



Elevating the Berkshires through Workforce Development

Berkshire Community College introduces new non-credit certificates designed to provide the skills and experience needed to cultivate preferred service professionals and foster an inspired Berkshire experience.

Hospitality Leadership (Rising Managers) Certificate

Courses include - Intro to Hospitality * Customer Engagement * Business Basics for Hospitality Leadership Development * Human Resources for Hospitality/Restaurants

Intro to Hospitality:

An introductory exploration of careers available in the hospitality industry in Berkshire County and beyond with a focus on sustainable agriculture and the farm-to-table movement. This class covers careers available in lodging, food service, event planning, cultural institutions, travel and tourism and also presents basic concepts of food systems issues.

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| March 18: 9:30 am – 12:30 pm | Hotel on North, Pittsfield |
| March 20: 1 – 4 pm | BCC's Main Campus, Pittsfield |
| March 25: 1 – 4 pm | BCC's Main Campus, Pittsfield |
| March 27: 9:30 am – 12:30 pm | BCC's Main Campus, Pittsfield |
| April 9: 1 – 4 pm | BCC's Main Campus, Pittsfield |

Customer Engagement:

A thought provoking 'experiential' customer engagement program uniquely designed to give individuals a jump-start they need for a career in hospitality and other customer centered industries. This 21-hour noncredit certificate program introduces students to the nuances of customer engagement. Discussions will explore what it takes to go beyond great customer service. Identification of techniques to guide day-to-day actions along with discussions on values, service customization, heroic acts, and the art and creation of great memories. This program will highlight how appropriate dress, actions, attitude and problem solving skills can lead to a successful career. Cost includes instruction and classroom materials. Concepts of Danny Myer's enlightened hospitality philosophy and other philosophies will be covered as well as etiquette basics.

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Business Basics for Hospitality:

A mix of classroom and hands-on learning, the goal of this class is to provide training on the operations and economics of a hotel & lodging operation and the basic math involved. Case studies will be presented for small, medium and large establishments.

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| April 1: 8 am – 12 pm | BCC's South County Center, Great Barrington |
| April 3: 8 am – 12 pm | BCC's South County Center, Great Barrington |
| April 8: 8 am – 12 pm | BCC's South County Center, Great Barrington |
| April 10: 8 am – 12 pm | BCC's South County Center, Great Barrington |
| April 15: 8 am – 12 pm | BCC's South County Center, Great Barrington |
| April 17: 8 am – 12 pm | BCC's South County Center, Great Barrington |

Leadership Development:

In this course, students learn about their leadership styles, explore a range of effective and ineffective leader behaviors, understand the importance of both formal and informal leadership in the hospitality industry, and work on developing leadership skills. Instructional modalities include: assessment, case analyses, and experiential exercises.

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| April 22: 9:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| April 23: 9:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| April 29: 10:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| April 30: 10:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 6: 10:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 7: 10:30 am – 12:30 pm | BCC's South County Center, Great Barrington |

HR for Hospitality/Restaurants:

An overview of the main HR issues in the hospitality/restaurant industry, including, recruitment, retention, effective training, motivation, loss prevention, legal liabilities, and connecting employees with needed resources, conflict resolution and avoiding workplace harassment.

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| May 15: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 16: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 22: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 23: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 29: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |
| May 30: 8:30 am – 12:30 pm | BCC's South County Center, Great Barrington |

Applicants for this certificate are required to submit one (1) letter of support along with his/her application.

For more information about BCC's Fast-Track Hospitality and Culinary Program

visit www.berkshirecc.edu/hospitalitytraining

email workshops@berkshirecc.edu

call 413-236-2127