

HOSPITALITY ADMINISTRATION - HOTEL AND RESORT

Program: HADM

Credential: Ontario College Advanced Diploma, Co-op

Delivery: Full-time

Work Integrated Learning: 2 Co-op Work Terms

Length: 6 Semesters, plus 2 work terms

Duration: 3 Years

Effective: Fall 2018, Winter 2019, Summer 2019

Location: Barrie

Description

This program carefully balances theory and practice and parallels the two year Hospitality Management - Hotel and Resort program. The unique benefits of this program are the opportunity over 1000 hours of paid work experience, extensive experiential learning, and a strong student-centred learning environment. This program delivers innovative curriculum and develops employability and strategic management skills within the pillars of the hospitality industry:

- entrepreneurial thinking,
- accounting and finance,
- marketing and sales,
- food and beverage,
- accommodations and
- human resources management.

Additionally, the third year focuses on developing effective professional management and leadership skills to enable students to compete for positions of responsibility in the next generation of the hospitality service industry.

Career Opportunities

Graduates from this program may find advanced positions in the following sectors:

- hotels,
- resorts,
- clubs,
- cruise lines,
- restaurants,
- attractions,
- airlines,
- suppliers and
- ancillary services in health care and education.

Graduates are prepared to assume managerial positions in accommodations, food and beverage, sales and marketing, finance and accounting or as an owner/operator of entrepreneurial enterprises.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. perform in a professional manner by employing leadership, team management, conflict resolution and communication skills proficiently to enhance job performance, organizational effectiveness and customer satisfaction;
2. appraise customer service situations and information to manage systems and services in a professional manner for increased customer satisfaction;
3. develop 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;
4. implement the principles of financial planning, analysis, and control to make and defend strategic decisions to contribute to long term growth and achievement of strategic plans;
5. evaluate workplace health and safety, accessibility, human rights and environmental management policies and practices in hospitality enterprises and recommend improvements adhering to government legislation, regulations and guidelines;
6. apply innovative computer technologies, systems and applications to enhance customer experiences and increase efficiency, effectiveness and profitability in hospitality enterprises;
7. keep current with hospitality trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development;
8. 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;
9. 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;
10. apply basic entrepreneurial strategies when considering new business opportunities within the hospitality and tourism industry;
11. 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 Advanced Education and Skills Development.

The Program Progression

Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Work Term 1:** Summer 2019
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Work Term 2:** Summer 2020
- **Sem 5:** Fall 2020
- **Sem 6:** Winter 2021

Winter Intake

- **Sem 1:** Winter 2019
- **Sem 2:** Summer 2020
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Work Term 1:** Summer 2020
- **Sem 5:** Fall 2020
- **Sem 6:** Winter 2021
- **Work Term 2:** Summer 2021

Summer Intake

- **Sem 1:** Summer 2019
- **Sem 2:** Fall 2019
- **Sem 3:** Winter 2020
- **Work Term 1:** Summer 2020
- **Sem 4:** Fall 2020
- **Sem 5:** Winter 2021
- **Work Term 2:** Summer 2021
- **Sem 6:** Fall 2021

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

22 Program Courses
2 Communications Courses
4 Program Option Courses
5 General Education Courses
2 Co-op Work Terms

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.

Program Tracking

Semester 1		Hours
Program Courses		
MATH 1026	Math for Hospitality	14
TOUR 1003	Front Office and Guest Services	42
TOUR 1009	Dynamics of Hospitality and Tourism	42
Select 1 course from the Program Courses listed below.		84
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		224
Semester 2		
Program Courses		
ACCT 1013	Accounting Fundamentals	42
MKTG 1000	Introduction to Marketing	42
Select 1 course from the Program Courses listed below.		84
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Semester 3		
Program Courses		
FOSR 2003	Wine, Beer and Spirits	42
FOSR 2008	Food and Beverage Control Systems	42
MGMT 2001	Principles of Management	42
MKTG 2034	Hotel and Convention Sales	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Course		
Select 1 course from the available list during registration.		42
Hours		252

Semester 4

Program Courses		
FNCE 2013	Financial Management for Hospitality and Tourism	42
MGMT 2003	Human Resources Management	42
TOUR 2031	Rooms Division/Facility Management	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Courses		
Select 2 courses from the available list during registration.		84
Hours		252

Semester 5

Program Courses		
ACCT 3008	Management Accounting	42
HADM 3000	Managing Service Operations	42
MGMT 3010	Strategic Management	42
MKTG 3003	Marketing Services and Sales	42
General Education Course		
Select 1 course from the general education list during registration.		42
Program Option Course		
Select 1 course from the available list during registration.		42
Hours		252

Semester 6

Program Courses		
HADM 3001	Professional Issues in Hospitality	42
HADM 3002	Hospitality Law and Risk Management	42
HADM 3003	Applied Hospitality Management	84
REAS 3001	Research Methods and Analysis	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Total Hours		1484

Co-op Work Terms
Hours

COOP 1040	Course COOP 1040 Not Found (Fall Intake occurs after Semester 2, Winter Intake occurs after Semester 4, Summer Intake occurs after Semester 3)	560
COOP 2033	Course COOP 2033 Not Found (Fall Intake occurs after Semester 4, Winter Intake occurs after Semester 6, Summer Intake occurs after Semester 5)	560
Hours		1120
Total Hours		1120

Code Title
Program Courses

Mandatory program courses, select one course to be taken in Semester 1, the other in Semester 2

FOSR 1014	Food Preparation and Theory
FOSR 1025	Food and Beverage Service

Program Option Courses may include:

ADVE 2020	Course ADVE 2020 Not Found
BUSI 1001	Introduction to Organizational Behaviour
BUSI 2005	Customer Service
BUSI 2011	International Business
COMP 1003	Microcomputer Applications
ENTR 1000	Social Entrepreneurship
ENTR 2009	Entrepreneurship and Small Business
FOSR 2018	Menu and Facility Design
MGMT 2012	Introduction to Project Management

MKTG 1017	Course MKTG 1017 Not Found
MKTG 2032	Marketing on the Web
RECR 1002	Event Planning
TOUR 1004	Professional Customer Service
TOUR 1011	World Tourism Destinations
TOUR 2000	Hospitality Recreation Planning
TOUR 2003	Convention and Event Services
TOUR 2032	Casino, Resorts and Spa Operations

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.