

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 2022, Winter 2023, Summer 2023

Location: Barrie

Description

Carefully balancing theory and practice, this program parallels the two year Hospitality Management - Hotel and Resort program. In a student-centered learning environment, students benefit from paid work experience, extensive experiential learning, and a focus on intrapreneurship. Students are immersed in innovative curriculum and develop effective professional management and leadership skills, enabling them 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,
- industry suppliers,
- 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 the principles of entrepreneurial thinking into a variety of hospitality industry scenarios and situations;
11. practice cultural fluency and awareness in the global community.

Practical Experience

All co-operative education programs at Georgian contain mandatory work term experiences aligned with program learning outcomes. Co-op work terms are designed to integrate academic learning with work experience, supporting the development of industry specific competencies and employability skills.

Georgian College holds membership with, and endeavours to follow, the co-operative education guidelines set out by the Co-operative Education and Work Integrated Learning Canada (CEWIL) and Experiential and Work-Integrated Ontario (EWO) as supported by the Ministry of Colleges and Universities.

Co-op is facilitated as a supported, competitive job search process. Students are required to complete a Co-op and Career Preparation course scheduled prior to their first co-op work term. Students engage in an active co-op job search that includes applying to positions posted by Co-op Consultants, and personal networking. Co-op work terms are scheduled according to a formal sequence that alternates academic and co-op semesters as shown in the program progression below.

Programs may have additional requirements such as a valid driver's license, strong communication skills, industry specific certifications, and ability to travel. Under exceptional circumstances, a student may be unable to complete the program progression as shown below. Please refer to Georgian College Academic Regulation 3.2.7: *Changes in program, course, section or co-op*, for details.

International co-op work terms are supported and encouraged, when aligned with program requirements.

Further information on co-op services can be found at www.GeorgianCollege.ca/co-op (<http://www.georgiancollege.ca/co-op/>)

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2022
- **Sem 2:** Winter 2023
- **Work Term 1:** Summer 2023
- **Sem 3:** Fall 2023
- **Sem 4:** Winter 2024
- **Work Term 2:** Summer 2024
- **Sem 5:** Fall 2024
- **Sem 6:** Winter 2025

Winter Intake

- **Sem 1:** Winter 2023
- **Sem 2:** Summer 2023
- **Sem 3:** Fall 2023
- **Sem 4:** Winter 2024
- **Work Term 1:** Summer 2024
- **Sem 5:** Fall 2024
- **Sem 6:** Winter 2025
- **Work Term 2:** Summer 2025

Summer Intake

- **Sem 1:** Summer 2023
- **Sem 2:** Fall 2023
- **Sem 3:** Winter 2024
- **Work Term 1:** Summer 2024
- **Sem 4:** Fall 2024
- **Sem 5:** Winter 2025
- **Work Term 2:** Summer 2025
- **Sem 6:** Fall 2025

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/academic-regulations/ (<http://www.georgiancollege.ca/admissions/academic-regulations/>)

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

- 28 Program Courses
- 2 Communications Courses
- 2 Program Option Courses
- 3 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

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
FLIE 1002	Certifications for the Hospitality Industry	28
MATH 1041	Mathematics for Hospitality	28
REAS 3001	Research Methods and Analysis	42
TOUR 1009	Dynamics of Hospitality and Tourism	42
Select 1 additional 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		308
Semester 2		Hours
Program Courses		
ACCT 1013	Accounting Fundamentals	42
COMP 1109	Hospitality Computer Applications	28
MKTG 1000	Introduction to Marketing	42
TOUR 1012	Rooms Division 1	56
Select 1 additional course from the Program Courses listed below.		84
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		294
Semester 3		Hours
Program Courses		
FOSR 2003	Wine, Beer and Spirits	42
FOSR 2008	Food and Beverage Cost Controls	42
TOUR 2036	Rooms Division 2	56
TOUR 2037	Strategic Revenue Management	42
TOUR 2038	Sustainable Hotel and Resort Operations	42
General Education Course		

Select 1 course from the general education list during registration.	42
Hours	266
Semester 4	
Program Courses	
MGMT 2001 Principles of Management	42
MGMT 2003 Human Resources Management	42
TOUR 2039 Sales and Catering	42
TOUR 2040 Hospitality Management Capstone	56
General Education Course	
Select 1 course from the general education list during registration.	42
Hours	224
Semester 5	
Program Courses	
ACCT 3008 Management Accounting	42
ENTR 2007 Intrapreneurship	42
HADM 3004 Reputation and Brand Management	42
HADM 3005 Risk Management	42
HADM 3006 Applied Hospitality Management 1	14
Program Option Course	
Select 1 course from the available list during registration.	42
Hours	224
Semester 6	
Program Courses	
HADM 3001 Professional Issues in Hospitality	42
HADM 3000 Managing Service Operations	42
HADM 3007 Applied Hospitality Management 2	84
HADM 3008 Intercultural Relations	42
Program Option Course	
Select 1 course from the available list during registration.	42
Hours	252
Total Hours	1568
Co-op Work Terms	
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
COOP 2033 Hospitality - Hotel and Resort Co-op Work Term 2 (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
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Program Courses

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

FOSR 1025	Food and Beverage Service
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FOSR 1028	Kitchen Theory and Operations
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Program Option Courses may include:

ECON 2000	Macroeconomics
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ENTR 2009	Entrepreneurship and Small Business
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HURM 1002	Labour Relations
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MKTG 2022	Sales Management
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TOUR 2008	Conference, Meeting and Event Planning
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TOUR 2030	Trip Planning and Travel Experience
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TOUR 3007	International Travel and Tourism
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Graduation Window

Students unable to adhere to the program duration of three years (as stated above) may take a maximum of six 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.

Disclaimer. *The information in this document 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.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.