

Resort Management, Undergraduate Certificate

Visit the Organizational Leadership Department page (<https://www.uvu.edu/woodbury/organizational-leadership/>) for more information on the program and access to advising.

Program Description

The Resort Management Undergraduate Certificate from UVU is a program that prepares students to gain an entry-level management position or advance their current career in the hospitality industry. Through a combination of theoretical and hands-on coursework, students develop the competencies needed to successfully manage hospitality operations and lead diverse teams. The program core covers key functional areas of hospitality including finance, operations, and facility management. In the Finance and Analytics for Hospitality course, students learn budgeting, pricing strategies, forecasting, and how to use data to drive business decisions. Hospitality Operations Management introduces concepts like quality assurance, supply chain management, and sustainability practices. Facility Management equips students to plan building maintenance programs, optimize equipment and infrastructure use, and understand regulations. Beyond the core, students choose two electives tailored to their specific interests. Popular electives include Hospitality Law, which reviews contracting, liability issues, and labor regulations; Hospitality Leadership, focusing on change management, motivation strategies, and effective communication; and Hospitality Ethics, exploring challenges like discrimination, harassment, and balancing social responsibility with profitability. An internship with a local hotel, restaurant, convention center, or similar business is integrated into the program to give students hands-on experience and networking opportunities. Throughout the certificate, an emphasis is placed on developing "soft skills" crucial for management such as problem-solving, adaptability, teamwork, and customer service excellence. Graduates of the Hospitality Management Certificate are ready for supervisory roles in any sector of the industry including hotels, resorts, theme parks, conference centers, restaurants, cruise lines, and more. The program efficiently provides the core business competencies needed for immediate career advancement or entrance into a bachelor's degree program in hospitality or business administration.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		24
ACC 2110	Principles of Accounting I	3
HM 3020	Hospitality Managerial Accounting I	3
HM 3030	Hospitality Managerial Accounting II	3
HM 3150	Hospitality Finance	3
HM 3400	Hotel Industry Analytics	2
HM 4150	Hospitality Revenue Management	3
HM 4400	Advanced Hotel and Tourism Analytics	3
HM 4810R	Internship	4

A minimum of 2.5 GPA

1. Completion of a minimum of 24 semester credits.
2. Minimum of 2.5 GPA.
3. Residency hours: minimum of 6 credit hours through course attendance at UVU.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester	Code	Title	Credit Hours
Semester 1	ACC 2110	Principles of Accounting I	3
	HM 3400	Hotel Industry Analytics	2
	HM 4810R	Internship	1
Credit Hours			6
Semester 2	HM 3020	Hospitality Managerial Accounting I	3
	HM 3030	Hospitality Managerial Accounting II	3
	HM 4150	Hospitality Revenue Management	3

HM 4810R	Internship	1
Credit Hours		10
Semester 3		
HM 3150	Hospitality Finance	3
HM 4400	Advanced Hotel and Tourism Analytics	3
HM 4810R	Internship	2
Credit Hours		8
Total Credit Hours		24

Program Learning Outcomes

1. Formulate reasoned arguments using analytical and quantitative skills.
2. Produce accurate informational outputs within areas of responsibility.
3. Develop clear oral and written communication skills within the hospitality and tourism field.
4. Apply leadership principles as participants in a diverse and global environment.
5. Explain ethical considerations relevant to hospitality management dilemmas and to evaluate alternative courses of action.

Food service managers

- Total Positions 393,600
- Field Growth 1.5%
- Median Salary \$63,060
- Average Openings 44.5

Entertainment and recreation managers, except gambling

- Total Positions 35,800
- Field Growth 10.8%
- Median Salary \$73,460
- Average Openings 4.8

Lodging managers

- Total Positions 53,300
- Field Growth 9.9%
- Median Salary \$65,360
- Average Openings 6.0

Personal service managers, all other

- Total Positions 27,900
- Field Growth 6.9%
- Median Salary \$57,570
- Average Openings 2.3