



**OAKLAND
COMMUNITY
COLLEGE**

**Oakland Community College
Hospitality (HOT) Competitor Analysis**

**Prepared by
The Office of Institutional Research**

**Katherine K. Tucker and Kristine Liebold
Primary Researchers**

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**Oakland Community College
Hospitality (HOS) Program Competitor Analysis
(July 2001)**

Competitor Organizations

Culinary Arts (CUL)

1. How many competitors exist in OCC's regional market?

There are five competitors in OCC's regional market. Those competitors are Henry Ford Community College, Macomb Community College, Monroe County Community College, Schoolcraft College and Washtenaw Community College.

(www.acfchefs.org/drctaccr.html)

2. What is the geographic location of these competitors?

The geographical locations of these competitors are Dearborn (Henry Ford Community College), Clinton Township (Macomb Community College), Monroe (Monroe County Community College), Livonia (Schoolcraft College), and Ann Arbor (Washtenaw Community College).

(www.acfchefs.org/drctaccr.html)

3. How do competitors market their program?

Henry Ford Community College

Henry Ford markets their programs by offering several services on line, such as catalogs, courses and virtual tours of the campus.

(www.henryford.cc.mi.us)

Macomb Community College

Macomb prides itself on having small classes where students can explore new ideas and learn from each other as well as from dedicated faculty. Macomb offers services such as counseling, career resource labs, learning centers with helpful tutors, employment services for single parents and displaced homemakers. They offer English as a Second Language programs, disabled student services, and more. There are also opportunities to participate in student clubs, organizations and collegiate sports.

(www.macomb.cc.mi.us)

Monroe County Community College

Monroe prides itself on its convenient location to several institutions of higher learning and its rich history. The county is within easy driving distance of Detroit, Ann Arbor, and Toledo. Other institutions of higher learning nearby include The University of Michigan (40 miles), Eastern Michigan University (35 miles), University of Toledo (20 miles), Wayne State University (35 miles), and the University of Detroit-Mercy (35 miles).

Cultural and recreational facilities are available in the county and in nearby areas. The American flag was first raised in Michigan in Monroe in 1796. In 1817 Frenchtown was renamed Monroe by Governor Lewis Cass in honor of President James Monroe. St. Antoine's Church on the banks of the River Raisin was the second church in the state.

(www.monroe.cc.mi.us)

Schoolcraft College

Schoolcraft College stakes claim in providing a smart affordable way to earn a bachelor's degree. Students can earn credits that are fully transferable to most four-year universities, use state-of-the-art technology integrated throughout the curriculum, Attend classes at a safe friendly campus or take advantage of the array of online classes and complete the first two years of a college education at 1/3 the yearly cost of a four-year university.

Schoolcraft College (Continued)

Schoolcraft prides itself on its school values and the numerous accreditations that are state and nationally known. They include the following:

- The Associate Degree and Practical Nursing programs are approved by the Michigan Board of Nursing.
- The Occupational Therapy Assistant program is accredited by the Accreditation Council for Occupational Therapy Education.
- The Health Information Technology program is accredited by the Commission on the Accreditation of Allied Health Education Programs, in collaboration with the American Health Information Management Association's Council on Accreditation.
- The Medical Assisting program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) on recommendation of the Curriculum Review Board of the American Association of Medical Assistants' Endowment.

(www.schoolcraft.cc.mi.us)

Washtenaw Community College

Washtenaw advertises its programs by boasting about their large student body and their humble beginnings. The first classes were held in Willow Run in an old elementary school, a fire station, and a bowling alley. Students in automotive programs took courses in a former dairy distribution plant, while those in health programs were taught in the basement of a church in downtown Ann Arbor. Today, more than 16,000 students are enrolled annually in credit courses and an additional 5,500 are enrolled in non-credit offerings each year. In addition, they offer virtual learning credit courses (Telecourses and Online courses).

(www.washtenaw.cc.mi.us)

Food Service Management (FOO)

1. How many competitors exist in OCC's regional market?

Central Michigan University, Ferris State University, Henry Ford Community College and Monroe County Community College.

(www.list.ahma.com)

2. What is the geographic location of these competitors?

The geographic locations of these competitors are Mt, Pleasant (Central Michigan University), Big Rapids (Ferris State University), Dearborn (Henry Ford Community College) and Monroe (Monroe County Community College).

(www.list.ahma.com)

3. How do competitors market their program?

Central Michigan University

Central Michigan University markets its programs by revealing how it has evolved into a doctoral/research public university that is ranked among the best in the Midwest. CMU provides its growing student population with modern facilities and technology, faculty who are dedicated to student-centered teaching and research, and a selection of more than 200 programs at the bachelor's, master's, specialist's and doctoral levels.

In addition, it takes pride in its prime location and alluring surroundings. In many ways, Mount Pleasant is a picture-postcard town. Tall trees line streets named Locust and Cherry and Maple. The avenues that lead to campus hold vintage houses with gingerbread trim.

(www.cmich.edu)

Ferris State University

Ferris markets its programs by offering many online services from academics, to athletics, to alumni donations. Ferris also offers a wide variety of student organizations on campus and a classroom environment small enough to obtain individualized attention. Students and faculty work closely together at Ferris with an instructor for every 16 students. Classes are taught at all levels by professional teachers, not graduate assistants.

(www.ferris.edu)

Henry Ford Community College

Henry Ford markets their programs by offering several services on line, such as catalogs, courses and virtual tours of the campus.

(www.henryford.cc.mi.us)

Hotel/Motel Management (HOT)

1. How many competitors exist in OCC's regional market?

Henry Ford Community College, Michigan State University and Ferris State College

(www.list.ahma.com)

2. What is the geographic location of these competitors?

The geographic locations of these competitors are Dearborn (Henry Ford Community College) and Lansing (Michigan State University).

(www.list.ahma.com)

3. How do competitors market their program?

Henry Ford Community College

Henry Ford markets their programs by offering several services on line, such as catalogs, courses and virtual tours of the campus.

(www.henryford.cc.mi.us)

Michigan State University

As the top-ranked business college-based hospitality School in the nation, *The School* offers an exceptionally well-crafted curriculum taught by innovative professors and drawn equally from three areas of study: general education, business and the hospitality industry.

Michigan State University markets its program by hosting many events displaying the talents within the departments, such as the school of Hospitality Business Hilton Lecture Series, MSU Partriarchs Day, The Annual Gathering of Leaders, the Career Expo and many others. The premier, student-run Hospitality Job Fair in the country, Career Expo hosts upwards of 100 recruiters from more than 70 hospitality companies at The Kellogg Hotel and Conference Center. It is the ultimate place for job-seeking students, both interns and graduates, to see and be seen.

(www.msu.edu)

Programs

Culinary Arts (CUL)

1. *What exactly are the competitors programs? What are they offering?*

Henry Ford Community College

Henry Ford Community College offers an AS Degree in Hospitality Studies/ Culinary Arts.

(www.acfchefs.org/drctaccr.html)

Culinary Arts Associate of Science Degree

<u>Required Core Courses (45-46 hours)</u>	<u>Credits</u>
HST 1:10 Introduction to Hospitality Industry	3
HST 121 Introduction to Quantity Food Preparation - Lecture*	2
HST 123 Introduction to Professional Cooking - Lab*	4
HST 130 Food and Nutrition	3
HST 140 Advanced Food Preparation	7
HST 150 Dining Room Operation	3
HST 160 Food and Beverage Purchasing	3
HST 170 Food and Beverage Controls	3
HST 210 Hotel and Restaurant Supervision	3
HST 230 Pastry and Foods I	4
HST 240 Pastry and Foods II	4
HST 105 Applied Food Service Sanitation	2
HST 290 Hospitality Studies Co-op	2
BAC 115 Financial Accounting for Hospitality	3
OR BAC 110 Practical Accounting	4
OR BAC 131 Principles of Accounting	4

***Must be taken concurrently.**

Henry Ford Community College (continued)

Cognate Courses (2-3 hours minimum required)

HST 101 Wines of the World	1
HST 103 Major Wine Grape Varieties	1
HST 108 Creative Cookery	3
HST 180 Culinary Art, Food I	3
HST 185 Culinary Art, Food II	3
HST 221 Front Office Procedures	3
HST 245 Hotel and Restaurant Desserts	3

Required General Education Courses

Culinary Arts and Hotel, Restaurant Management (12 Credits)**

ENG 131 and 135 Comp/Tech ORENG 131 and 132 Composition	6
POLS 131 OR SSC 131	3
BMA 110 Business Math	3
OR MATH 110 Intermediate Algebra	4

OR a higher-level math course

****Two semester hours of credit in physical education and/or health classes are required for students less than 21 years of age at the time of initial enrollment. The physical education credits will be considered elective courses.**

(www.henryford.cc.mi.us)

Macomb Community College

Macomb Community College offers an AAS Degree in Culinary/ Arts/ Hospitality.

(www.acfchefs.org/drctacccr.html)

Associate Of Applied Science Degree Requirements (Minimum of 62 Semester Hours)

Courses

		<u>Credits</u>
CUL 105	Culinary Techniques	4
CUL 115	Sanitation	1
CUL 120	Cost Control	3
CUL 134	Production Baking	4
CUL 131	Culinary Practice	4
CUL 140	Food Industry Supervision	3
CUL 141	Selection and Storage	4
CUL 133	Production Kitchen	4
CUL 143	Menu Planning	3
CUL 205	Catering	3
CUL 200	A la Carte Dining/Table Service	4
CUL 204	Garde-Manger	3
*BIO 140	Fundamentals of Nutrition	3
Total		43

and 3 semester hours from the following:

CUL 202	Pastries	3
CUL 203	Mechanical Equipment of Restaurants	3

Arts and Science Component.....	minimum	18
Elective Courses.....		1

Macomb Community College (Continued)

Certificate Options

Certificate in Food Production

CUL 105	Culinary Techniques	4
CUL 115	Sanitation	1
CUL 120	Cost Control	3
CUL 134	Production Baking	4
CUL 131	Culinary Practice	4
CUL 141	Selection and Storage	4
CUL 133	Production Kitchen	4
CUL 200	A la Carte Dining/Table Service	4
Total		28

Certificate in Supervision

CUL 105	Culinary Techniques	4
CUL 115	Sanitation	1
CUL 120	Cost Control	3
CUL 131	Culinary Practice	4
CUL 140	Food Industry Supervision	3
CUL 141	Selection and Storage	4
CUL 143	Menu Planning	3
CUL 200	A la Carte Dining/Table Service	4
CUL 203	Mechanical Equipment of Restaurants	3
Total		29

(www.macomb.cc.mi.us)

Monroe County Community College

Monroe County Community College offers certificates in Culinary Skills and Management, Associate of Commerce Degree (AC) in Culinary Skills and Management.

(www.acfchefs.org/drctacccr.html)

Monroe County Community College (Continued)

<u>Courses</u>	<u>Credits</u>
Required General Education Courses	12
ENGL 151 (English Composition I) or ENGL 101 (Written and Oral Communication)	3
POLSC 151 (Introduction to Political Science) or POLSC 101 (American Institutions)	3
BSMTH 101 (Business Math)	3
*Humanities/Social Science	3
Required Core Courses	44
Pre-1 st Semester	
**CSM 111	2
1 st Semester	
CMS 101 (Food Preparation I)	
CSM 101A (Introduction to Culinary Arts)	4
CSM 101B (Basic Restaurant Production)	2
CSM 101C (Baking I)	2
CSM 101D (Soups, Stocks, Sauce Production)	2
2nd Semester	
CSM 116 (Food Preparation II)	
CSM 116A (Introduction to Buffet Preparation)	4
CSM 116B (Beginning Pastries)	2
CSM 116C (Baking II)	2
CSM 116 D (Institutional Food Preparation)	2
Spring Semester	
CSM 114 (Nutrition)	2
CSM 119 (Bar Management)	2

Monroe County Community College (Continued)

3rd Semester

CSM 201 (Advanced Food Preparation I)

CSM 201A	(Introduction to Hospitality Industry)	2
CSM 201B	(Dining Room Procedures)	1
CSM 201C	(Menu Planning)	1
CSM 201D	(Purchasing and Receiving)	1
CSM 201E	(a la Carte Food Preparation)	3

4th Semester

CSM 216 (Advanced Food Preparation II)

CSM 216A	(Garde Manger)	2
CSM 216B	(Menu Planning)	1
CSM 216C	(Ice Carving)	2
CSM 216D	(Advanced Buffet Preparation)	3

Spring Semester

CSM 207	(Restaurant Management and Supervision)	3
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Required CIS Credits 4

CIS 130	(Introduction to Computer Information Systems)	3
CIS 171	(Introduction to the internet) or	1
CIS 118	(Introduction to Microsoft Windows)	1

Total Degree Requirements 60

Certificate Program Culinary Skills and Management

CSM 101 (Food Preparation I)

CSM 101A	(Introduction to Culinary Arts)	4
CSM 101B	(Basic Restaurant Production)	2
CSM 101C	(Baking I)	2
CSM 101D	(Soups, Stocks, Sauce Production)	2
CSM 111	(Food Sanitation)	2
CSM 114	(Nutrition)	2

Monroe County Community College (Continued)

CSM 116 (Food Preparation II)

CSM 116A	(Introduction to Buffet Preparation)	4
CSM 116B	(Beginning Pastries)	2
CSM 1116C	(Baking II)	2
CSM 116D	(Institutional Food Preparation)	2
CSM 119	(Bar Management)	1

CSM 201 (Advanced Food Preparation I)

CSM 201A	(Introduction to Hospitality Industry)	2
CSM 201B	(Dining Room Procedures)	1
CSM 201C	(Menu Planning)	1
CSM 201D	(Purchasing and Receiving)	1
CSM 201E	(a la Carte Food Preparation)	3
CSM 207	(Restaurant Management and Supervision)	3

CSM 216 (Advanced Food Preparation II)

CSM 216A	(Garde Manger)	2
CSM 216B	(Menu Planning)	1
CSM 216C	(Ice Carving)	2
CSM 216D	(Advanced Buffet Preparation)	3
BSMTH	101 (Business Math)	3

Total **47**

(www.monroe.cc.mi.us)

Schoolcraft College

Schoolcraft College offers a one-year certificate in Culinary Management, a one-year certificate in Culinary Arts and a two-year associates degree in Culinary Arts.

(www.culinaryschools.com/schools/50.html)

Culinary Management

<u>Courses</u>	<u>Credits</u>
CM 108 Introduction to Hotel/Hospitality Management	2
CM 203 Restaurant Concepts and Design <i>Prerequisites: Completion of 2 year CAP</i>	3
CM 210 Wine and Sprits	3
CM 211 Culinary Marketing for the Restaurant Industry <i>Prerequisites: Completion of 2 year CAP</i>	3

Culinary Management Post-Associate Certificate Requirements

Students having earned a two-year Culinary Arts certificate must fulfill their needed general education goal courses concurrently to earn the Post-Associates Certificate. The Post-Associate Certificate is awarded upon successful completion of 15 credit hours.

Fall Semester	
CM 213 Culinary Management for Restaurant Operations	3
CM 203 Restaurant Concepts and Design	3
CM 222 Management Accounting in the Restaurant Industry	4
Winter Semester	
CM 107 Food and Culture	3
CM 211 Culinary Marketing for the Restaurant Industry	3
Program Elective Suggested	
CM 210 Wine and Sprits	3

Schoolcraft College (Continued)

Culinary Arts Associates Degree

Students who satisfactorily complete this program and General Education requirements qualify for an Associate in Applied Science Degree.

First Year

(Lab & Lecture)

CAP 144	Baking I	4
CAP 124	Breakfast/Pantry	4
CAP 125	Pastries I	4
CAP 141	Culinary Sanitation	2
ENG 100	Communication Skills (Goals #2 & #3)	3
Total		17

Winter Semester

(Lab & Lecture)

CAP 142	Butchery	4
CAP 128	Introduction to Food Techniques	4
CAP 143	Dining Room Service	4
ENG 106	Business English	3
BUS 105	Business Math (Goal #1)	3
Or		
ACCT 103	Introduction to Accounting (Goal #1)	4
Elective	3-4
Total		21-23

Second Year

(Lab & Lecture)

CAP 227	Restaurant Operation	4
CAP 229	International Cuisine	4
CAP 215	Charcutiere	4
CAP 241	Culinary Nutrition	2
SOC 201	Principles of Sociology	3
Or		
PSYCH 153	Human Relations (Goals#7 & #9)	3
Elective	3-4
Total		20-21

Schoolcraft College (Continued)**Winter Semester****(Lab & Lecture)**

CAP 125	Pastries I	4
CAP 242	A La Carte	4
CAP 243	Storeroom Operations	3
POLS 105	Survey of American Government (Goals 3# & #9)	3
Electives	6-7
Total		20-21

Program Total 78-82 Credits**Culinary Arts One Year Certificate****First Year****(Lab & Lecture)**

CAP 144	Baking I	4
CAP 124	Breakfast/Pantry	4
CAP 125	Pastries I	4
CAP 141	Culinary Sanitation	2
ENG 100	Communication Skills	3
Total		17

Winter Semester**(Lab & Lecture)**

CAP 142	Butchery	4
CAP 128	Introduction to Food Techniques	4
CAP 143	Dining Room Service	4
ENG 106	Business English	3
BUS 105	Business Math	3
CAP 241	Culinary Nutrition	2
Total		20

Program Total 37 Credits

Schoolcraft College (Continued)

Complete List of CAP Courses

CAP 90	Introduction to Professional Cooking Skills and Techniques	4
CAP 124	Breakfast/Pantry	4
CAP 125	Pastries I	4
CAP 128	Introduction to Food Techniques	4
CAP 141	Culinary Sanitation	2
CAP 142	Butchery	4
CAP 143	Dining Room Service	4
CAP 144	Baking I	4
CAP 190	Externship	3
CAP 215	Charcutiere	4
CAP 227	Restaurant Cooking and Preparation	4
CAP 229	International Cuisine	4
CAP 240	Pastries II	4
CAP 241	Culinary Nutrition	2
CAP 242	A La Carte	4
CAP 243	Storeroom Operations	3
CAP 247	Banquets and Catering	3
CAP 260	Competitive Ice Carving	3
CAP 265	Advanced Competitive Ice Carving	3
CAP 267	Chocolatier	4
CAP 296	Salon Competition I	3
CAP 297	Salon Competitions II	3

(www.schoolcraft.cc.mi.us)

Washtenaw Community College

Washtenaw Community College offers an AAS in Culinary Arts and Hospitality Management and certificates in Baking and Pastry.

(www.acfchefs.org/drctacccr.html)

This program prepares for employment as a food production specialist in a hotel, restaurant, or institution, where sautéing, roasting, broiling, baking, vegetable preparation, producing soups and sauces, food storage, and sanitation will be among the skills needed. The program also gives a foundation for continued study in the associates degree program in culinary arts.

Washtenaw Community College (Continued)

<u>Courses</u>	<u>Credits</u>
Culinary Arts (CFCULC) Certificate	
CUL 100 Introduction to Hospitality Management	3
CUL 110 Sanitation and Hygiene	3
CUL 120 Culinary Skills	3
CUL 121 Introduction to Food Preparation Techniques	3
CUL 114 Baking 1	3
CUL 150 Food Service Management	3
CUL 151 Food Service Marketing	3
CUL 230 Quantity Food Production	3
CUL 231 A La Carte Kitchen	3

Choose one: CUL 210* Garde Manger or
 CUL 250 Principles of Beverage Service 3
 Elective: Complete one course from the following:
 MTH 090, MTH 151, MTH 152,
 or MTH 163 3-4

Credits Required for the Program 33-34

(www.washtenaw.cc.us/mi)

2. What is the size of each program?

Henry Ford Community College

Information Pending

Macomb Community College

Information Pending

Monroe County Community College

Information Pending

Schoolcraft College

Information Pending

Washtenaw Community College

Information Pending

3. What are the success rates of these programs?

Henry Ford Community College

Information Pending

Macomb Community College

Information Pending

Monroe County Community College

Information Pending

Schoolcraft College

Information Pending

Washtenaw Community College

Information Pending

2. Who is the target audience for each of these programs?

Henry Ford Community College

The target audience is the traditional student not quite ready for a huge four year institution, but still ready to further their education or just wanting to save some money. However, the target audience is not exclusively the traditional student. Henry Ford also targets the non-traditional student, offering them more options and amenities than the traditional four-year institution.

(www.henryford.cc.mi.us)

**Macomb Community College
Monroe County Community College
Schoolcraft College
Washtenaw Community College**

3. Is there a professional continuing education market?

Information Pending

2. What is the history of the program (established in, recent changes, etc.)?

Henry Ford Community College
Macomb Community College
Monroe County Community College

Schoolcraft College

Schoolcraft College is a public, coeducational, two-year institution. It was founded in 1961 and accredited by North Central Association of Colleges and Schools.

www.culinaryschools.com/schools/50.html

Washtenaw Community College

5. What is the cost of enrolling in the program?

Henry Ford Community College

Admission Application Fee:	\$30.00
Registration Fee:	\$36.00
Tuition per Credit Hour By District:	
Dearborn School District Resident:	\$55.00
Out of District:	\$92.00
Out of State/International:	\$106.00
Service Fee per Credit Hour:	\$7.00
Technology Investment Fee per Credit Hour:	\$2.00
Course Fees:	
Transcript Fee:	\$3.00
Certificate Fee:	\$10.00
Graduation Fee:	\$25.00

Macomb Community College

Monroe County Community College

Schoolcraft College

Application fee: \$25. In state tuition: \$54 per credit, Out of state tuition: \$80 per credit. Program related fee includes \$1380 for lab fees and instruction.

(www.culinaryschools.com/schools/50.html)

Washtenaw Community College

3. How does OCC's program differ?

OCC offers Associate in Applied Science Degrees in Food Service/Hospitality for Culinary Arts, Food Service Management and Hotel Motel Management.

Culinary Arts

<u>Required Courses</u>	<u>Credits</u>
FST 110.1 Fundamentals of Pantry Production	1.5
FST 110.2 Fundamental s of Quality Baking	1.5
FST 110.3 Storeroom I	1.5
FST 110.4 Dining Room I	1.5
FST 110.5 Cooking I	1.5
FST 110.6 Demonstration Lab I	1.5
FST 120.1 Advanced Pantry Production	1.5
FST 120.2 Advanced Quality Baking	1.5
FST 120.3 Storeroom II	1.5
FST 120.4 Dining Room II	1.5
FST 120.5 Cooking II	1.5
FST 120.6 Demonstration Lab II	1.5
FST 122 Food Standards, Sanitation and Hygiene	3
FST 124 Menu Planning	2
FST 202 Food Service Cost Control	3
FST 203 Food Purchasing and Storage	3
FST 210.1 Classical Cooking I	9
FST 220.1 Pastry Baking I	9

OCC (Continued)Required Supportive Courses

ENG	ENG 106, 135, or 151	3-6
HEA	151 Nutrition	3
MAT	107 Business Mathematics	3
PSY	263 Human Relations & Organizational Behavior	3

Food Service ManagementRequired CoursesCredits

FST 110.1-6	Culinary Arts Credit	9
FST 118	Visiting Lecture Series	1
FST 122	Food Standards, Sanitations and Hygiene	3
FST 201	Food Service Accounting	3
FST 202	Food Service Cost Control	3
FST 203	Food Purchasing and Storage	3
FST 206	Restaurant Management	6
FST 222	Equipment Planning Layout	3
FST 224	Hospitality Marketing	3
FST 232	Wines and Spirits	3
FST 240.4	Cooperative Internship-Food Service Management	3
HEA 151	Nutrition	3

Required Supportive Courses

ACC 111	Fundamental Accounting	3
ENG	ENG 106, 135, or 151	3-6
MAT 107	Business Mathematics	3

Hotel/Motel ManagementRequired CoursesCredits

FST 110.1-6	Culinary Arts Credit	9
FST 118	Visiting Lecture Series	1
FST 122	Food Standards, Sanitations and Hygiene	3
FST 202	Food Service Cost Control	3
FST 203	Food Purchasing and Storage	3
FST 206	Restaurant Management	6
FST 222	Equipment Planning Layout	3

Hotel/Motel Management (Continued)

FST 224	Hospitality Marketing	3
FST 232	Wines and Spirits	3
FST 240.3	Cooperative Internship-Hotel	3
FST 243	Front Office Management	3
FST 245	Supervisory Housekeeping	3

Required Supportive Courses

ACC 251	Principles of Accounting I	4
ENG	ENG 106, 135, or 151	3-6
MAT 107	Business Mathematics	3
CIS 105	Personal Computer Applications	4

(www.occ.cc.mi.us)

4. To what extent are there opportunities for partnerships, alliances and articulation agreements with other organizations in OCC's regional market?

Information Pending

Henry Ford Community College

The college has articulation agreements with the following institutions to ensure graduates can work toward a bachelor's degree without loss of credits earned at HFCC.

- Detroit College of Business
Bachelor of Business Administration
-Applied Business
- Eastern Michigan University
Bachelor of Science
-Hospitality Management
- Lawrence Technological University
Bachelor of Administration
- University of Michigan-Dearborn
Bachelor of General Studies
- Walsh College
Bachelor of Business Administration
-General Business

(www.henryford.cc.mi.us)

Schoolcraft College

Schoolcraft College has several affiliations. They include the American Culinary Federation; Council on Hotel, Restaurant, and Institutional Education; National Restaurant Association Education Foundation; National Restaurant Association and Michigan Restaurant Association.

(www.culinaryschools.com/schools/50.html)

Washtenaw Community College

Food Service Management

1. *What exactly are the competitors programs? What are they offering?*

Central Michigan University

Central Michigan University offers Bachelor degrees in General Management, Hospitality Information Systems and Hospitality Services Administration. Each program of study is housed in the College of Business Administration; Marketing and Hospitality Services Administration Department.

<u>Courses</u>	<u>Credit</u>	
HSA 240	Introduction to Hospitality Services Administration	3
HSA 245	Wines of the World	1
HSA 297	Special topics	1-6
HSA 331	Hospitality Industry Information Systems	3
HSA 341	Services Marketing	3
HSA 342	Hospitality Facilities	3
HSA 343	Tourism	3
HSA 344	Legal Aspects of Hospitality Services	3
HSA 350	Lodging Operations	3
HSA 390	Field Studies in Hospitality Services Administration	3
HSA 397	Special Topics	1-6
HSA 445	Advanced Food and Beverage Systems Management	3
HSA 446	Management in the Hospitality Service Sector	3
HSA 447	Financial Management in the Hospitality Service Sector	3
HSA 490	Hospitality Internship	3
HSA 491	Independent Studies	1-6
HSA 492	Practicum in Small Business	3
HSA 597	Special Topics	1-6
HSA 791	Independent Studies	1-6
HSA 797	Special Topics	3-6
HSA 798	Thesis CR/NC only	1-6

(www.mkt.cba.cmich.edu/)

Ferris State University

Ferris State University offers an Associate of Applied Science Degree in Restaurant & Food Industry Management. A 12-credit Restaurant and Food Industry Management certificate and an 18-credit Restaurant and Food Industry/Hotel Management minor are also available. Successful completion of the two-year program qualifies those wishing to further their education for the third and fourth year of the bachelor's degree program in Hotel Management.

Courses

Credits

General Education

ENGL 150	English 1
ENGL 250	English 2
MATH 115	Intermediate Algebra
PSYC 150	Introduction to Psychology

Choose one:

COMM 105	Interpersonal Communication
COMM 121	Fundamentals of Public Speaking
COMM 221	Small Group Decisions Making

<i>Electives:</i>	Cultural Enrichment
	Scientific Understanding (w/lab)
	General Education

Professional Component

ACCT 201	Principles of Accounting 1
ACCT 202	Principles of Accounting 2
ECON 221	Principles of Economics 1
MKTG 321	Principles of Marketing
RFIM 229	Dining Room Management
RFIM 299	Quality Food Management

Restaurant and Food Industry Management

RFIM 110	Introduction to Hospitality Industry
RFIM 113	Sanitation and Safety
RFIM 114	Menu Planning/Nutrition
RFIM 115	Food and Labor Cost Control System
RFIM 207	Beverage Management
RFIM 211	Purchasing: Hospitality Industry
RFIM 292	Cooperative Education

(www.ferris.edu/HTMLS/colleges/business/hotelb.htm)

Henry Ford Community College

The Food Service Management Certificate Program is designed to provide instruction in the technical knowledge and skills required for employment in the hospitality industry. Through classroom lecture and hands-on experience, the student acquires the essential skills. Many students work part-time in their fields while completing their certificates. It is possible to obtain the certificate in one year.

(33 credit hours required)

<u>Required Courses</u>	<u>Credits</u>
HST 110 Introduction to Hospitality	3
HST 121 Introduction to Quantity Food Preparation-Lecture*	2
HST 123 Introduction to Professional Cooking-Lab*	4
HST 150 Dining Room Operations	3
HST 170 Food and Beverage Controls	3
HST 210 Hotel and Restaurant Supervision	3
HST 105 Applied Food Service Sanitation	2
HST 190 Hospitality Studies Co-op	1
BBA 140 Microcomputer Applications	3

***Must be taken concurrently.**

Cognate Courses (10 hours minimum required) HST 107 Introduction to Touris

HST 130 Food and Nutrition	3
HST 140 Advanced Food Preparation	7
HST 160 Food and Beverage Purchasing	3
HST 221 Front Office Procedures	3
HST 245 Hotel and Restaurant Desserts	3
MDMA 101 Personnel Management	3
Or BBA 251 Human Resource Management	3

(www.henryford.cc.mi.us)

Monroe Community College

The Associate of Commerce degree with specialization in Culinary Skills and Management and the Culinary Skills and Management Certificate Program are designed to prepare students for careers in the food service industry.

CSM 101 (Food Preparation I)

CSM 101A	(Introduction to Culinary Arts)	4
CSM 101B	(Basic Restaurant Production)	2
CSM 101C	(Baking I)	2
CSM 101D	(Soups, Stocks, Sauce Production)	2
CSM 111	(Food Sanitation)	2
CSM 114	(Nutrition)	2

CSM 116 (Food Preparation II)

CSM 116A	(Introduction to Buffet Preparation)	4
CSM 116B	(Beginning Pastries)	2
CSM 116C	(Baking II)	2
CSM 116D	(Institutional Food Preparation)	2
CSM 119	(Bar Management)	1

CSM 201 (Advanced Food Preparation I)

CSM 201A	(Introduction to Hospitality Industry)	2
CSM 201B	(Dining Room Procedures)	1
CSM 201C	(Menu Planning)	1
CSM 201D	(Purchasing and Receiving)	1
CSM 201E	(a la Carte Food Preparation)	3
CSM 207	(Restaurant Management and Supervision)	3

CSM 216 (Advanced Food Preparation II)

CSM 216A	(Garde Manger)	2
CSM 216B	(Menu Planning)	1
CSM 216C	(Ice Carving)	2
CSM 216D	(Advanced Buffet Preparation)	3
BSMTH 101	(Business Math)	3

Total 47

(www.monroe.cc.mi.us)

2. What is the size of each program?

**Central Michigan University
Ferris State University
Henry Ford Community College
Monroe County Community College.**

3. What are the success rates of these programs?

**Central Michigan University
Ferris State University
Henry Ford Community College
Monroe County Community College.**

4. Who is the target audience for each of these programs?

**Central Michigan University
Ferris State University
Henry Ford Community College
Monroe County Community College.**

5. Is there a professional continuing education market?

**Central Michigan University
Ferris State University
Henry Ford Community College
Monroe County Community College.**

6. What is the history of the program (established in, recent changes, etc.)?

Central Michigan University

CMU was founded in 1892. As part of the CMU College of Business Administration, the Department of Marketing and Hospitality Services Administration is accredited by the AACSB International (The Association to Advance Collegiate Schools of Business). The Marketing and Hospitality program received accreditation in

(www.mkt.cba.cmich.edu/)

**Ferris State University
Henry Ford Community College
Monroe County Community College.**

7. *What is the cost of enrolling in the program?*

**Central Michigan University
 Ferris State University
 Henry Ford Community College
 Monroe County Community College.**

8. *How does OCC's program differ?*

Associate of Applied Science Degree in Food Service Management

<u>Required Courses</u>	<u>Credits</u>
FST 110.1-6 Culinary Arts Credit	9
FST 118 Visiting Lecture Series	1
FST 122 Food Standards, Sanitations and Hygiene	3
FST 201 Food Service Accounting	3
FST 202 Food Service Cost Control	3
FST 203 Food Purchasing and Storage	3
FST 206 Restaurant Management	6
FST 222 Equipment Planning Layout	3
FST 224 Hospitality Marketing	3
FST 232 Wines and Spirits	3
FST 240.4 Cooperative Internship-Food Service Management	3
HEA 151 Nutrition	3

Required Supportive Courses

ACC 111 Fundamental Accounting	3
ENG ENG 106, 135, or 151	3-6
MAT 107 Business Mathematics	3

(www.occ.cc.mi.us)

9. *To what extent are there opportunities for partnerships, alliances and articulation agreements with other organizations in OCC's regional market?*

**Central Michigan University
 Ferris State University
 Henry Ford Community College
 Monroe County Community College.**

Hotel/Motel Management

1. What exactly are the competitors programs? What are they offering?

Henry Ford Community College

Hotel, Restaurant Management Associate In Science degree

Required Core Courses (40-41 Hours)

<u>Courses</u>	<u>Credits</u>
HST 110 Introduction to Hospitality Industry	3
HST 121 Introduction to Quantity Food Preparation-Lecture*	2
HST 123 Introduction to Professional Cooking -Lab*	4
HST 130 Food and Nutrition	3
HST 140 Advanced Food Preparation	7
HST 150 Dining Room Operations	3
HST 160 Food and Beverage Purchasing	3
HST 170 Food and Beverage Controls	3
HST 210 Hotel and Restaurant Supervision	3
HST 221 Front Office Procedures	3
HST 105 Applied Food Service Sanitation	2
HST 290 Hospitality Studies Co-op	2
BAC 115 Financial Accounting for Hospitality	3
Or BAC 110 Practical Accounting	4
Or BAC 131 Principles of Accounting	4

*** Must be taken concurrently**

Cognate Courses (7-8 hours minimum required)

HST 101 Wines of the World	1
HST 103 Major Wine Grape Varieties	1
HST 107 Introduction to Tourism	3
BBA 140 Microcomputer Applications	3
BCK 051 Business Computer Keyboarding	1
CIS 100 Principles of Data Processing	3
MDMA 101 Personnel Management	3
MDMA 102 Human Resource Management	3
SPC 131 Fundamentals of Speaking	3

Henry Ford Community College (continued)

BEC 133	Basic Economics	3
BEC 151	Principles of Macro Economics	3
BEC 152	Principles of Micro Economics	2
BBA 131	Introduction to Business	4

(www.henryford.cc.mi.us)

Michigan State University

Michigan State offers both Bachelor and Graduate degrees from their School of Hotel, Restaurant and Institutional Management. The Undergraduate program emphasizes on managerial leadership, requiring at least 120 credits, including two credits for internships.

<u>Courses</u>		<u>Credit</u>
HB 200	Introduction to the Hospitality Industry	3
HB 210	Introduction to Casinos	3
HB 211	Club Operation Management	3
HB 237	Management of Lodging Facilities	3
HB 265	Quality Food Management	3
HB 302	Hospitality Managerial Accounting	3
HB 307	Organizational Behavior in the Hospitality Industry	3
HB 320	Casino Operations and Management	3
HB 337	Hospitality Information Systems	3
HB 345	Quality Food Production Systems	3
HB 410	Casino Controls and Finance	3
HB 411	Hospitality Beverages	3
HB 415	Total Quality Management in the Hospitality Industry	3
HB 473	Hospitality Industry Research	3
HB 475	Innovations in Hospitality Marketing	3
HB 482	Hospitality Managerial Finance	3
HB 485	Advanced Foodservice Management	3
HB 489	Policy Issues in Hospitality Management	3

Michigan State University (Continued)

HB 490	Independent Study in Hospitality Management	3
HB 491	Current Topics in Hospitality Industry	3
HB 807	Workforce Management in the Hospitality Industry	3
HB 837	Advanced Hospitality Information Systems	3
HB 875	Innovative Marketing in the Hospitality Industry	3
HB 882	Financial Management in the Hospitality Industry	3
HB 885	Seminar in Food and Beverage Systems Management	3
HB 890	Independent Study in Hospitality Management	3

In 1996, MSU created The Michael L. Minor Master of Science in Foodservice Management. This program provides a business-focused management education for graduates with B.A. degrees.

<u>Courses</u>		<u>Credits</u>
ACC 800	Financial Accounting Concepts	3
EAD 860	The Concept of the Learning Society	3
EAD 816A	Adult Learning	3
EAD 862A	Training in Industry	3
EAD 862B	Adult Career Development	3
EC 803	Managerial Economics	3
HB 491	Current Topics in the Hospitality Industry	3
HB 807	Workforce Management in the Hospitality Industry (Required)	3
HB 837	Hospitality Information Systems (Required)	3
HB 875	Marketing in the Hospitality Industry (Required)	3
HB 882	Financial Management in the Hospitality Industry (Required)	3
HB 885	Seminar in Food and Beverage Systems Management	3

Michigan State University (Continued)

HB 890	Independent Study	6
MGT 806	Management and Organizational Behavior	3
MGT 810	Human Resource Management	3
MGT 811	Organizational Staffing	3
MGT 815	Entrepreneurship	3
MSC 805	Marketing Management	3
MSC 831	Food Marketing Management	3
MSC 860	International Business	3
MSC 865	Emerging Topics in Business	3

(www.bus.msu.edu/shb/ms/index.htm)

Ferris State College

Ferris offers a Bachelor of Science in Hotel Management

Required Courses

Credits

General Education

ENGL 325	Advanced Business Writing
ECON 222	Principles of Economics 2
SPAN 101	Beginning Spanish 1
SPAN 102	Beginning Spanish 2
<i>Electives:</i>	Scientific Understanding
	Social Awareness (300+ level)

Business Core

BLAW 321	Contracts and Sales
BUSN 499	Interdisciplinary Integrating Experience
FINC 322	Financial Management 1
ISYS 321	Business Information Systems
MGMT 301	

(www.ferris.edu/HTMLS/colleges/business/hotelb.htm)

2. *What is the size of each program?*
3. *What are the success rates of these programs?*
4. *Who is the target audience for each of these programs?*

5. *Is there a professional continuing education market?*
6. *What is the history of the program (established in, recent changes, etc.)?*
7. *What is the cost of enrolling in the program?*
8. *How does OCC's program differ?*

Associate of Applied Science Degree in Hotel/Motel Management

Required Courses Credits

FST 110.1-6	Culinary Arts Credit	9
FST 118	Visiting Lecture Series	1
FST 122	Food Standards, Sanitations and	
FST 202	Food Service Cost Control	3
FST 203	Food Purchasing and Storage	3
FST 206	Restaurant Management	6
FST 222	Equipment Planning Layout	3

Hotel/Motel Management (Continued)

FST 224	Hospitality Marketing	3
FST 232	Wines and Spirits	3
FST 240.3	Cooperative Internship-Hotel	3
FST 243	Front Office Management	3
FST 245	Supervisory Housekeeping	3

Required Supportive Courses

ACC 251	Principles of Accounting I	4
ENG	ENG 106, 135, or 151	3-6
MAT 107	Business Mathematics	3
CIS 105	Personal Computer Applications	4

(www.occ.cc.mi.us)

9. *To what extent are there opportunities for partnerships, alliances and articulation agreements with other organizations in OCC's regional market?*

Information Pending

APPENDIX:

**Michigan Region
Culinary/ Hospitality/ Foodservice Management Schools**

(Two-Year and Four Year)

Culinary/Hospitality/Foodservice Management Schools (Two-Year)							
SCHOOLS	Program Enrollment	Degrees Awarded	Degree Category	Degree Specializations	Accreditations	Program Contact	Program Description
Oakland Community College - Farmington Hills, MI	Grads 98 and forward: BAK (0); FOO (4); CUL (31); HOT (2) Total= 37	Certificate in Apprenticeship; Associates in Applied Science	Associates in Applied Science in Culinary Arts, Food Service Management and Hotel/Motel Mgt.	Strong in food service management, strong ties with local country clubs for employment	Graduates eligible for certification by the American Culinary Federation	Sue Baier 248-522-3700	CUL - 73+ credit hours
Macomb Community College - Clinton Township, MI	260	Associate of Applied Science, NRA Diploma, NIFI Sanitation Certificate, State of Michigan Sanitation Certificate, Practicum Completion Certificate	Associate of Applied Science in Culinary Arts/Hospitality	Strong in Culinary Arts, affiliated with ACF Apprenticeship Program	North Central Association of Colleges and Schools, American Culinary Federation Educational Institute	David Scheider ,CEC, Faculty/Department Coordinator 810-286-2088 <i>*spoke to Jeff Wolf 7/10</i>	44 credit hour core courses plus 23 credit hours of management instruction
Henry Ford Community College - Dearborn, MI	PENDING	Associate in Science Degree; Hotel/Rest Mgt; Certificate of Achievement in Food Svc. Management	Associate of Applied Science in Culinary Arts/Hospitality		American Culinary Federation, Educational Foundation of the National Restaurant Assn.	Dennis Konarski. CCE, Director of Hospitality Program 313-845-6390; dennis@hfcc.net	43-49 credit hours
Washtenaw Community College - Ann Arbor, MI	PENDING	Associate in Applied Science, Culinary and Hospitality Management (APCULD); Certificate in Culinary Arts, Baking and Pastry	Associate of Culinary Arts Technology; Hotel Restaurant Management Technology, Certificate in Food Production Specialist		State of Michigan Department of Education, North Central Association of Colleges and Secondary Schools	Don Garret, Dept. Chair, Culinary and Hospitality Mgt. Program; 734-973-3601; dgarrett@wccnet.org	65-71 credit hours of instruction plus 300 hours of field experience
Schoolcraft College - Livonia, MI	96	Associates/Certificates	One year Certificate in Culinary Management and Culinary Arts AND Associates Degree in Culinary Arts	Strong in culinary with 4 Master Chef instructors <i>*Intro to Hotel Mgt class starting this Fall</i>	American Culinary Federation, Council on Hotel, Restaurant and Institutional Education, National Restaurant Education Association Foundation, Michigan Restaurant Association	Bruce Konowalow, Director, Culinary Arts 734-462-4423	1 year certificate - 40 hours; 2 year Associates Degree - 78-82 credit hours
Monroe Community College - Monroe, MI			Associate of Commerce Degree, Certificate in Culinary Skills and Management, Post Associate Certificate in Culinary Arts			Kevin Thomas 734-242-9711	A.C. Degree - 47 hours

Culinary/Hospitality/Foodservice Management Schools (Four –Year)							
SCHOOLS	Program Enrollment	Degrees Awarded	Degree Category	Degree Specializations	Accreditations	Program Contact	Program Description
Central Michigan University - Mt. Pleasant, MI	315	Bachelor of Science; Bachelor of Applied Arts	Hospitality Services Administration (HAS) and Food Service Administration (FSA)	Hospitality Mgt, Hospitality Information Systems; Gaming Mgt; Food Svc. Mgt; Dietetics	American Assembly of Collegiate Schools of Business	Vicki Ebner 517-774-3701 vicki.l.ebner@cmich.edu	124 semester hours plus 400 hour internship
Michigan State University - Lansing, MI	605 undergraduate, 14 graduate	Bachelor of Arts/ Master in Business Administration, Master of Science in Foodservice Management	Bachelor in Hospitality Business, Master in Hospitality Business or Food Service Management		American Assembly of Collegiate Schools of Business	Ronald Chichy, Director, The School of Hospitality Business, 517-353-9211	120 semester hours plus 800 internship hours
Ferris State University - Big Rapids, MI	96	Associates or Certificate in Applied Science; Bachelor of Science	Associates in Food Service Management; Bachelors in Hospitality Management	Hotel Management and Food Service Management	North Central Association of Colleges and Schools	Anthony Agbeh 616-592-2382	

Culinary/Hospitality/Foodservice Management Schools (Four –Year Continued)										
SCHOOLS	Special Features	Academic Agreements	Tuition and Fees (Per Year)	Alliances w/Organizations & Institutions	Professors	Successful Career Placement History/	Regular Forums/	Easily Assessable Instructors	Retention Rate	Specific Program Emphasis
Central Michigan University - Mt. Pleasant, MI			\$7,500 in state; *incl. room and board							
Michigan State University - Lansing, MI	Runs the Kellogg Hotel and Conference Center; Strong mentor program, many career events and 7 industry-related clubs		\$9,100 in state *incl room and board							
Ferris State University - Big Rapids, MI	On campus hotel and conference center, Active advisory board		\$8,000 in state *inc. room and board							

**Room and Board average \$4,000 per year*

**Room and Board average \$4,000 per year*

Sources:

A Guide to College Programs in Culinary Arts, Hospitality and Tourism, 1999, Wiley & Sons (NetLibrary)

American Hotel Management Association (www.list.ahma.com)

American Culinary Federation (www.acfchefs.org)

Petersons Culinary Schools 2000 (www.culinarieschools.com)