



# EXECUTIVE EDUCATION

Programs available for corporate on-site training.

## HOSPITALITY MANAGEMENT CERTIFICATE PROGRAM

**DATES:** Saturdays, June 18 - Aug. 6, 2016 (No class: July 9, 30)

**TIME:** 10 a.m. – 4 p.m.

**CONTACT HOURS/CEUs:** 30/3.0

**LOCATION:** FAU, College of Business, Boca Raton Campus

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

**CONTACT:** Sarah Wilson, 561-297-2366 or [sarahwilson@fau.edu](mailto:sarahwilson@fau.edu)

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### 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 (6/18)	Management Competencies for Hospitality Success
WEEK 2 (6/25)	The Law & You as a Hospitality Supervisor
WEEK 3 (7/2)	Analyzing Performance for Hospitality Supervisors, Managers, and Leaders
WEEK 4 (7/16)	Basics of Hospitality Marketing and Revenue Management
WEEK 5 (7/23)	Meetings & Events Management for the Hospitality Professional
WEEK 6 (8/06)	Excellence in Guest Service – It's All About Our Guests

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