

# HOSPITALITY ADMINISTRATION - HOTEL AND RESORT

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## Program Outline

<b>Major:</b>	HADM
<b>Length:</b>	3 Years
<b>Delivery:</b>	6 Semesters, plus 2 work terms
<b>Credential:</b>	Ontario College Advanced Diploma, Co-op
<b>Effective:</b>	2012-2013
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### Description

This six-semester program parallels Hospitality Management - Hotel and Resort for the first two years of study: front-line service is highlighted in the first year, supervisory and operational skills in the second. Students are allowed the same range of options and are encouraged to pursue their career interests in a particular sector of the Hospitality industry.

The fifth and sixth semesters of the Administration program focus on helping students develop the knowledge, skills and attitudes required for effective management in the Hospitality industry. Students learn the importance of goal setting and planning, time management, team work and communication for those seeking careers as managers in any sector of the industry.

### 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, and industrial sales to hospitality institutions, recreation or sports shops. Other related types of work include such positions as program directors in hotels, resorts, cruise ships, banquet and catering and event management, supervisory

positions at golf clubs, yacht clubs and elder care institutions. Graduates find positions at the management trainee or mid-management level.

### **Program Learning Outcomes**

The graduate has reliably demonstrated the ability to:

- communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience;
- interact with others in groups and teams, use critical thinking skills to evaluate and solve problems, communicate confidently in a variety of situations, and demonstrate technological fluency;
- ensure a high degree of customer satisfaction by providing hospitality services in a professional manner;
- perform effectively as an accommodation operations team member;
- perform effectively as a member of a food and beverage preparation and service team;
- apply human resources management, supervisory and advanced hospitality skills and knowledge to a variety of hospitality operations;
- apply the principles of financial analysis, planning, and control to assist in making decisions at an operational level and to contribute to the achievement of financial plans;
- develop sales and marketing tools and assist in the development and implementation of a sales and marketing plan for a hospitality operation;
- address the hospitality sectors' role in the Canadian Tourism Industry and the impact of factors, such as economic variables, government regulation and market changes on hospitality operations;
- respond to individuals and groups from all backgrounds in an appropriate manner and articulate the benefits of diversity to the hospitality industry;
- support the provision of healthy, safe and well-maintained hospitality environments;
- recognize and adapt to various changing technologies, systems, and computer applications for the hospitality industry;
- expand and integrate hospitality experience, skills and knowledge to enhance job performance and future employability.

### **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 paid work experience related to their program 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 to proceed successfully to their first co-op work experience. 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.georgianc.on.ca/careers/for-students/](http://www.georgianc.on.ca/careers/for-students/)

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

Semester 1	Semester 2	Work Term 1	Semester 3	Semester 4
Fall 2012	Winter 2013	Summer 2013	Fall 2013	Winter 2014
Work Term 2	Semester 5	Semester 6		
Summer 2014	Fall 2014	Winter 2015		

### **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.georgianc.on.ca/academics/articulations/>

### **Admission Requirements:**

Applicants must meet ONE of the following requirements to be eligible for admission to this program:

- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG4C, ENG4U)
- Academic and Career Entrance Certificate (ACE) program with: Communications
- Ontario High School Equivalency Certificate (GED)
- Mature applicant with standing in the required courses and/or mature student testing that meets the minimum standards for admission

Applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Each applicant will be considered on an individual basis and acceptance will be determined by counselling, Communication Placement Assessment (CPA), previous post-secondary education and evaluation of experience. Some programs also have specific prerequisite requirements that must be met prior to admission. Mature applicants must meet all program specific prerequisites. Those applying as mature students and having no documentation of Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

**Graduation Requirements:**

- 21 Mandatory Courses
- 2 Communications Courses
- 4 Optional Courses
- 6 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.

**Mandatory Courses**

- ACCT2007 Accounting Simulation
- FNCE1001 Understanding Accounting
- FOSR1010 Mixology
- FOSR1011 Food Preparation and Theory
- FOSR1012 Food And Beverage Service
- FOSR2001 Food and Beverage Management
- FOSR2008 Food and Beverage Control Systems
- FOSR3000 Applied Hospitality Management
- MGMT2003 Human Resources Management
- MGMT3005 Management Concepts and Applications
- MKTG1000 Introduction to Marketing
- MKTG2022 Sales Management

TOUR1000 Introduction to Hospitality and Tourism  
TOUR1003 Front Office and Guest Services  
TOUR2001 Supervision in the Hospitality and Tourism Industry  
TOUR2002 Rooms Division Management  
TOUR2003 Convention, Banquet and Event Services  
TOUR2012 Information Technology in the Hospitality Industry  
TOUR2013 Applied Hospitality Supervision  
TOUR3002 Resort Management Business Simulation  
TOUR3008 Financial Management

#### Communications Courses

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

#### Optional Courses

ADVE2004 Public Relations  
BUSI2007 Entrepreneurship and Small Business  
FOSR2010 International Wine and Service  
HURM1000 Human Resources Management Foundations  
LAWS2001 Hospitality Law and Security  
MGMT2007 Leadership Skills for Hospitality and Tourism Management  
MGMT3004 Introduction to Casino Management  
MKTG1007 Cyberselling  
REAS1000 Research in the Information Society  
TOUR2000 Recreation, Facilities and Leadership  
TOUR2009 Menu and Restaurant Design  
TOUR3006 Club Operations  
TOUR3007 International Travel and Tourism

#### General Education Courses

To be selected from College list

#### Co-op Work Terms

COOP1003 Hospitality and Tourism Work Term 1  
COOP2000 Hospitality and Tourism Work Term 2

#### Course Descriptions:

ACCT2007 Accounting Simulation 42.0 Hours

Accounting Simulation is an introductory course in computerized accounting using a commercial software package designed for small to mid-sized businesses. In this course

the student will analyze and record various financial transactions using the accounting software. Applications include accounts receivables and sales, accounts payables and purchases, general ledger, payroll, inventories, financial reports, charts and graphs.

P- FNCE1001 Understanding Accounting

ADVE2004 Public Relations 42.0 Hours

This course provides you with an overview of the field of public relations. It covers the function of public relations and introduces you to the communications tools and the tasks, roles, and responsibilities of a public relations professional. Finally, it provides you with insight into future trends within the industry.

P- MKTG1000 Introduction to Marketing

BUSI2007 Entrepreneurship and Small Business 42.0 Hours

This course will deal with creative and administrative elements and management concepts that impact a hospitality and tourism entrepreneur who wishes to establish a practical and viable small business. The required skills and aptitudes for small business management will be explored. The business background in which small business operates in Ontario and Canada will be studied to provide a solid basis for decisions regarding the undertaking of small business opportunities.

COOP1003 Hospitality and Tourism Work Term 1 700.0 Hours

Students are required to complete 20 weeks of paid work experience related to their program of study. Students work in a wide range of front line positions in hotels, resorts, restaurants and clubs. The co-op experience enhances their academic learning and develops practical skills and experience. Students are encouraged to attend and participate in scheduled co-operative education classes CPHR0001 which support the co-op process. Students are required to submit an employer evaluation and co-op work experience report for co-op credit.

COOP2000 Hospitality and Tourism Work Term 2 700.0 Hours

The second co-op work experience allows students to gain new hospitality and tourism related work experience. As students recognize their chosen academic strengths and career direction they are better prepared to choose their academic courses and professional options within the industry. It is expected that a student wishing to return to their work term 1 employer seek new or further their responsibilities. Students are required to submit an employer evaluation and co-op work experience report for co-op credit.

P- COOP1003 Hospitality and Tourism Work Term 1

FNCE1001 Understanding Accounting 42.0 Hours

This introductory course is predicated on the need for non-financial personnel to understand the accounting and financial procedures necessary to operate a successful business. Revenue and cost control, the accounting cycle and basic understanding of financial statements will be covered in this course.

#### FOSR1010 Mixology 42.0 Hours

This course focuses on the skills used on bar operations, as well as the duties and responsibilities of bar staff and their role in customer relations. Students will gain theoretical and practical knowledge relating to the production, preparation and presentation of "mocktails", spirits, wines and beers. This course will afford students the opportunity to acquire Smart Serve Certification which addresses the legal responsibilities and obligations of serving alcohol in a licensed establishment.

#### FOSR1011 Food Preparation and Theory 56.0 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.

#### FOSR1012 Food And Beverage Service 56.0 Hours

The Georgian College Hospitality and Tourism food outlets provide a laboratory in which students will develop the knowledge, skills and attitudes required to work as a team in a full service, licensed restaurant operation and informal quick service and retail outlets. Guest service procedures, and effective customer service skills and attitudes will be developed and practised to meet the high level of service quality desired in today's food service industry.

#### FOSR2001 Food and Beverage Management 42.0 Hours

This course will study budgeting, analysis of food and beverage costs, labour cost control and the control of various direct and indirect costs that affect the food and beverage department. (Recommend Food & Beverage Control Systems precede this course.)

#### FOSR2008 Food and Beverage Control Systems 42.0 Hours

This course will introduce students to the importance and effect of food and beverage costs to an operation. Students will study the flow of goods to develop food and beverage control procedures. Current computer applications relevant to the cost control process will be used.

#### FOSR2010 International Wine and Service 42.0 Hours

This course will focus on the characteristics of wine and food service around the world. Students will enhance their food and wine skills in a formal dining room setting.

#### FOSR3000 Applied Hospitality Management 84.0 Hours

This course centers on the application of managerial functions with emphasis on management principles of operations and service in a hospitality setting. The primary purpose of the class is to encourage students to exercise critical thinking, project management skills, and apply effective managerial behaviour in every role they assume.

This course applies experiential learning, research, and project management skills to a live hospitality management environment.

**HURM1000 Human Resources Management Foundations 42.0 Hours**

This course provides an understanding of the modern Canadian human resources function. It covers the historical development of human resources management, the influence of government, staffing, employee relations, current trends and future issues. It provides a brief introduction to more specialized areas including compensation, training and development, employment law, industrial relations, occupational health and safety, and human resources planning.

**LAWS2001 Hospitality Law and Security 42.0 Hours**

This course will create an understanding of the laws and practices encountered in the hospitality and tourism industry. The social and ethical concerns associated with this industry will be explored in a practical manner with direct example analysis and criticism. The blending of legal and ethical issues will provide a basis for the serious student to contribute value to one's self, business and society.

**MGMT2003 Human Resources Management 42.0 Hours**

This course examines strategies and techniques used by effective managers in the hospitality and tourism field. Psychological, operational and legal considerations are analyzed in areas such as: human resource planning, information systems, employment equity, occupational health and safety, workforce stress, and labour- management relations. Specific emphasis will be placed on creative thinking and problem solving. Simulated problems will provide students with the opportunity to investigate and practice successful strategies.

**MGMT2007 Leadership Skills for Hospitality and Tourism Management 42.0 Hours**

This course is designed to give students the opportunity to develop leadership and team building skills through participation in activities which allow them to obtain practical experience in these areas.

This course is for students who are, or wish to be in regular and ongoing leadership or team positions in student or community organizations. Examples of suitable leadership/team positions are the Junior Branch of the Muskoka District Chefs Association, the Expo Organizing Committee, the Hospitality and Tourism Society, the Culinary Competition Team, and RATS (Responsible Adventure Travelers Society).

Students are required to actively participate in their selected team in a manner and level deemed satisfactory by the course instructor.

**MGMT3004 Introduction to Casino Management 42.0 Hours**

This course will give students a working knowledge of casino and gaming operations. Gaming history, government regulations, table games, slot machine and video



terminals, security, entertainment, marketing, accounting and guest relations are included in the course.

**MGMT3005 Management Concepts and Applications 42.0 Hours**

This course is designed to help students understand and apply salient management concepts common to the hospitality industry. Through the use of readings, case studies, simulations and other application exercises, students will gain insights into management roles and responsibilities as well as classic and current theories and practices.

**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.

**MKTG1007 Cyberselling 42.0 Hours**

E-commerce transactions, internet sales, email promotions, fax and telephone sales have created new customer expectations and profit opportunities for operators. This course covers the techniques used in successful electronic selling, developing customer knowledge bases, evaluating customer satisfaction levels, improving customer satisfaction levels, minimizing customer turnover frequency, ethics and etiquette in cyber selling.

**MKTG2022 Sales Management 42.0 Hours**

This course will examine the elements of an effective sales force as a key component of the organization's total marketing effort. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), the use of technology to improve sales force effectiveness, sales techniques and sales methodology.

**REAS1000 Research in the Information Society 42.0 Hours**

In today's global information society, tourism operations such as hotels, resorts, and attractions must be very attuned to their customer's business and leisure needs. This course focuses on the importance of research processes, and the role research plays in staying competitive. Students learn how to access and interpret relevant information using a variety of techniques and sources.

**TOUR1000 Introduction to Hospitality and Tourism 42.0 Hours**

The hospitality and tourism industry is exciting, challenging, dynamic and growing on a world wide basis. There are many businesses, associations and partnerships that must work together for the industry to thrive. This course provides students with an

introduction to the sectors of the Canadian hospitality and tourism industry and the many career opportunities that exist.

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

This course will prepare the student to work in a front office of a lodging establishment. Guest relations, servicing, hospitality computer systems and front office procedures are the main focus of this course.

**TOUR2000 Recreation, Facilities and Leadership 42.0 Hours**

Recreation is an integral part of human activity. Recreational programming skills and practical leadership abilities are skills developed in this course. Students will examine values, attitudes and trends, as well as moral and legal concerns, including safety, in recreation leadership. Through practical and theoretical experiences, students will identify and explore facets of maintaining and storing specific recreation equipment and facilities.

**TOUR2001 Supervision in the Hospitality and Tourism Industry 42.0 Hours**

This course will provide students with the skills required to attract, select, hire and orient staff in a culturally diverse workplace. The students will also gain an understanding of the principles of building a team environment. Students will examine topics such as establishing a positive work climate, employee training, motivation, evaluation and discipline, and personal management skills including problem solving, ethical analysis, and organization.

**TOUR2002 Rooms Division Management 42.0 Hours**

This course provides the student with basic knowledge and skills required for Rooms Division Management. Planning, evaluating, scheduling, statistical analysis, night auditing, and yield management will be studied.

**TOUR2003 Convention, Banquet and Event Services 42.0 Hours**

Conferences, meetings and social events contribute significantly to the hospitality and tourism industry. This course develops the knowledge and skills required to plan and or service these events, including: room setup, audio visual services, exhibit handling, food and beverage delivery, social events planning, billing and convention services.

**TOUR2009 Menu and Restaurant Design 42.0 Hours**

Students will learn the principles of menu design and apply these principles to develop a variety of menus. Students will analyze a variety of menus and discuss the impact of the menu design on restaurant and kitchen facilities.

**TOUR2012 Information Technology in the Hospitality Industry 42.0 Hours**

This course will introduce the student to current hardware and software products which are specific to the hospitality industry. This course will provide students with a

grounding in the various systems packages they may encounter in the hospitality industry.

**TOUR2013 Applied Hospitality Supervision 42.0 Hours**

This course will provide students with the opportunity to apply theoretical concepts of dining room management in a realistic setting. As well students will learn how to develop job descriptions and protocols associated with the management of a dining room.

**TOUR3002 Resort Management Business Simulation 42.0 Hours**

RESORT, a Strategic Business Simulation exercise, offers the participant an opportunity to boldly explore the factors that affect resort sales and profits without risking money. It is recommended that students have taken both first year Introduction to Marketing and Accounting. The team members make critical decisions which influence the success of the organization within a competitive environment. Involvement of all team members in all facets of the simulation is a requirement for success.

**TOUR3006 Club Operations 42.0 Hours**

This course will provide students with a thorough knowledge of the diversity of the club industry. The comprehensive material covered will give an understanding of management and administrative procedures and an overview of the general operations found in a club environment. The course will emphasize day-to-day club operations and the links with other components of the hospitality industry such as restaurants, hotels, bars, and so forth.

**TOUR3007 International Travel and Tourism 42.0 Hours**

This course explores the international tourism market from a Canadian perspective. Emphasis is placed on Canada's major inbound travel markets whose international patterns, demographic profiles, motivations and perceptions are analyzed. It also examines current global travel trends and investigates Canada's competition in existing and emerging destinations.

**TOUR3008 Financial Management 42.0 Hours**

This course will enable the interested student to learn basic financial techniques related to the Canadian economy. The ability to research and obtain financing for businesses together with the preparation of cash budgets will be developed in the student. Financial management skills will be utilized in the analysis of financial statements and subsequent management of long term assets encountered in the hospitality and tourism industry.

**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.*