



Bachelor of Science in Hotel & Restaurant Management

▶ **Information Packet**



Northern Arizona University
Scottsdale Campus
9000 E. Chaparral, BU 100
Scottsdale, AZ 85256

(480) 423-6408

Mission Statement

School of Hotel & Restaurant Management
Northern Arizona University

Our Mission

Goals:

- To provide outstanding and accessible learning experiences that prepare our diverse student body for:
 - ◆ Successful hospitality service management careers.
 - ◆ Responsible citizenship and productive leadership.
 - ◆ Life-long learning and personal fulfillment.
- To anticipate and respond to the educational and training needs of the Arizona Hospitality Industry.
- To increase educational resources for program support and grants.
- To improve the quality of life for all associated with the school.

Vision Statement of the School of Hotel & Restaurant Management Northern Arizona University

- We will be recognized as a premier hospitality services management school by our stakeholders
- We will prepare students for leadership responsibilities in the hospitality services industry by providing meaningful academic programs and practical industry experiences.
- We will be a leading provider of high quality, affordable, and convenient distance learning that "brings programs to the students."
- We will serve an extended family of alumni, industry leaders, and community partners with dynamic relationships to provide innovative research and training programs that achieve a high quality, sought after, and more financially independent program. To assure credibility of curriculum content and student competency through regular input from industry representatives and assessment of student knowledge and skills.

Statement of Accreditation

In 1994, The School of Hotel & Restaurant Management has earned accreditation from the prestigious Accreditation Commission for Programs in Hospitality Administration, an honor earned by fewer than 20 percent of the nation's baccalaureate degree-granting programs in the field.



Frequently Asked Questions

What is the 2 + 2 Program?

The HRM 2+2 Program is best explained as a partnership between Northern Arizona University and Maricopa Community Colleges wherein students attend their freshman and sophomore years of study at Scottsdale Community College and then transfer to NAU-Scottsdale to complete their junior and senior years. Freshman and sophomore years are considered complete when students earn the Associate of Applied Science in Hospitality and Tourism.



What if I am a Culinary Arts student?

NAU offers the B.S. in Hotel and Restaurant Management degree with a special culinary focus. A Culinary Arts student can easily transfer their community college credit into NAU's program. In order for us to maximize the use of your culinary coursework, students on this track will be required to take a few web courses. Culinary Arts student should contact the NAU Advisor to receive the culinary focus check sheet.

Is earning the Associate's Degree required?

Yes, our partnership is set up so that students will graduate from both the community college and NAU. Students are expected to earn the associates degree prior to graduation from the NAU 2+2 Program. Exceptions to this rule are rare and require students to present evidence that earning an Associate's Degree would be unrealistic. Students who have courses from other colleges or universities may use those credits (especially liberal studies credits) towards earning the Associate's Degree. Please consult with a NAU advisor regarding transfer credits.

What if I have already earned an Associate's Degree in another major?

If you have earned a general Associate's Degree, or a degree in another major, your NAU advisor will work with you on an individual basis and to help determine which classes are needed to earn the B.S. in Hotel and Restaurant Management from NAU.

Frequently Asked Questions (cont.)

When should I apply to NAU?

Students should consult with their NAU advisor before applying for admission to NAU. Students typically apply to NAU, via the web, the semester before their anticipated graduation from the community college. Students interested in financial aid should apply sooner. Please contact our local financial aid advisor, Joi Grace, at (602) 493-2729 if you have questions about the financial aid application process.

Can I enroll at the community college and NAU at the same time?

Yes, we try to limit concurrent enrollment to one semester. This would occur if you have a few courses left to take at the community college to complete your associate's degree. So, in your last community college semester, we would allow you to take NAU courses to maintain full-time enrollment.

Where and how are NAU courses held?

All required NAU course work is available on the Scottsdale Community College campus. No travel to Flagstaff is required. Electives and NAU hospitality courses can be taken in person or on-line.

Is an Internship Required?

No, however to earn the bachelor's degree from NAU, you must obtain and document 800 units of relevant employment in a hospitality-related enterprise for the technical, hands-on portion of your degree plan.

Who should I contact for further information?

Any questions regarding this program should be directed to the Program Coordinator, Cari Wilkins. Cari is located on the SCC campus in BU 115 and her phone number is (480) 423-6408. Cari can also be contacted via e-mail at cari.wilkins@nau.edu.



Bachelor's Degree Check Sheet

NAU@SCC BACHELOR'S DEGREE HOTEL/RESTAURANT MANAGEMENT 2006-2007

Major Requirements – 45 Units				
Class	Hrs.	Grade	Sem	School
HRM 110	3			SCC
HRM 120	3			SCC
HRM 130	3			SCC
HRM 140	3			SCC
HRM 220	3			SCC
HRM 240	3			SCC
HRM 250	3			SCC
HRM 260	3			SCC
HRM 270	3			SCC
HRM 280	3			SCC
HA 315W	3			NAU
HA 355	3			NAU
HA 390	3			NAU
HA 400	3			NAU
HA 490C	3			NAU

Auxiliary Courses – 9 Units				
Class	Hrs.	Grade	Sem	School
ACC 211	3			SCC
MGT 303	3			NAU
HA 351	3			NAU

ELECTIVES – 27 Units (*students need 12 units of advisor approved hospitality electives)				
Class	Hrs.	Grade	Sem	School
*HRM 150	3			SCC
*	3			SCC
*	3			NAU
*	3			NAU
U.S. Ethnic	3			NAU
	3			NAU
	3			NAU
	3			NAU

Liberal Studies – 39 Units				
Class	Hrs.	Grade	Sem	School
ENGLISH				
ENG 101	3			SCC
ENG 102	3			SCC

MATH				
Class	Hrs.	Grade	Sem	School
MAT 142	3			SCC

L.S. SUBSTITUTE (GLOBAL DIVERSITY)				
Class	Hrs.	Grade	Sem	School
	3			SCC

LAB SCIENCE				
Class	Hrs.	Grade	Sem	School
	4			SCC

LANGUAGE/CULTURAL UNDERSTANDING				
Class	Hrs.	Grade	Sem	School
	4			SCC
	4			SCC

AESTHETIC & HUMANISTIC INQUIRY				
Class	Hrs.	Grade	Sem	School
	3			SCC
COM 110	3			SCC

APPLIED SCIENCE				
Class	Hrs.	Grade	Sem	School
	3			NAU

SOCIAL POLITICAL WORLDS				
Class	Hrs.	Grade	Sem	School
ECN 211	3			SCC
ECN 212	3			SCC

- 75 community college transfer credits allowed
- 120 units required for B.S. degree, 30 units must be from NAU
- Must maintain 2.5 GPA in major courses
- 800 hours of work-related experience is required
- Must meet NAU's Global & U.S. Ethnic diversity requirements

SEC Course Descriptions

ACC211 3 credits 3 periods

Financial Accounting

Introduction to theory and practice in the preparation and interpretation of general purpose financial statements. Prerequisites: None.

COM110 3 credits 3 periods

Interpersonal Communication

Theory and practice of communication skills which affect day-to-day interactions with other persons. Topics may include using verbal and nonverbal symbols, interactive listening, resolving interpersonal conflict, developing and maintaining personal and professional relationships. Prerequisites: None.

ECN111 3 credits 3 periods

Macroeconomic Principles

A descriptive analysis of the structure and functioning of the American economy. Emphasis on basic economic institutions and factors that determine national income and employment levels. Consideration given to the macroeconomic topics of national income, unemployment, inflation and monetary and fiscal policies. Prerequisites: None.

ECN112 3 credits 3 periods

Microeconomic Principles

Microeconomic analysis including the theory of consumer choice, price determination, resource allocation and income distribution. Includes noncompetitive market structures such as monopoly and oligopoly; and the effects of government regulation. Prerequisites: None.

ENG101 3 credits 3 periods

First-Year Composition

Emphasis on rhetoric and composition with a focus on expository writing and understanding writing as a process. Establishing effective college-level writing strategies through four or more writing projects comprising at least 3,000 words in total. Prerequisites: Appropriate English placement test score or (a grade of "C" or better in ENG071).

ENG102 3 credits 3 periods

First-Year Composition

Emphasis on rhetoric and composition with a focus on persuasive, research-based writing and understanding writing as a process. Developing advanced college-level writing strategies through three or more writing projects comprising at least 4,000 words in total. Prerequisites: ENG101 with a grade of "C" or better.



SCC Course Descriptions (cont.)

HRM110 3 credits 3 periods

Introduction to Hospitality and Tourism Management

A fundamental overview of the hotel, restaurant, and tourism segments of the hospitality and tourism industry. Provides an overview of the operational sectors of the industry and reviews management components and skills. Contains components to develop communication skills and a professional career plan. Prerequisites: None.

HRM120 3 credits 3 periods

Hotel Facility Management

Fundamental duties and responsibilities of hotel facility management. Emphasis on detail tasks, including personnel, cleaning, purchasing, equipment, textiles, maintenance, and safety. Examines basic systems for hotel facility management record keeping. Prerequisites: None.

HRM130 3 credits 3 periods

Guest Services Management

Examines organization and management of the hotel front office and guest service operations. Explores key front office functions and related systems and skills necessary to ensure guest satisfaction and efficient operations. Prerequisites: None.

HRM140 3 credits 3 periods

Food Production Concepts

Concepts related to preparation of hot foods, pantry, and bakery items for commercial kitchens. Emphasis on essential components and techniques of food production, food cost control, setting standards, ordering, and inventory. Prerequisites: None.

HRM150 3 credits 3 periods

Hospitality and Tourism Information Systems I

Overview of current computer technology, concepts and terminology as it applies to the hospitality and tourism industry. Use of software applications including word processing, spreadsheet, database and presentation graphics. Discussion of social and ethical issues related to computers. Exploration of relevant and emerging technologies in the industry. Prerequisites: HRM110.

HRM220 3 credits 3 periods

Hospitality Managerial Accounting

Study of financial statement analysis, asset management, ratio analysis, analytical techniques, and investment decision making. Emphasis on planning, budgeting, and management decisions. Prerequisites: ACC211.



SCC Course Descriptions (cont.)

HRM240 3 credits 3 periods

Commercial Food Production

Application of food preparation principles, procedures and techniques to small and large quantity food production. Emphasis on techniques and procedures used in contemporary commercial kitchens. Prerequisites: HRM110 and HRM140.

HRM250 3 credits 3 periods

Hospitality and Tourism Information Systems II

Use of computer systems to generate information needed for management of lodging, tourism and food service businesses. Emphasis on computer-based hotel property and restaurant management systems. Includes basic ledger principles. Prerequisites: (HRM110 and HRM150) or permission of instructor.

HRM260 3 credits 3 periods

Hospitality Human Resource Management

Examines concepts and applications of human resource management in the hospitality industry. Topics include recruitment, selection, training and evaluation. Emphasis on current management methods and productivity in the service environment. Prerequisites: HRM110 or approval of instructor.

HRM270 3 credits 3 periods

Hospitality Marketing

Essential skills of defining a service market, developing a market plan and directing personnel to follow marketing plan. Emphasis on marketing in the hospitality industry and understanding segmentation, positioning and promotion in that market. Prerequisites: None.

HRM280 3 credits 3 periods

Hospitality and Tourism Law

Examines legal aspects of hotel, restaurant and tourism management. Uses case study approach to develop understanding of the laws and regulations governing guest relationships, contracts, employee relations, civil rights, alcoholic beverages, safety and product liability. Prerequisites: HRM110.

MAT142 3 credits 3 periods

College Mathematics

Working knowledge of college-level mathematics and its applications to real-life problems. Emphasis on understanding mathematical concepts and their applications. Topics include set theory, probability, statistics, finance, and geometry. Prerequisites: Grade of "C" or better in MAT120, or MAT121, or MAT122 or equivalent, or satisfactory score on District placement exam. *Course Note: appropriate for the student whose major does not require college algebra or precalculus.*



NAU Course Descriptions

HA 315W HOSPITALITY LEADERSHIP SYSTEMS (3)

Theoretical and practical overview of leadership and communication processes that are characteristic of the hospitality industry. This course fulfills NAU's junior-level writing requirement. Prerequisite: ((ENG 105 or HON 190 or HON 191) and Junior Status or higher) or International Student Group JWRT

HA 351 CORPORATE FINANCE FOR HOSPITALITY MANAGERS (3)

Examines financial management's role within the hospitality industry and how it maximizes the value of hospitality corporations. Prerequisite: (Admission to Hotel & Restaurant Mgt (BS) or Intl Hospitality Mgt (BS) or Restaurant Management (CERT) or Intl Tourism Mgt (CERT) and ACC 255 and (ECO 284 or ECO 284H)) or International Student Group

HA 355 FOOD AND BEVERAGE COST CONTROL (3)

Management of systems and techniques used to control food, beverage, and labor costs in the hospitality industry. Letter grade only. Prerequisite: HA 170 or (CIS 120 and CIS 120L) and ACC 255 and HA 260 and Admission to Hotel & Restaurant Mgt (BS) or Int'l Hospitality Mgt (BS) or Restaurant Management (CERT) or Int'l Tourism Mgt (CERT) or International Student Group

HA 390 INTERNATIONAL HOSPITALITY MANAGEMENT (3)

Multinational hospitality management with emphasis on U.S. corporate planning for overseas operations. Prerequisite: Admission to Hotel & Restaurant Mgt (BS) or Intl Hospitality Mgt (BS) or Restaurant Management (CERT) or Intl Tourism Mgt (CERT) or International Student Group

HA 400 HOSPITALITY SALES MANAGEMENT (3)

Examines sales management and skills methodologies specifically applied to the hospitality industry and its sub-industries. Prerequisite or Corequisite: HA 365 or International Student Group

HA 490C SENIOR SEMINAR (3)

Incorporates organizational theory, strategic planning, and simulated problem solving. Prerequisite: (Senior Status or higher and Prerequisite or Corequisite: HA 315W and HA 335 and HA 345 and HA 355 and HA 365 and HA 390 and HA 400) or International Student Group CAP

MGT 303 CONCEPTS IN MANAGEMENT (3)

Surveys management of organizations; includes international, societal, and organizational structure issues. Business majors may not take this course for credit toward CBA requirements. Prerequisite: Junior Status or higher and not Business Major Status Milestone and not completing the Business Preparation Plan



What Can I Do With a HRM degree?

Possible Job Title/Occupations

(Some may require more education, training, and/or experience)

Caterer	Consultant
Customer Service Representative	Director, Food and Beverage
Event Planner	Executive Housekeeper
Food-Service Supervisor	Flight Attendant
Hotel/Resort Manager	Human Resources Director
Industrial/Institutional Purchaser	International Hospitality Manager
Kitchen Supervisor	Manager, Convention
Manager, Fast Food Services	Manager, Food Service
Manager, Golf Club	Management Accountant
Marketing/Sales Manager	Night Auditor
Night Club Owner	Property Manager
Public Relations Specialist	Reservations Agent
Sales Representative, Hotel and Restaurant Equipment and Supplies	Sales Representative, Hotel Services
Supervisor, Specialty Food Products	Training Specialist
Travel Agent	

Employers in Hotel and Restaurant Management

Educational Institutions	Hotels/Motels
Country Clubs	Personal Care Facilities
Gaming Operators	Sports Complexes
Hospitality Industry	Hospitals
Convention Centers	Nursing Homes
Cruise Liners	Resorts
Government Facilities	Transportation



What Can I Do With a HRM degree? (cont.)

Trends & Salary Information

U.S. Department of Labor

Occupational Outlook Handbook

Food Service Managers
Lodging Managers

www.bls.gov/oco/ocos024.htm
www.bls.gov/oco/ocos024.htm

Informational Websites

Adventures in Hospitality
Cool Works
E-Hospitality.com
Foodservice Central.com
Hcareers.com
NAU HRM Department

www.hospitalityadventures.com
www.coolworks.com
www.e-hospitality.com
www.foodservicecentral.com
www.hcareers.com
www.hrm.nau.edu

Professional Organizations

American Hotel & Lodging Association

www.ahma.com

Educational Institute of the American Hotel and Motel Association

www.ei-ahma.org

Foundation of the National Restaurant Association, The

www.nraef.org

NAU Career Services
(928) 523-3811