage Operations II	24	1.0
CMN127B	Introduction to Word I	24	1.0	LGN130A	Business Law I	24	2.0
CMN127C	Introduction to Word II	24	1.0	LGN130B	Business Law II	24	2.0
CMN144A	Beginning Word	24	1.0	LGN130C	Business Law III	24	2.0
CMN166A	Beginning Excel	24	1.0	LGN130D	Business Law IV	24	2.0
CMN166B	Intermediate Excel	24	1.0	MNN230A	Entrepreneurship: Creating a Business	24	2.0
CMN185A	QuickBooks Pro I	24	1.0	MNN230B	Entrepreneurship: Financing and Marketing a Business	24	2.0
CMN186	Publisher	24	1.0	MNN230C	Entrepreneurship: Managing a Business	24	2.0
CMN192A	Office: An Overview of Word and Excel	24	1.0	MNN330A*	Professional Development I- Internship	30	1.0
CMN192B	Office: An Overview of Access and PowerPoint	24	1.0	MNN330B*	Professional Development II- Internship	30	1.0
ENN100A	Business English IA - Grammar	24	2.0	MNN330C*	Professional Development III- Internship	30	1.0
ENN100B	Business English IB - Grammar	24	2.0	MNN330D*	Professional Development IV- Internship	30	1.0
ENN200A	Business English IIA - Punctuation	24	2.0	MNN331	Professional Portfolio Project	24	1.0
ENN200B	Business English IIB - Punctuation	24	2.0	MNN335A	Presentation Skills	24	2.0
ENN300A	Business Correspondence I	24	1.0	TRN137A	Tour Planning I	24	2.0
ENN300B	Business Correspondence II	24	1.0	TRN137B	Tour Planning II	24	2.0
GBN101	Career Transitions	24	2.0	TRN138A	Guest Services I	24	2.0
GBN132A	Administration: Office Management	24	2.0	TRN138B	Guest Services II	24	1.0
GBN132B	Administration: Records Management	24	2.0	TRN146A	Sales for the Wine and Tourism Industries I	24	2.0
GBN132C	Administration: Project Management	24	2.0	TRN146B	Sales for the Wine and Tourism Industries II	24	1.0
HMN105	Introduction to the California Wine Country	24	2.0				
HMN110	Convention Management	24	2.0				
HMN115	Meeting Planning	24	2.0				
HMN135	Event Planning for the Wine Country	24	2.0				

* See eligibility requirements under "Class Descriptions" in the Course Catalog.

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General Education

CMN100	Computer Literacy	24	1.0
ENN303A	Management Communica- tions I	24	2.0
ENN303B	Management Communica- tions II	24	2.0
GBN050	Information Literacy	24	2.0
GBN200A	Human Relations I	24	2.0
GBN200B	Human Relations II	24	2.0
GBN200C	Human Relations III	24	2.0
MAN101	Introduction to Algebra	24	2.0
PHN101A	Ethics in Technology and Society	<u>24</u>	<u>2.0</u>
	Program Total:	1680	113.0
	Total Weeks/Quarters:	84/7	

Keyboarding Speed Graduation Requirement:

50 NWPM