

HOSPITALITY - HOTEL AND RESORT OPERATIONS MANAGEMENT

Program: HHRO

Credential: Ontario College Diploma, Co-op

Delivery: Full-time

Work Integrated Learning: 1 Co-op Work Term

Length: 4 Semesters, plus 1 work term

Duration: 2 Years

Effective: Fall 2019, Winter 2020, Summer 2020

Location: Barrie (Fall, Winter Summer), South Georgian Bay (Fall), Muskoka (Summer)

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:

1. 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;
2. deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives;
3. 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;
4. 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;

5. 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;
6. use appropriate technologies to enhance the quality and delivery of hospitality services, products and guest experiences and to measure the effectiveness of hospitality operations;
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 - Barrie, South Georgian Bay

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

Winter Intake - Barrie

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

Summer Intake - Barrie, Muskoka

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

- 14 Program Courses
- 2 Communications Courses
- 3 Program Option 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.

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 list 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 list 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
Program Option Course		
Select 1 course from the available list during registration.		42
General Education Course		
Select 1 course from the general education 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 and Facility Management	42
Program Option Courses		
Select 2 courses from the available list during registration.		84
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252
Total Hours		980
Co-op Work Term		Hours
COOP 1040	Hospitality - Hotel and Resort Co-op Work Term 1 (Fall Intake occurs after Semester 2, Winter Intake occurs after Semester 4, Summer Intake occurs after Semester 3)	560
Hours		560
Total Hours		560

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:

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 2007 Leadership Skills for Hospitality and Tourism Management

MGMT 2012 Introduction to Project Management

MKTG 1017 Digital Marketing

MKTG 2032 Marketing on the Web

REAS 3001 Research Methods and Analysis

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 2023 Festival and Event Planning

TOUR 2032 Casino, Resorts and Spa Operations

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

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.