

HOSPITALITY ADMINISTRATION - HOTEL AND RESORT

Program Outline

Major:	HADM
Length:	3 Years
Delivery:	6 Semesters, plus 2 work terms
Credential:	Ontario College Advanced Diploma, Co-op
Effective:	2013-2014
Location:	Barrie
Start:	Fall (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 for 1400 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 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:

- 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;
- practice entrepreneurial/intrapreneurial strategies employing critical thinking, innovation, applied research, ethics and interdisciplinary collaboration;
- lead and manage effective operational teams to improve business performance of a hospitality enterprise;
- appraise customer service situations and information to manage systems and services in a professional manner for increased customer satisfaction;
- 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;
- develop and implement a marketing and sales strategy based on effective research and data interpretation;
- assess the hospitality sectors' role in the Canadian and Global tourism industry and the impact of factors, such as economic variables, government regulation, and sustainability on hospitality operations;
- apply innovative computer technologies, systems and applications to enhance customer experiences and increase efficiency, effectiveness and profitability in hospitality enterprises;
- 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.

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 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/

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
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Fall 2013	Winter 2014	Summer 2014	Fall 2014	Winter 2015

Work Term 2	Semester 5	Semester 6		
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Summer 2015	Fall 2015	Winter 2016		

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:

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communication course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Hospitality Skills and General Arts and Science*
- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)*

- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)*

* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school 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. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, 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.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: georgiancollege.ca/admissions/credit-transfer/

Additional Information:

Graduates from a two-year diploma program in Hospitality Management from an accredited or recognized College may be considered for admission to the third year of the Hospitality Administration – Hotel and Resort Program.

Applicants seeking transfer credit or advanced standing from other programs may be considered on an individual basis.

Graduation Requirements:

- 22 Mandatory Courses
- 2 Communications Courses
- 3 Optional 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.

Mandatory Courses

- ACCT1013 Accounting Fundamentals
- ACCT3008 Management Accounting
- FNCE2013 Financial Management for Hospitality and Tourism
- FOSR1012 Food and Beverage Service
- FOSR1014 Food Preparation and Theory
- FOSR2003 Wine, Beer and Spirits
- FOSR2008 Food and Beverage Control Systems
- HADM3000 Managing Service Operations
- HADM3001 Professional Issues in Hospitality
- HADM3002 Hospitality Law and Risk Management
- HADM3003 Applied Hospitality Management
- MATH1026 Math for Hospitality
- MGMT2003 Human Resources Management
- MGMT3010 Strategic Management
- MKTG1000 Introduction to Marketing
- MKTG2034 Hotel and Convention Sales
- MKTG3003 Services Marketing and Sales
- REAS3001 Research Methods and Analysis
- TOUR1003 Front Office and Guest Services
- TOUR1009 Dynamics of Hospitality and Tourism
- TOUR2001 Supervision in the Hospitality and Tourism Industry
- TOUR2031 Rooms Division/Facility Mgmt

Communications Courses

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

Optional Courses

- BUSI2007 Entrepreneurship and Small Business

FOSR2014 Menu and Restaurant Design
MKTG2035 Hospitality Internet Marketing
TOUR2000 Hospitality Recreation Planning
TOUR2003 Convention and Event Services
TOUR2032 Casino, Resorts and Spa Operations

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:

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.

ACCT3008 Management Accounting 42.0 Hours

As an integral part of a company's Management Information System, Management Accounting seeks to create value within an organization by managing financial resources and processes to achieve organizational goals. Management accounting systems can be an effective tool in providing information useful in decision making at all levels of the organization. This course offers an introduction to understanding the fundamentals of management accounting and cost-managed decision-making.

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

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.

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

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.

FOSR1012 Food and Beverage Service 56.0 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.

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.

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.

FOSR2014 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 for various types of restaurants. Students will analyze a variety of menus and discuss the impact of the menu design on restaurant and kitchen facilities.

HADM3000 Managing Service Operations 42.0 Hours

Service Industries play a significant role in the Canadian and world economy. Managers need to understand how service operations differ from manufacturing operations in an industry where products are intangible and perishable. This course will examine how systems thinking and service management techniques can be applied to balance efficiency and effectiveness in the hospitality industry. Students will engage in problem solving of operational issues concerning service productivity, management of service quality and recovery, facility design, and revenue management.

HADM3001 Professional Issues in Hospitality 42.0 Hours

A corporation's public image has a powerful impact on consumer behaviour. This course critically examines professional and ethical management issues relevant to the Hospitality Service Industry. Students will develop critical thinking, ethical and informed decision-making skills through researching and discussing relevant issues. Professional and ethical principles will be used to inform management decisions related to service excellence, employment relationships and professional boundaries.

HADM3002 Hospitality Law and Risk Management 42.0 Hours

Managing risk and liability within the confines of the law are critical to the success of any business. This course will examine relevant Canadian laws related to the Hospitality Service industries. The role of statistics in business decisions, organization of data and operation research will be discussed related to key principles and concepts of risk management.

HADM3003 Applied Hospitality Management 84.0 Hours

This experiential learning capstone course focuses on the application of managerial functions and principles in a service enterprise. The primary purpose of the course is to enable students to think entrepreneurially, critically, make interdisciplinary connections, and engage in effective managerial behaviour as part of a professional team.

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, simple and

compound interest, and weight/volume conversions between the Imperial and Metric systems.

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.

MGMT3010 Strategic Management 42.0 Hours

Complex and dynamic marketplaces create an environment where strategic planning has a significant impact on organizational competitiveness. This course examines strategic planning and its evolving role within the business planning processes. It will enhance students' capacity to develop visions and goals and employ analytical tools in order to translate the overall aims of organizations into workable strategies. Students will demonstrate their ability to synthesize market research data and use it as part of a more complex planning process.

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 will learn and practice the fundamentals of the sales process, needs analysis, consultative selling and customer relationship building.

MKTG2035 Hospitality Internet Marketing 42.0 Hours

This course is the development and implementation of a strategic internet marketing strategy for products and services in the hospitality business environments. The focus is on Internet Marketing applications and automation including the development of an Internet Marketing component of a Marketing Plan. Marketing, sales and customer service issues will be explored in conjunction with web site development and off-site marketing content.

MKTG3003 Services Marketing and Sales 42.0 Hours

As consumer behaviour changes, so do the strategies needed to market and sell to the end user. This course builds on services marketing concepts to focus on marketing decisions that hospitality managers face in generating and sustaining demand for products and services. The course emphasizes effective marketing strategies and practices, branding, pricing, promotions, personal selling, and distribution system decisions for hospitality and service related businesses.

REAS3001 Research Methods and Analysis 42.0 Hours

Service quality, innovative product design, and customer satisfaction are essential in viable hospitality businesses. Collecting and interpreting client data is invaluable when monitoring and evaluating service delivery. This course introduces the concepts of primary research design and process relevant to the hospitality services industry. Students will develop basic data collection, processing, and analysis skills in order to enhance hospitality enterprises.

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.

TOUR2000 Hospitality Recreation Planning 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 knowledge required to supervise staff in a culturally diverse workplace. The students will also gain an understanding of the principles of building a team environment. Topics to be examined include leadership, establishing a positive work climate, employee training, motivation, evaluation, and personal management skills including problem solving and ethical analysis.

TOUR2003 Convention and Event Services 42.0 Hours

This course develops the fundamental principles and practices involved in conference and convention planning., including: site selection, room setup, audio visual services, entertainment, exhibit handling, food and beverage delivery, social events planning, billing and convention services.

TOUR2031 Rooms Division/Facility Mgmt 42.0 Hours

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

TOUR2032 Casino, Resorts and Spa Operations 42.0 Hours

This course is an introduction to the casino, resorts, and spa sectors of the hospitality industry. In the casino module, the student will study the exploding phenomena of gambling. The resorts module will look at the unique differences in resort properties, as compared to the typical hotel city property. The spa module will explore the evolution of the spa industry from the ancient civilizations to the convergence of integrating spas into a marketable package to the guest.

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.