

# **HOSPITALITY - HOTEL AND RESORT OPERATIONS MANAGEMENT**

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## **Program Outline**

<b>Major:</b>	HHRO
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters, plus 1 work term
<b>Credential:</b>	Ontario College Diploma, Co-op
<b>Effective:</b>	2017-2018
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie), Winter (Barrie), Summer (Barrie)

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### **Description**

Imagine working at 5-star hotels, luxurious resorts, restaurants, clubs, on cruise lines, and more. Consistently in the top colleges for graduate placement, this program offers over 500 hours of paid co-op work. With extensive experiential opportunities including field trips, practical labs, workplace certifications, and study and travel abroad, Georgian College, through our strategic industry partners, opens up an exciting hospitality career. As a professional, students experience a unique lifestyle and meet diverse people from around the world.

Student centered faculty focus on delivering innovative curriculum, industry expertise and employability skills in the pillars of the hospitality industry; entrepreneurial thinking, accounting and finance, marketing and sales, food and beverage, accommodations and human resources management.

### **Career Opportunities**

The majority of graduates from this program find positions in the following fields: hotels, resorts, clubs and restaurant operations, sales and marketing, attractions, theme parks, airline food services, industrial sales to hospitality institutions, recreation or sports shops. Other related types of work include such positions as program directors in

hotels, resorts, banquet and catering operations, and on cruise ships, supervisory positions at golf clubs, yacht clubs and elder care institutions. Graduates find positions at the supervisory or management trainee level.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member;
- deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives;
- use marketing concepts, market research, social networks, sales and revenue management strategies, relationship management skills and product knowledge to promote and sell hospitality services, products and guest experiences;
- apply business and revenue models as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering hospitality services and products;
- comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy hospitality operations;
- use appropriate technologies to enhance the quality and delivery of hospitality services, products and guest experiences and to measure the effectiveness of hospitality operations;
- keep current with hospitality trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development;
- use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, labour relations, employment standards and human rights to contribute to a positive work environment;
- respond to issues and dilemmas arising in the delivery of hospitality services, products and guest experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability;
- apply basic entrepreneurial strategies when considering new business opportunities within the hospitality and tourism industry;
- apply basic knowledge to make appropriate recommendations in a food and beverage enterprise.

### **Practical Experience:**

Co-operative Education is a mandatory component of all Co-op programs at Georgian College; it has been designed as a process by which students integrate their academic education with work experience related to their programs of study. This integration

affects much more than simply earning a salary, including the adjustment to the work environment and the development of professionalism. It also reinforces skills and theory learned during academic semesters, develops professional contacts, job knowledge and career path, improves human relations and communication skills, and promotes personal maturity and financial independence.

Students are requested to register, attend and participate in their scheduled co-operative education classes. These classes are scheduled for all first year students and are expected to be completed in order for students to proceed successfully to their first co-op work experiences. To ensure students are eligible to proceed onto any co-op work experience, students should refer to Promotional Status and Eligibility for Co-op as outlined in the College Calendar. Co-op policies and procedures can be located on our website: [www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/](http://www.georgiancollege.ca/student-services/co-op-and-career-services/students-tab/)

Georgian College follows the Co-operative Education guidelines set out by the Canadian Association for Co-operative Education (CAFCE) and Education at Work Ontario (EWO) by supporting the learning outcomes designed for the program specific graduate profile and curriculum as set out by the Ministry of Training, Colleges and Universities.

### **The Program Progression:**

#### Fall Intake - Barrie

Sem 1	Sem 2	Work Term	Sem 3	Sem 4
Fall 2017	Winter 2018	Summer 2018	Fall 2018	Winter 2019

#### Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Work Term
Winter 2018	Summer 2018	Fall 2018	Winter 2019	Summer 2019

#### Summer Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term	Sem 4
Summer 2018	Fall 2018	Winter 2019	Summer 2019	Fall 2019

### **Articulation:**

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional

information can be found on our website at  
<http://www.georgiancollege.ca/admissions/credit-transfer/>

**Admission Requirements:**

OSSD or equivalent with  
- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:  
[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/)

**Graduation Requirements:**

- 14 Mandatory Courses
- 2 Communications Courses
- 3 Optional Courses
- 3 General Education Courses
- 1 Co-op Work Term

**Graduation Eligibility:**

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

**Mandatory Courses**

- ACCT1013 Accounting Fundamentals
- FNCE2013 Financial Management for Hospitality and Tourism
- FOSR1014 Food Preparation and Theory
- FOSR1025 Food and Beverage Service

FOSR2003 Wine, Beer and Spirits  
FOSR2008 Food and Beverage Control Systems  
MATH1026 Math for Hospitality  
MGMT2001 Principles of Management  
MGMT2003 Human Resources Management  
MKTG1000 Introduction to Marketing  
MKTG2034 Hotel and Convention Sales  
TOUR1003 Front Office and Guest Services  
TOUR1009 Dynamics of Hospitality and Tourism  
TOUR2031 Rooms Division/Facility Management

#### Communications Courses

To be selected at time of registration from the College list, as determined by testing.

#### Optional Courses

To be selected from College list

#### General Education Courses

To be selected from College list

#### Co-op Work Term

COOP1040 Hospitality - Hotel and Resort Co-op Work Term 1

#### **Course Descriptions:**

ACCT1013 Accounting Fundamentals 42.0 Hours

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

COOP1040 Hospitality - Hotel and Resort Co-op Work Term 1 560.0 Hours

Co-op education provides learners with the opportunity to integrate academic learning with relevant work experience. It reinforces academic learning by placing the student in a “learn by doing” mode in a hospitality/tourism setting. The work experience allows for the demonstration of communication skills and the application of knowledge and skills related to the course of study. The learner will gain an understanding of the different roles within an organization and the various management functions.

FNCE2013 Financial Management for Hospitality and Tourism 42.0 Hours

This course emphasizes the use of accounting information to facilitate effective management decisions. This course will assist students in the interpretation and consolidation of hospitality industry financial results, forecasting of financial requirements and the measurement of management performance. The concept of budgeting, working capital investment decisions, cash management and ratio analysis will be introduced.

P- ACCT1013 Accounting Fundamentals

FOSR1014 Food Preparation and Theory 84.0 Hours

This course will provide hospitality students with an understanding of the basics of food preparation, equipment safety, sanitation, hygiene, nutrition and the overall operation of a kitchen. Students develop the knowledge, skills and attitudes required to work as a team in a kitchen environment.

FOSR1025 Food and Beverage Service 84.0 Hours

Students will develop the applied knowledge and skills required to work as a professional team member in a full service, licensed restaurant operation. Various food and beverage service techniques and effective customer service skills and attitudes will be developed and practiced. This course will introduce basic knowledge of beer, wine and spirits. Mandatory SmartServe certification addresses the legal responsibilities and obligations of serving alcohol in a licensed establishment.

FOSR2003 Wine, Beer and Spirits 42.0 Hours

This course develops the students' basic wine, beer and spirit knowledge to enable them to make appropriate beverage selection relative to food matches. The student will explore wines by regions and grape varietal, and gain knowledge in the production of wines, spirits and beers and their gastronomical importance.

FOSR2008 Food and Beverage Control Systems 42.0 Hours

All levels of the operation need to be conscious of ways to maximize revenues and control costs. Students will gain a solid understanding of the operational principles of beverage and food cost control. Techniques and procedures as it pertains to the flow of goods through a hospitality operation from control of purchasing through to portioning and revenue control will be the focus. Students will use current computer applications relevant to the cost control process.

MATH1026 Math for Hospitality 14.0 Hours

This is an introductory hospitality mathematics course, designed to provide students with the essential numeric skills required for the hospitality industry. The course content includes hospitality industry percentages, yield and price factors, algebra, weight and volume conversions.

MGMT2001 Principles of Management 42.0 Hours

This course provides you with an introduction to the various philosophies, roles and functions of management. In addition, it will cover on going changes in business that have a direct effect on the role of management.

**MGMT2003 Human Resources Management 42.0 Hours**

This course examines human resources strategies and techniques. Operational and legal considerations are analyzed in areas such as: human resource planning, information systems, employment equity, occupational health and safety, negligence and liability, workforce wellness, and labour-management relations. Simulated problems will provide students with the opportunity to investigate and practice successful strategies.

**MKTG1000 Introduction to Marketing 42.0 Hours**

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

**MKTG2034 Hotel and Convention Sales 42.0 Hours**

Meetings, conferences and conventions generate significant revenues for businesses in the communities in which they are located. This course develops the knowledge and skills required to sell, plan and organize a variety of events. Students learn and practice the fundamentals of the sales process, needs analysis, consultative selling and customer relationship building.

**TOUR1003 Front Office and Guest Services 42.0 Hours**

The guest cycle is the foundation of a positive guest experience. This course will prepare the student to work in a front office of a lodging establishment. Guest relations, professional customer service, hospitality computer systems and front office procedures and the guest cycle are the main focus of this course.

**TOUR1009 Dynamics of Hospitality and Tourism 42.0 Hours**

The elements of the Tourism and Hospitality sectors and how they relate to each other will be introduced along with discussions of career opportunities and future trends. Students will study the roles of organizations and associations as well as the influence of the economy and environment on this global industry.

**TOUR2031 Rooms Division/Facility Management 42.0 Hours**

This course provides the student with knowledge and skills required in planning, evaluating, scheduling, statistical analysis, and revenue management within a hospitality environment. The course also introduces aspects of risk management, plant engineering and maintenance and the importance of sustainability.

**Course Description Legend**

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

*Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses, timetables or campus locations subject to sufficient enrolment, and the availability of courses.*