



# HOSPITALITY MANAGEMENT

**Associate of Applied Science**  
**Program Code: 10-109-2**  
**Total Credits: 60-61**

Through Mid-State's Hospitality Management program, students will develop a wide array of skills useful in various roles within hospitality and tourism, including a fundamental understanding of food service operations, hospitality sales and marketing, events planning, management principles, customer service, effective communication, and creative thinking. Students in this program engage in various activities and learning opportunities surrounding hospitality and tourism. You will plan events, produce sales and marketing projects, draft budgets, plan menus, practice effective management and customer service, and participate in an industry-related internship.

**Estimated tuition and fees:** [mstc.edu/programcosts](http://mstc.edu/programcosts)

## ACADEMIC ADVISOR

To schedule an appointment with an academic advisor, call 715.422.5300. Academic advisors will travel to other campuses as necessary to accommodate student needs. For more information about advising, visit [mstc.edu/advising](http://mstc.edu/advising).

## NEW STUDENT CHECKLIST

Complete the following steps to prepare for your New Student Advising appointment with your academic advisor:

- Submit a Mid-State application at [mstc.edu/apply](http://mstc.edu/apply).
- Send official transcripts to:  
Mid-State Technical College  
Student Services  
1001 Centerpoint Drive  
Stevens Point, WI 54481
- Complete the Free Application for Federal Student Aid (FAFSA) at [fafsa.gov](http://fafsa.gov). Mid-State's Financial Aid team is available to assist with your FAFSA application and to answer your financial aid questions. Contact Financial Aid or schedule an appointment at [mstc.edu/financial-aid](http://mstc.edu/financial-aid).
- Set up student MyCampus account at [mstc.edu/mycampus-assistance](http://mstc.edu/mycampus-assistance).
- Schedule a New Student Advising appointment at [mstc.edu/advising](http://mstc.edu/advising).



[mstc.edu](http://mstc.edu) • 888.575.6782 • TTY: 711



**ADAMS CAMPUS**  
401 North Main  
Adams, WI 53910

**MARSHFIELD CAMPUS**  
2600 West 5th Street  
Marshfield, WI 54449

**STEVENS POINT  
DOWNTOWN CAMPUS**  
1001 Centerpoint Drive  
Stevens Point, WI 54481

**WISCONSIN RAPIDS CAMPUS**  
500 32nd Street North  
Wisconsin Rapids, WI 54494

# CAREER PATHWAY • BEGIN AT ANY POINT

HIGH SCHOOL STUDENT

COLLEGE TRANSFER

RETURNING ADULT

## CREDIT FOR PRIOR LEARNING AND EXPERIENCE

### CREDIT FOR PRIOR LEARNING AND EXPERIENCE

- Certifications and Licenses
- High School Credit
- Military Experience
- National/Standardized Exams
- Transfer Credit
- Work and Life Experience

Learn about Credit for Prior Learning at [mstc.edu/cpl](https://mstc.edu/cpl).

## CERTIFICATE

### COMMUNICATION ESSENTIALS

Certificate • 9 Credits

For more information and additional opportunities, visit [mstc.edu/career-accelerator](https://mstc.edu/career-accelerator).

## TECHNICAL DIPLOMA

### CUSTOMER RELATIONSHIP PROFESSIONAL

Technical Diploma • 12 Credits

#### Start Your Career

- Call Center Agent
- Customer Care Representative
- Customer Service Representative

### HOSPITALITY SPECIALIST

Technical Diploma • 26 Credits

#### Start Your Career

- Concierge
- Hotel, Motel, and Resort Desk Clerk
- Host and Hostess

## ASSOCIATE IN APPLIED SCIENCE (AAS)

### HOSPITALITY MANAGEMENT

Associate in Applied Science (AAS) • 60-61 Credits

#### Start Your Career

- Food and Beverage Director
- Hospitality and Tourism Coordinator
- Sales and Service Manager

## BACHELOR'S DEGREE

### BACHELOR'S DEGREE OPTIONS

For those interested in continuing their education, Mid-State offers transfer agreements with various four-year colleges and universities. For more information and additional opportunities, visit [mstc.edu/transfer](https://mstc.edu/transfer).

## OTHER OPTIONS

### RELATED PROGRAMS

- Culinary Arts
- Culinary Production Line Cook



## SAMPLE FULL-TIME CURRICULUM OPTION

Term		16 credits
10102101	Intro to Business ☑	3
10102231	Business Networking	1
10106106	Quality Customer Service ☑	3
10109101	Exploring Hospitality	3
10801195	Written Communication ☑ -OR-	
10801136	English Composition 1 ☑	3
10801196	Oral/Interpersonal Communication ☑ -OR-	
10801198	Speech ☑	3

Term		16 credits
10102230	Business Communities	1
10103106	Microsoft Office Introduction ☑	3
10104102	Marketing Principles ☑	3
10109110	Room Operations Division	3
10109160	Hospitality Internship ☑	2
10316112	Sanitation for Foodservice Operations ☑	1
10809103	Think Critically & Creatively ☑	3

Term		13-14 credits
10102232	Entrepreneurial Foundations	1
10109134	Cost Control-Revenue Management	3
10109161	Event Planning and Management	3
10196192	Managing for Quality	3
10804107	College Mathematics ☑	3
	<b>-OR-</b>	
10804118	Intermediate Algebra with Applications ☑	4
	<b>-OR-</b>	
10804189	Introductory Statistics ☑	3

Term		15 credits
10104107	Social Media Marketing	3
10109107	Hospitality Law and Liability	3
10196191	Supervision ☑	3
10809172	Introduction to Diversity Studies ☑	3
10809198	Intro to Psychology ☑	3

**Total credits 60-61**

☑ This course has options available to receive credit for prior learning (CPL) or work experience. Visit the website at [mstc.edu/cpl](http://mstc.edu/cpl) or contact your advisor for details.

Please Note:

- **This program can be completed entirely online.**
- This curriculum sequence is only for student planning. Actual student schedules will vary depending on course availability.
- Program completion time may vary based on student scheduling and course availability. For details, go to [mstc.edu/schedule](http://mstc.edu/schedule).

## SAMPLE PART-TIME CURRICULUM OPTION

Term		9 credits
10106106	Quality Customer Service ☑	3
10109101	Exploring Hospitality	3
10801195	Written Communication ☑ -OR-	
10801136	English Composition 1 ☑	3

Term		9 credits
10103106	Microsoft Office Introduction ☑	3
10104102	Marketing Principles ☑	3
10801196	Oral/Interpersonal Communication ☑ -OR-	
10801198	Speech ☑	3

Term		6 credits
10102101	Intro to Business ☑	3
10102231	Business Networking	1
10109160	Hospitality Internship ☑	2

Term		8 credits
10102230	Business Communities	1
10109110	Room Operations Division	3
10316112	Sanitation for Foodservice Operations ☑	1
10809172	Introduction to Diversity Studies ☑	3

Term		6 credits
10109134	Cost Control-Revenue Management	3
10109161	Event Planning and Management	3

Term		9-10 credits
10109107	Hospitality Law and Liability	3
10804107	College Mathematics ☑	3
	<b>-OR-</b>	
10804118	Intermediate Algebra with Applications ☑	4
	<b>-OR-</b>	
10804189	Introductory Statistics ☑	3
10196191	Supervision ☑	3

Term		7 credits
10102232	Entrepreneurial Foundations	1
10809198	Intro to Psychology ☑	3
10196192	Managing for Quality	3

Term		6 credits
10104107	Social Media Marketing	3
10809103	Think Critically & Creatively ☑	3

**Total credits 60-61**

## MULTIPLE MEASURES

**Multiple Measures Writing (MMW):** High school GPA of 2.6 and successful completion of 2.0 credits of high school writing courses with a "C" or better

**Multiple Measures Math 1 (MMM\_1):** High school GPA of 2.6 and successful completion of 1.0 credits of high school math (Algebra 1 or equivalent) with a "C" or better

**Multiple Measures Science 1 (MMS\_1):** High school GPA of 2.6 and successful completion of 1.0 credits of high school lab science course with a "C" or better

**Multiple Measures Reading (MMR):** High school GPA of 2.6 and successful completion of 2.0 credits of high school literature courses with a "C" or better

**Multiple Measures Math 2 (MMM\_2):** High school GPA of 2.6 and successful completion of 2.0 credits of high school math including Algebra 1 and Algebra 2 with a "C" or better

**Multiple Measures Science 2 (MMS\_2):** High school GPA of 2.6 and successful completion of 1.0 credits of high school chemistry with a "C" or better

*Past high school and college transcripts are used in making course placement decisions.*

# COURSE DESCRIPTIONS

## Business Communities

**10102230 ..... 1 credit**

This course provides students with a comprehensive understanding of how different business communities operate, how they contribute to economic ecosystems, and how learners can participate effectively. This course will explore the dynamics, structures, and strategies involved in various professional associations, including local, global, industry-specific, and online communities.

## Business Networking

**10102231..... 1 credit**

This course will equip students with the knowledge, strategies, and practical techniques to build, nurture, and leverage professional relationships for personal and organizational success. Through a combination of classroom instruction, interactive exercises, and simulated practice, this course will empower students to enhance their networking abilities, expand their professional circles, and create valuable connections.

## College Mathematics ☑

**10804107 ..... 3 credits**

This course is designed to review and develop fundamental concepts of mathematics in the areas of algebra, geometry, trigonometry, measurement and data. Algebra topics emphasize simplifying algebraic expressions, solving linear equations and inequalities with one variable, solving proportions and percent applications. Geometry and trigonometry topics include; finding areas and volumes of geometric figures, applying similar and congruent triangles, applying Pythagorean Theorem, and solving right triangles using trigonometric ratios. Measurement topics emphasize the application of measurement concepts and conversion techniques within and between U.S. customary and metric system to solve problems. Data topics emphasize data organization and summarization skills, including: frequency distributions, central tendency, relative position and measures of dispersion. Special emphasis is placed on problem solving, critical thinking and logical reasoning, making connections, and using calculators.

*Prerequisite: High School GPA of 2.6 and MMM\_1 or Accuplacer Arithmetic of 250 and QAS 234 or ACT Math score of 17 or Pre-Algebra 10834109 with a "C" or better*

## Cost Control-Revenue Management

**109134 ..... 3 credits**

Covers the concepts and techniques of controlling costs with particular emphasis placed on cost-to-sales relationship. Utilizing industry specific technology, students calculate the cost of goods, selling price and relative percentages. They also forecast sales, conduct yield analyses and calculate break-even points.

## English Composition 1 ☑

**801136 ..... 3 credits**

Learners develop and apply skills in all aspects of the writing process. Through a variety of learning activities and written documents, learners employ rhetorical strategies, plan, organize and revise content, apply critical reading strategies, locate and evaluate information, integrate and document sources, and apply standardized English language conventions.

*Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better*

## Entrepreneurial Foundations

**10102232..... 1 credit**

Learners study entrepreneurial practices by exploring components of a startup business plan. This includes comparing ways of going into business as well as developing marketing, legal, financial, products/services, management, and operations plans for a small business of their choice.

## Event Planning and Management

**10109161..... 3 credits**

Provides comprehensive coverage of the convention/meetings industry with an in-depth review on how to successfully sell to groups and how to service the business before, during and after the sale. A review of changing customer demographics and the increasing influence of meeting planners on all hospitality businesses is researched as well.

## Exploring Hospitality

**10109101..... 3 credits**

Introduces students to the broad field of hospitality management. Typical career areas include foodservice, lodging, travel/tourism, and recreation. The course will explore the industry from historical to contemporary career opportunities.

## Hospitality Internship ☑

**10109160 ..... 2 credits**

This course is designed to give the student on-the-job work experience in the hospitality industry. Integrating the theories and techniques learned in previous courses along with specific off-campus occupational experiences allows students to gain a real-world perspective of a segment in the hospitality industry of their choosing. The student will complete academic hours related to the competencies of the course reflecting on their experiential learning. This work will provide resume and job seeking skills, develop a network of contacts, and cultivate career readiness.

## Hospitality Law and Liability

**10109107 ..... 3 credits**

Introduces legal principles together with standard business law concepts and emphasizes their implications for the hospitality and tourism industry. Among the topics covered are contracts, torts and negligence, hotel/guest relationships, ADA, food service and employment laws and consumer protection. Case studies involving the basic principles of law assist in developing judgment in these areas.

# COURSE DESCRIPTIONS

## **Intermediate Algebra with Applications** ☑

**10804118** ..... **4 credits**

This course offers algebra content with applications. Topics include properties of real numbers; order of operations; algebraic solution for linear equations and inequalities; operations with polynomial and rational expressions; operations with rational exponents and radicals; and algebra of inverse, logarithmic, and exponential functions.

*Prerequisite: High School GPA of 2.6 and MMM\_1 or Accuplacer Arithmetic of 263 and QAS 234 or ACT Math score of 19 or QAS of 245 or Pre-Algebra 10834109 with a "C" or better*

## **Intro to Business** ☑

**10102101** ..... **3 credits**

An introduction to what a business is, how it operates, and how it is managed. Students identify forms of ownership and the processes used in production and marketing, finance, personnel, and management in business operations.

## **Introduction to Diversity Studies** ☑

**809172** ..... **3 credits**

This course introduces the study of diversity from a local to a global perspective using a holistic, interdisciplinary approach that encourages exploration and prepares students to work in a diverse environment. The course introduces basic diversity concepts, examines the impact of bias and power differentials among groups, explores the use of culturally responsive communication strategies, and compares forces that shape diversity in an international context.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## **Introduction to Psychology** ☑

**809198** ..... **3 credits**

This science of psychology course is a survey of multiple aspects of behavior and mental processes. It provides an overview of topics such as research methods, theoretical perspectives, learning, cognition, memory, motivation, emotions, personality, abnormal psychology, physiological factors, social influences, and development.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## **Introductory Statistics** ☑

**804189** ..... **3 credits**

Students taking Introductory Statistics display data with graphs, describe distributions with numbers, perform correlation and regression analyses, and design experiments. They use probability and distributions to make predictions, estimate parameters, and test hypotheses. They draw inferences about relationships including ANOVA. Algebra knowledge and foundational skills in mathematics are important for success in this course.

*Prerequisite: High School GPA of 2.6 and MMM\_2 or Accuplacer QAS 241 or ACT Math score of 19 or Pre-Algebra 10834109 or College Math 10804107 with a "C" or better*

## **Managing for Quality**

**10196192** ..... **3 credits**

Apply skills and tools necessary to implement and maintain a continuous improvement environment. Each learner will demonstrate the application of a personal philosophy of quality, identify stakeholder relationships, identify ways to meet/exceed customer expectations, apply a systems-focused approach, use quality models and tools, manage a quality improvement project, and measure effectiveness of continuous improvement activities.

## **Marketing Principles** ☑

**10104102** ..... **3 credits**

This course serves as an introduction to the fundamental marketing concepts used to apply marketing strategies to product development, distribution, pricing, and promotion of goods and services.

## **Microsoft Office-Introduction** ☑

**10103106** ..... **3 credits**

Develops introductory skills in the Microsoft Office Suite (Word, Excel, Access, PowerPoint, and Outlook) while reinforcing the students' knowledge of computer concepts, Windows Explorer, and web usage. This course prepares students for the Associate level MOS Certification exams for Word, Excel, PowerPoint, and Outlook. Students should possess basic keyboarding, mouse, and Windows 10 skills. Students may develop these skills in the Academic Learning Center while concurrently enrolled in this course.

## **Oral/Interpersonal Communication** ☑

**10801196** ..... **3 credits**

Focuses on developing effective listening techniques and verbal and nonverbal communication skills through oral presentation, group activity, and other projects. The study of self, conflict, and cultural contexts will be explored, as well as their impact on communication.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## **Quality Customer Service** ☑

**10106106** ..... **3 credits**

Addresses sensitivity in communicating with customers and co-workers. Includes international communications, teamwork, working relationships, and telephone skills.

## **Room Operations Division**

**10109110** ..... **3 credits**

Investigates the organization, performance, evaluation, and interdependency of the rooms division of a lodging facility (front desk, reservations, housekeeping, facilities, and telephone systems) as essential components of operational success and guest satisfaction.

# COURSE DESCRIPTIONS

## Sanitation for Foodservice Operations

**10316112 ..... 1 credits**

Students examine the causes of food-borne illness and apply techniques for preparing, storing, and serving hot and cold foods from a ServSafe® Certified Instructor/Proctor. Students also examine the role of management and workers related to sanitation regulations and standards. The ServSafe® certification test is administered in this course and students will need to hold this valid certificate for graduation and employment in the culinary industry.

## Social Media Marketing

**10104107 ..... 3 credits**

Addresses how social media has transformed marketing communications from traditional mass media to individualized marketing. Using a variety of social media tools and platforms, this class explores the different methodologies for social media marketing. Topics include creating social media, integrating social media as part of a marketing campaign, the concept of viral marketing, measuring social media success through analytics, and how organizations and individuals have successfully applied this form of marketing.

## Speech ☑

**10801198 ..... 3 credits**

Explores the fundamentals of effective oral presentation to small and large groups. Topic selection, audience analysis, methods of organization, research, structuring evidence and support, delivery techniques, and other essential elements of speaking successfully, including the listening process, form the basis of this course.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 253 and Writing of 262 or ACT of 21 Reading/19 English or completion of College Reading and Writing 1 10831104 with a "C" or better*

## Supervision ☑

**10196191 ..... 3 credits**

Applies skills and tools necessary to perform the functions of a contemporary frontline leader. Students engage in operational planning, analyze organizational structures, review the staffing process, employ techniques to enhance employee personal and group effectiveness, and develop control techniques to measure effectiveness in the above areas.

## Think Critically and Creatively ☑

**10809103 ..... 3 credits**

Provides instruction about critical and creative thinking that is in high demand in all occupations. Models, theories, and processes provide the foundation for learning logical thinking strategies. Students will apply a systematic approach to problem solving by analyzing the problem, assessing possible solutions, and making effective decisions. In addition, students will generate ideas and analyze complex issues. This course assists students with developing a critical thinking mindset which is essential at every level of personal and professional life.

*Prerequisite: High School GPA of 2.6 and MMR and MMW or Accuplacer Reading Skills of 236 and Writing of 237 or ACT of 15 Reading/16 English*

## Written Communication ☑

**10801195 ..... 3 credits**

Develops writing skills which include prewriting, drafting, revising, and editing. A variety of writing assignments are designed to help the learner analyze audience and purpose, research and organize ideas, and format and design documents based on subject matter and content. Also develops critical reading and thinking skills through the analysis of a variety of written documents.

*Prerequisite: High School GPA of 2.6 and MMW or Accuplacer Writing of 262 or ACT English score of 20 or completion of College Reading and Writing 1 10831104 with a "C" or better*