

Classes begin
October 6th!

CERTIFICATE IN HOSPITALITY MANAGEMENT

Hospitality and tourism have enjoyed record growth in the past decade, and while the current economic disruption has affected our jobs and personal lives, it also presents a professional development opportunity to upskill in an industry that is poised to rebound!

Program Details:

- No prerequisites or degree required
- Complete in 6 months: 6 courses, 4 weeks per course
- Online meetings and coursework at your convenience
- Course is CalJobs approved!

Program Cost:

- Tuition: \$3,995 (iPad included)*
- Mandatory Course Materials: \$475
- Financing available

*\$3,695 without iPad

Courses prepare you for the following certification exams:

- Food Protection Manager Certificate, required in California
- Revenue Management, Certified Hotel Industry Analytics (CHIA)
- Google Analytics Certificate

Courses:

- **Hospitality Operations** provides an overview of key industry business areas such as Lodging, Food and Beverage and Casino Operations. Management tasks, techniques, regulations and standard operating procedures will be reviewed. Students will learn the differences between the standalone, single hospitality model and the integrated resort model.
- **Human Resource Training and Development in the Virtual World** teaches instructional technologies, motivation, morale and human behavior, various theories and strategies for managing human resources and productivity with examples of stress reduction and wellness practices in the workplace.
- **Sanitation, Safety and Hygiene amid COVID-19** reviews the impact to health, safety and financial stability of our families and business. This course includes training of five key areas of the exam that includes Basic Food Safety, Personal Hygiene, Cross-Contamination and Allergens, Time and Temperature, and Cleaning and Sanitation with an emphasis on COVID-19 best practices.
- **Revenue Management in Hospitality** will teach the process of achieving maximum profitability through the use of business intelligence relative to consumer behavior and growing revenues. This course provides an overview on the principle of pricing, market segments, timing and seasonality as well as supply and demand in the sectors of hotels, restaurants and airlines.
- **Customer Relationship Management (CRM)** involves understanding relationships between guests and employees, and the organizational processes. You will learn about service culture, sales techniques, service gaps and strategies to improve customer service expectations and experiences.
- **Digital Marketing Strategies** introduces the foundations of marketing in a digital context. The subject provides a framework to help you make decisions in an ever-changing digital marketing world. This course includes an introduction to Google analytics as it relates to social media, and Google certifications exams.

Instructor information can be found at:

www.csusb.edu/pace/courses-programs/hospitality/instructors

Contact us at: 📞 (909) 537-5975 ✉️ pace@csusb.edu 🖥️ csusb.edu/pace

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If you are in need of special accommodations please contact Services to Students with Disabilities at 909-537-5238 (voice), 909-537-7230 (TTY), or via email at ssd@csusb.edu