

HOSPITALITY MANAGEMENT - HOTEL AND RESORT

Program Outline

Major:	HMGT
Length:	2 Years
Delivery:	4 Semesters, plus 1 work term
Credential:	Ontario College Diploma, Co-op
Effective:	2013-2014
Location:	Barrie
Start:	Fall (Barrie), Winter (Barrie), Summer (Barrie)

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 the most extensive paid co-op work experience in the Canadian college system. 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:

- provide professional customer service that achieves a high level of customer satisfaction and enhances the guest experience;
- analyze the interdependence of various tourism sectors on a local, national and global scale when solving industry issues;
- apply essential human resources management competencies resulting in an ethical and productive hospitality work environment;
- apply basic cost control and revenue management techniques to maximize performance results of an enterprise.
- evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise;
- produce service marketing and sales plans and collateral in order to increase revenue;
- support the provision of healthy, safe, secure, well-maintained and environmentally sustainable practices within the industry;
- develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the hospitality environment;
- employ various technologies, systems and computer applications for the hospitality industry;
- perform effectively as a member of a food and beverage team;
- perform effectively as a member of an accommodation operations team.

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

Sem 1	Sem 2	Work Term	Sem 3	Sem 4

Fall 2013	Winter 2014	Summer 2014	Fall 2014	Winter 2015

Winter Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Work Term

Winter 2014	Summer 2014	Fall 2014	Winter 2015	Summer 2015

Summer Intake - Barrie

Sem 1	Sem 2	Sem 3	Work Term	Sem 4

Summer 2014	Fall 2014	Winter 2015	Summer 2015	Fall 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:

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/

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.

Mandatory Courses

ACCT1013 Accounting Fundamentals
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
MATH1026 Math for Hospitality
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
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 Term

COOP1003 Hospitality and Tourism 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.

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.

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.

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.

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.

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.