Advance Your Career

Online Bachelors Degree
in Hospitality and Restaurant Management

NEW ENGLAND CULINARY INSTITUTE™
New England Culinary Institute (NECI) is widely considered as one of the top culinary institutes in America & has been named "Best Cooking School" by the International Association of Culinary Professionals.

NECI is the only culinary school or academy to offer an online bachelors level program in restaurant management to students. The program is taught to future restaurateurs and executives by current restaurateurs and executives who possess a clear understanding of the requirements for running a successful food service business. Unlike other schools who offer this type of course, NECI is the sole expert institution.

Our alumni work professionally the world over and include Alton Brown, host of the Food Network's "Good Eats" and "Iron Chef America."

Table of Contents

Director's Message 1
Program Overview 2 - 5
Course Curriculum 6 - 7
Online Learning 8 - 9
NECI is Committed to Your Success 11
Frequently Asked Questions 12
Admission Requirements 13
About NECI 14
NECI Alumni 16 - 17
Thank you for taking the time to consider New England Culinary Institute (NECI) as your choice for studies in Hospitality and Restaurant Management. The decision to go back to school is never an easy one and often requires extensive research and consideration. Furthermore, over the years, we have found that the reasons that many of our students have chosen to continue their education varies from individual to individual. Some people do it to satisfy a life-long dream while others do so to move ahead in their careers. Whatever your reasoning, I would like to take the time to introduce you to our school and discuss some of the key benefits of an education at NECI.

When discussing our online bachelors degree program, convenience is probably foremost in your mind. NECI’s flexible, online format allows you to earn your degree while balancing other demands on your time, enabling you to participate in classes when your schedule permits. NECI allows you to effectively complete your studies without interrupting your lifestyle or uprooting your family. Our online bachelors in Hospitality and Restaurant Management program is delivered fully online and is identical to the on-campus program taught by qualified NECI faculty.

With intimate class sizes and an engaging online learning environment, this program allows you to build strong, lasting relationships with both your teachers and instructors as well as your fellow classmates. Once enrolled, you’ll be teamed with a cohort of fellow students with similar experience as yourself. Because you are traveling through the program together, your cohort will provide one of many sources of contact and companionship throughout the tenure of your online studies.

The program curriculum will challenge you and provide you with the type of training and education that will prepare you for a leadership position within the food & beverage industry, be that as an entrepreneur running your own business or as a senior level leader within a larger organization. The following pages will walk you through our course curriculum and discuss the benefits of online learning. Our admissions advisors are available to answer any questions that you may have concerning start dates, tuition, faculty, financial aid, and even walk you through the application process.

Congratulations on taking this first step towards an exciting future. Should you decide that New England Culinary Institute is the right fit for you, I look forward to meeting you at graduation.

Sincerely,

Michelle Ford
Dean of Hospitality & Restaurant Management Program
New England Culinary Institute
The food and beverage industry is a hot growth area employing more than 13 million professionals in the United States. Even so, one of every five restaurants fails within their first year of operation in America.
With that kind of statistic, it is essential that you get the very best training available. With a Bachelor of Arts in Hospitality and Restaurant Management from New England Culinary Institute, you’ll be fully equipped for a variety of management level positions within the industry or even to start your own business.

A bachelors degree from NECI will open doors you never even knew existed by providing a solid educational foundation in culinary management. You’ll gain an understanding of the management functions required to run a professional food service operation from hiring personnel and maintaining accounts to purchasing and inventory control. We emphasize entrepreneurship, strategic planning, and leadership skills, so you’ll be able to translate your vision into a successful restaurant or food service-related business.

If you have a little education, a little experience, and a lot of ambition to excel in the food and beverage industry, NECI’s Bachelor of Arts in Hospitality and Restaurant Management program will help you achieve your career goals.
Accelerate your career with an online bachelor's degree in Hospitality & Restaurant Management from New England Culinary Institute.

A bachelor's degree will open doors within the hospitality industry. Do you have a hot new idea for a food-based business? Have you ever considered senior level management? Or maybe you’ve always wanted to open a restaurant of your own. This bachelor's degree goes beyond the basics of culinary education to provide a sound foundation in the principals and key teachings related to management within the hospitality setting.

The food and beverage industry is experiencing tremendous growth and can offer a number of bright possibilities for professionals with the right training. As a graduate of this program, you’ll have an understanding of the management functions required to run a professional kitchen and food service business from accounting and financial analysis to restaurant operations and strategic planning. This program emphasizes entrepreneurship, strategic planning, and leadership skills, so that you’ll be able to translate your vision into a successful restaurant or food related business.

In this booklet, you’ll find out exactly what makes New England Culinary Institute so unique and you’ll also meet some of our successful alumni. You’ll learn how in just two years, you can obtain an accredited bachelor's degree — without disrupting your career or your family — by studying online.

NECI’s Bachelor of Arts in Hospitality and Restaurant Management provides that foundation with programs like:

- Financial Management in the Hospitality Industry
- Marketing Theory and Research
- Accounting and Financial Analysis
- Restaurant Operations Management
- Human Resources in the Food Industry
- Food Systems, Inventory Control, and Sanitation
- Corporate Purchasing and Finance
- Beverage Management
- Strategic Restaurant Planning
- Critical Issues in Leadership
- Innovation and Creativity
- Ethical and Legal Issues
NECI’s Bachelor in Hospitality and Restaurant Management program fully prepares you for a management-level position in the hospitality industry by providing a well-rounded education and teaching you the fundamentals of operating a hospitality business.

### Financial Management in the Hospitality Industry
This course prepares students to understand business management from the perspective of the financials. Using an income statement as the basis for the class, students explore ways to manage revenue and expenses, adding systems, methods and procedures to their foundation of knowledge. This class serves as a platform for students as they build financial models for potential businesses.

### Marketing Theory and Research
This course provides students with the opportunity to explore the world of marketing beyond the conventions of advertising and promotion. Students will understand the significance of a marketing plan and how market research can help define the various types of marketing strategies management can use, from new product awareness to market re-positioning. This course is an introduction to marketing concepts and their application. It prepares students to evaluate and improve existing marketing practices to achieve higher profitability, greater customer satisfaction, and more efficient use of resources.

### Accounting and Financial Analysis
This course teaches students the essential steps of the accounting cycle, from journal entries to end-of-month account reconciliation. Students learn basic concepts of financial and managerial accounting geared to managers. Financial accounting topics include: income determination, asset valuation, liabilities, shareholders’ equity, financial statement analysis, and cash flow analysis. Managerial accounting topics include fundamentals of cost accumulation and control, standard costing, incremental analysis, and budgeting. This course focuses on the details of sound fiscal performance in a hospitality context. Students will understand the essentials of effective budgeting practices and the impact poor performance has on short-and long-term growth.

### Operations Management
This course is designed to explore the day-to-day operations of a restaurant. Through class activities, guest lectures, and hands-on projects, the student will apply the insights and skills acquired to develop a comprehensive operations plan for a business. The over-riding objective of this class is to create a forum for students to think critically about the information presented and then apply that information within the parameters of a business concept of their own.

### Human Resources in the Food Industry
This course focuses on preparing students both personally and professionally for entering the business world as a manager. The focus is on developing personal, managerial, and human resources management skills to prepare students for application of those skills to a career in the industry. The course introduces students to theories and skills, giving opportunities to begin practicing communication and leadership. The course also covers the key employment and labor laws which affect how supervisors manage and make decisions about issues involving discrimination, harassment, and disability policies and legislation.
Food Systems, Inventory Control, and Sanitation
This course examines two key challenges faced by managers in today's food service operations: sanitation and menu engineering. The course is divided into two sections accordingly. In the sanitation section, students focus on understanding and utilizing state regulations, training kitchen staff, conducting sanitation inspections, formulating applied solutions to identified issues, and presenting these results. In the menu engineering section, students develop an understanding of menu in the contexts of guest perception and the marketplace, cost/profit analysis, and logistical feasibility. Students use discussions, projects, and applied situations to strengthen their skills in problem-solving, developing workable solutions, professional interaction, and team building.

Corporate Purchasing and Finance
This course examines many facets of corporate management, including purchasing, accounting, and control. Students learn the essentials of corporate financial management. This course focuses on key business aspects of an organization, and allows students to put into practice the necessary skills of effective cost management.

Beverage Management
This course is designed to provide students with an increased understanding of the bar and beverage industry, with a focus on wine business. Students learn about the unique history and production methods of wine, beer, and spirits. Students study common marketing concepts and promotional schemes employed by wineries, distributors, retailers, national promotion boards and the critical media. In addition, the course covers financial aspects of the wine business and considers progressive ideas for sales and wine list designs in retail environments. Product knowledge is developed through discussions and outside reading assignments about current trends. Students will develop a viable beverage program of their own.

Strategic Restaurant Planning
The strategic “vision” allows the industry professional to contribute to, and maintain, an organization's mission, long-term planning, and growth potential. Built into this strategy should be an approach that is built for long-term success. This project-based course is devoted to identifying problems and formulating solutions through a carefully formatted and guided process. It is designed to

explore the day-to-day operations of a business venture. Students become auditors, working closely with instructors and industry professionals to discover more effective “best practices” through the application of analytical thinking.

Critical Issues in Leadership
This course is designed to focus students’ thinking on critical issues facing leaders today. In today's business environment, a manager must make crucial decisions regarding employees, the business, and the surrounding community. Class discussions center on new leadership theory, foundations of management theory, organizational dynamics, and transformational leadership as they pertain to supervision, organizational policies, and operational issues.

Innovation and Creativity
Exploring the innovative and creative spirit and understanding the life cycle of opportunity are the foundations of this class. Students will explore how successful leaders have used their vision to create a competitive advantage and inform decision making. By challenging existing norms and learning to recognize moments of opportunity, students will learn how to effect change throughout their personal and professional lives. They can then begin to establish goals to practice these actions, attitudes, habits, and strategies.

Ethical and Legal Issues
A working understanding of ethical and legal concerns is fundamental to positive personal, professional and community-related behavior and decisions that follow the law. This class provides the opportunity to appreciate the western cultural roots and development of ethical and legal thought and the application of this knowledge to personal and professional behavior. This course discusses ethical dilemmas, current affairs, professional codes of conduct, a basic understanding of the law, and the ability to apply a manager's legal duties and obligations to guests, the serving of food and beverages, safety and security, and employment management. By the end of the class, students understand that based on knowledge, facts, and action, they are expected to assume responsibility for ethical legal decisions and to train and support staff in ethical and legal awareness.
NECI’s online Bachelor in Hospitality and Restaurant Management courses have been specifically developed for delivery via e-learning and maintain the same high level of quality that is the standard on campus at New England Culinary Institute — so you can graduate with a degree from NECI no matter where in the country you live. The program’s online learning portal is the center of the learning experience. Here you will access course information, communicate with your instructors and fellow learners, take quizzes, post assignments, and view grades — all from the convenience of your home, office or study space.

This highly interactive educational website uses the highest quality multi-media to make your learning experience as engaging as it is effective. The online learning portal provides a framework for the highest quality communication and interaction for you, your instructors, and your fellow learners.

Finish your degree while you continue your life. The beauty of online learning is that it allows you to study without disrupting the many other aspects of your busy life. You can continue with your job and you don’t have to move or uproot your family. E-learning combines the best of traditional learning with the advantages of the Internet.

Flexible scheduling. If you’re currently working in hospitality, you probably keep some rather unconventional hours. With our online program, you can fit your studies around your schedule. If you can find an
hour or two before shifts and a couple of hours on your days off, you have time to complete your degree.

**Quick responses.** You know you learn better when you get a response to your questions right away. That’s why our faculty is committed to responding to your questions within 24 hours and returning your assignments, with feedback, within 48 hours.

**Online resources.** Going to the library can add hours to the average weekly workload for a university course. But with NECI’s online program, everything you need to succeed in this program, aside from your text books, is just a click away.

"If you're considering a culinary education, give these folks a call before you make your move."

— Alton Brown, Host of "Good Eats" and "Iron Chef America" (on the Food Network)
"There are a lot of different culinary schools out there. I know. I visited most of them. None of the others offer the kind of personal attention that NECI does."

— Evvan Blazell, Olympia, WA, Class of ‘09
NECI is Committed to Your Success

Even though you are learning from the comfort of your home, you will be part of a thriving academic community. Our faculty and administrative staff are here to support you and to ensure that your educational experience is satisfying and that you successfully complete your degree. In order to achieve this, we have designed a support network to best allow us to manage the needs of each and every student in our program.

**Personal Admissions Representative**

Each student applicant is assigned a unique admissions representative who will guide you through the admissions process and help you assemble a successful application.

**Personal Student Services Manager**

Once you are enrolled at NECI, you will be assigned to a student services manager who will help you map your pathway to graduation and ensure you meet all your graduation requirements.

**A Personally Accessible and Involved Dean**

The Dean of NECI’s School of Hospitality and Restaurant Management is committed to ensuring an unrivaled learning experience through a unique hands-on and interactive approach that ensures high student participation and satisfaction. She is available via email or by telephone to answer questions you may have as you progress through the program.

**NECI’s Highly Skilled Faculty**

Our instructors are successful professionals who also specialize in online education. Every faculty member has a number of years of industry & teaching experience.

**Small Group Facilitator**

Every course in the curriculum has a knowledgeable facilitator assigned to help you with any questions or problems you have regarding the course work.

**Live 24-Hour Tech Support**

As a NECI student, you have access to our technical support personnel 24 hours a day, 7 days a week, 365 days a year. You will always speak to a live, qualified professional technician, no matter what time of the day or night you call, so that you can get your technical concerns resolved quickly.

**Intimate class sizes**

You will be part of a small groups of about 20 other fellow students. Your instructor will encourage group discussions and learning activities to build your group into a learning community.
Frequently Asked Questions

Answers to questions about NECI’s Bachelor in Hospitality and Restaurant Management program

Is this distance learning degree any different from the one that is earned on-campus at New England Culinary Institute?
No. You will receive the same education, the same instructors, the same degree, and your diploma will be identical to that of an on-campus student.

How long is the program?
The program takes 18-24 months to complete. Speak to your representative for more detail.

How many credits and courses do I take each semester?
Students take two courses per semester one at a time, at 5 credit hours each, for a total of 10 credit hours per semester.

How much does the program cost?
Graduates of NECI tell us that they found the cost of their degree to be a worthwhile investment in their career because it provides the opportunity for greater advancement. Our online program provides even greater advantages by enabling you to complete your degree with 72 weeks* of course work while continuing to earn a living. Your Admissions Representative can provide you with the most current tuition information.

When do I start the program?
There are six start dates each year (Spring, Summer, and Fall) and you may enter the program at whichever date suits you. Please contact an Admissions Representative for this year’s start dates at 1.877.223.6324, extension 3210 (U.S. and Canada) or +1.802.225.3210 (International).

How much time is required for this program?
This program is designed for people like you who have responsibilities at work and at home. Most students find they spend about 15-20 hours each week studying and completing assignments. The flexible course structure allows you to fit this time into your schedule in a way that’s convenient for you. Students also find their small group is a tremendous source of support.

What about graduation?
Online students are encouraged to join their on-campus classmates at our annual graduation ceremonies.

Is the program accredited?
NECI is accredited by the Accrediting Commission of Career Schools and Colleges of Technology. NECI and its faculty are associated with:
• The American Culinary Federation
• The American Institute of Wine & Food
• The Council on Hotel, Restaurant, and Institutional Education
• The International Association of Culinary Professionals
• The James Beard Foundation, Inc.
• The National Restaurant Association
• The National Restaurant Association Educational Foundation
• Women Chefs and Restaurateurs

What should I do if I want to apply?
To begin the application process, please contact an Admissions Representative at 1.877.223.6324, extension 3210 (U.S. and Canada) or +1.802.225.3210 (International), or email Admissions@neci.edu.

* Actual program length may vary due to breaks between classes; students should anticipate up to 24 months to complete the entire program.
Admission Requirements

Requirements for NECI's Bachelor in Hospitality and Restaurant Management program

To enroll in NECI's Bachelor in Hospitality and Restaurant Management program, you must have:

• an associate's degree with at least 60 undergraduate credits from an accredited post-secondary institution.
• current or relevant experience in the food service/hospitality industry.

Our Admissions Representatives are here to guide you through the admissions process and to answer any questions that you may have with regard to admissions requirements, tuition or program curriculum.

To apply:

• Complete an application for admission.
• Submit official college transcript(s) from an accredited postsecondary institution, indicating receipt of an associate's or higher level degree in a related field of study.
• Submit a written personal statement of three to four pages, double-spaced. The options for the essay's subject matter are listed on the bachelors degree application.
• Complete the survey "Is Online Learning for Me?"
• Submit a resume documenting your experience in the hospitality industry.
• Letter(s) of recommendation and/or a personal interview may be required as well.

To speak to an Admissions Representative, call:
1.877.223.6324, extension 3210 (U.S. and Canada)
+1.802.225.3210 (International)
NECI’s very first class was led by Michel LeBorgne, Maitre Cuisinier de France, in June of 1980. He is one of only 50 Master Chefs of France in the United States and is Vice President of Culinary Affairs at NECI. Trained in the French apprenticeship model, Chef Michel’s philosophy of hard work, dedication to one’s craft, and ‘simple food cooked properly’ continues to shape NECI today.

NECI’s faculty includes top industry professionals, each of whom has or has had a distinguished career outside New England Culinary Institute and is an expert in their field. This means that you are learning from professionals who have first-hand industry knowledge, insiders who will teach you not just the theory you need to excel in this industry but the practical reality of how things work. When you walk into your first job after graduating, you’ll already have knowledge that usually takes years to acquire by working your way up the ranks.

Another feature that distinguishes us from other food and beverage programs is a low student-teacher ratio. We have maintained this tradition in our online learning environment by insuring class sizes of between 15 - 20 students. This way you receive personalized coaching from your instructors and get to know your fellow students.

You may also be more concerned than you once were about the reputation of a post-secondary institution and like most of our students, you probably also appreciate the value of experience. At NECI, our roots are in doing, so we practice what we teach.

It might be helpful to know some facts about New England Culinary Institute:

- We were named Best Cooking School by the International Association of Culinary Professionals in 2004.
- We are widely considered one of the top culinary institutes in the country.
- More than 25 years have passed since our doors opened to welcome the first group of students into our restaurants and labs.
- We have played an influential role in the development of the Vermont culinary landscape.
- Our students have traveled the world, bringing with them a commitment to industry excellence.
- We have many well-known alumni including Alton Brown of “Good Eats” and “Iron Chef America.”
- Chef Michel LeBorgne, one of the very few Master Chefs of France in the US, has been with us since we opened our doors and is currently Vice President of Culinary Affairs.
- Our entire faculty are successful professionals with teaching experience.

Over the years, NECI has grown from just seven students to more than 500. NECI campuses are located in Montpelier and Essex, Vermont. The school owns and operates restaurants, bakeries, catering services, and other local foodservice facilities which provide hands-on training for our resident students. Despite our growth and continued success, we continue with our original vision of providing high-quality instruction through small student-instructor ratios.
NECI alumni enjoy successful and intriguing careers. Meet just a few of our many successful graduates:

**Alton Brown**  
Host of the “Good Eats” and “Iron Chef America” programs on the Food Network. NECI Montpelier, ’97.  

Pop culture, cooking science, comedy, and plain good eating: that’s what Alton Brown and his show Good Eats are all about. Now in its sixth season on the Food Network, Good Eats is a unique brew of goofy humor, serious science, and passion for simple good food in all its forms. His new cookbook, *I’m Just Here for the Food*, is an extension of his philosophy that Food + Heat = Cooking.

Alton on NECI:  
“When I came up with the idea for Good Eats, I was directing commercials for a living, not cooking, so I figured I needed to get some serious learning. That’s what The New England Culinary Institute is. It was like going to medical school for two years. If you’re considering a culinary education, give these folks a call before you make your move.”

Alton on technique:  
“Slicing a warm slab of bacon is a lot like giving a ferret a shave. No matter how careful you are somebody’s going to get hurt.”

**Steven Jackson**  
President/CEO of The Convenient Chef, Ltd., a personal chef service. Featured clients: The Chicago Bulls. NECI Montpelier AOS, ’90.

Even the most talented basketball players need fuel to fly. Enter NECI graduate Steve Jackson on a one-man mission to teach Chicago’s giants to love their green vegetables.

Chef Steve is responsible for feeding the Bulls when they are in town and is a personal chef to forward Eddy Curry. It’s not easy to persuade multi-millionaires and recent high school graduates that there is more to food than burgers, fries, and a shake, but Chef Steve has converted the team to a healthy balance of carbs, protein, vegetables, and fruit. The teams’ favorite meals are grilled tuna, salmon, chicken sausages, and Steve’s special fajitas and crawfish jambalaya.

“Growing up playing basketball, you always dream of making the NBA,” says Steve. “Hey — I did make the NBA, but through the kitchen.”

He credits NECI for much of his success:  
“I use my NECI education in everything I do: sanitation, food theory, meat fabrication, cooking, and ordering.”

He advises current and prospective NECI students to “Be patient and focused. Success will come to those that bust their butts and have a passion for what they do.”
Eric Johnson
Executive Chef, Jean-Georges Shanghai (Shanghai, China).
NECI Montpelier, ’93.

It’s pretty tough to open a restaurant. It’s tougher if you and your staff don’t speak the same language. And if your boss is the famously perfectionist Jean-Georges Vongerichten, you are charged with opening his first restaurant in his native France, and you’re an American chef taking on the Parisian food critics, you might have a little trouble remaining calm.

It’s fortunate that Eric Johnson (Montpelier 12/93) is a pretty calm guy. "I remember the first day," he says, "I couldn’t think of how to say ‘make it rare,’ so I kept poking the meat as it went out, hoping the cooks knew what they were doing.”

Johnson didn’t have to speak French to make Market, Jean-Georges Vongerichten’s first Parisian restaurant, a smashing success, so his next assignment, opening Jean-Georges Shanghai in China, shouldn’t be too difficult. No, Johnson doesn’t speak Chinese.

Born in Stony Brook, Long Island, Johnson had a traditional college career at the University of Colorado at Boulder. "I knew I had to choose between graduate school and culinary school," he says. "I chose NECI and I’ve never regretted it.”
To learn more, contact an Admissions Representative today at:

1.877.223.6324, extension 3210 (U.S. and Canada)
+1.802.225.3210 (International)