HOSPITALITY (HOSP)

HOSP 1310 Credits: 3
Introduction to Tourism Total Hours: 45
This course is an introduction to the business of tourism in general and specifically how it relates to British Columbia. It describes and explains the various sectors of the tourism industry and their interrelated natures. Current local and international issues and trends are examined. Relevant historical information on the tourism industry is provided and Indigenous tourism, environmental stewardship and climate change is examined. Students will study the organization of the industry along with the economic, cultural, environmental, and social impacts tourism has on the world.
Prior Learning Assessment is available.

HOSP 1311 Credits: 3
Intro Business Communications Total Hours: 45
Students develop their oral and written skills and strategies for effective communication in the hospitality industry and subsequent courses in the program. An experiential and self-reflective approach is used to develop self-awareness, confidence and communication skills required in a diverse environment. The course covers practical business communication techniques for presenting information, writing business messages, and delivering oral presentations. Students will be introduced to establishing and writing frequently in their ePortfolio.
Prior Learning Assessment is available.

HOSP 1312 Credits: 3
Essentials of Business Comm Total Hours: 45
This course is designed to assist students to develop critical thinking skills and to apply oral and written skills and strategies for effective interpersonal and intercultural communication in the hospitality industry. Working individually, in groups and in teams, students will engage in the writing process to practice and develop skills in the creation, formatting and delivery of written business communication in diverse business contexts. Students will continue ePortfolio development introduced in Introduction to Business Communications.
Prior Learning Assessment is available.

HOSP 1360 Credits: 3
Food and Beverage Operations Total Hours: 57.5
This course introduces students to the basic theory and practice of the Food & Beverage Industry. Students practice preparing and serving cocktails in the mixology lab and serving food and beverages in a banquet and dining room setting. Students study the principles, history and production of spirits, wine, and beer. Students also explore trends, ethics and sectors of food and beverage industry.
Pre-requisite(s): Foodsafe Level 1 Certificate

HOSP 1370 Credits: 3
Accommodation & Lodging Mgmt Total Hours: 45
This course introduces students to the hotel/lodging industry by providing a foundational knowledge of how the industry is structured. Students will examine the various types of hotels and how they each are designed to uniquely meet the needs of guests. An in-depth look at how hotels are structured and organized focusing on the rooms division will also be explored. Students will then analyze the guest cycle of how guests move through the hotel and interact with the rooms division including reservations, front office, housekeeping and maintenance. A 'lab' component of this course will focus on computer systems directly related to front office and rooms division operation allowing students to learn a real property management system used by global hotel operators.
Prior Learning Assessment is available.

HOSP 1410 Credits: 3
Hosp Guest Service Mgmt Total Hours: 45
This course provides students with the basic concepts and current trends in the hospitality guest service industry as well as an overview of the industry on a provincial, national, and global scale. Special areas of emphasis include problem solving, coping with challenging customers and using communication strategies to demonstrate excellence in customer service. Research of trending topics in the hospitality industry, group and individual work will provide the students an opportunity to become confident at effectively communicating and delivering exceptional guest service to both internal and external guests and students will receive a SuperHost® certificate upon completion of this course.
Prior Learning Assessment is available.

HOSP 1501 Credits: 3
The Global Tourism Industry Total Hours: 45
Students explore the topic of globalization and how it relates to the tourism industry. Through the lens of global tourism, students examine political, economic, social, technological, legal and environmental influences as well as languages, laws, cultures, histories and government structures of Indigenous people. Students assess the impact of globalization on tourism from the perspectives of global mobility and ease of travel, population and demographic trends, terrorism, safety and security, increased awareness of new destinations, and poverty.

HOSP 1502 Credits: 3
Service Operations Mgmt Total Hours: 45
Students explore the process of delivering service to customers. This includes understanding the service needs of the target customers, managing the processes that deliver the services while ensuring objectives are met, and paying attention to the constant improvement of the services. The focus is on providing value to the customer as well as the customer relationship. Topics cover goods & services, process management, supply chain and inventory, quality control, marketing, and streamlining service processes to ensure that support teams have the tools they need to succeed.

HOSP 1503 Credits: 3
People and Culture Total Hours: 45
Students examine various functions, responsibilities, and the strategic role of human resources management (HRM) with a focus on emerging trends and changing needs of today's diverse and inclusive work environment. They explore legal and ethical frameworks, attracting, recruiting, selecting, training, managing, and developing an engaged workforce. Students investigate how total rewards and health and safety programs align with the needs and vision of the organization. Students examine HRM as a profession and identify necessary competencies for building effective working relationships with all stakeholders.

HOSP 1504 Credits: 3
Accounting Processes in Hosp Total Hours: 45
Students explore a hospitality business accounting system and how it provides accountability by recording sales revenues and expenses resulting from operating activities. This course covers all the steps of the accounting cycle and how they integrate the special accounting requirements of the hospitality industry with generally accepted accounting principles. Throughout the course, students examine control procedures and food and beverage costing. Students also analyze financial statements and examine how they are used in management positions.

HOSP 1505 Credits: 3
Global Business Environment Total Hours: 45
Students are introduced to the structure and features of the global marketplace and how environmental, social, economic, cultural, and technological affect international companies and their operations. Students examine how various aspects of business influence international trade and how ethical practices, workplace diversity, respect for human rights, and the natural environment enhance global relationships. Key elements of environments in different sovereign countries that are necessary for local companies to make decisions and be successful in a global business setting will also be assessed.

HOSP 1506 Credits: 3
Workplace Communication Skills Total Hours: 45
Students explore current business communication complexities including intercultural communication, effective communication strategies suitable for the digital age, and written and verbal professional etiquette. Students practice effective communication skills in a variety of real-life industry situations facing managers today from having a difficult one-one conversation to presenting a business proposal. They will develop leadership skills in the areas of gaining consensus, negotiations, and change management. Students apply organizational psychology to advance their communication and conflict resolution skills relevant to managing people in the workplace.

HOSP 1507 Credits: 3
Organization Behaviour Impacts Total Hours: 45
Students explore the behaviour and impact of individuals, groups, and organization. Students apply critical thinking and analytical skills to case studies and activities that focus on todays' organizational challenges and opportunities. Course topics include perceptions, emotions, attitudes, ethics, change and conflict management, motivation, team dynamics and development, culture, health and well-being, stress management, leadership, power and political power influences.

HOSP 1508 Credits: 3
Hospitality Industry Operation Total Hours: 45
Students are introduced to the fundamental techniques and tools for analyzing and improving operational capabilities within a hospitality organization. They explore specialized analytical frameworks and tools to determine the best, most efficient ways to improve services in terms of cost, quality, and innovation. The course equips students with the knowledge and resources needed to make critical decision in all areas where hospitality managers are involved. Fundamental quantitative analytical tools are highlighted to support decision making in a wide range of areas such as front desk management, housekeeping operations, food and beverage management, and human resources planning in various settings within this multifaceted industry.

HOSP 1610 Credits: 3
Business Communications Total Hours: 45
This course provides students opportunities to develop presentation skills required by both the hospitality industry and future courses in this program. Students present a variety of planned and impromptu presentations, take part in simulated job interviews and plan and conduct formal meetings and sales presentations. They evaluate presentations for effectiveness in content and delivery to improve their skills and develop professionally. This course is part of the full-time Hospitality Management Diploma Program
Prior Learning Assessment is available.

HOSP 1620 Credits: 3
Hospitality Computer Applications Total Hours: 45
This course provides students opportunities to use MSOffice applications such as Word, PowerPoint, Excel, and introduces online collaboration tools and POS/PMS (Point of Sale/Property Management Systems) to perform digital workplace tasks in the hospitality industry. Emphasis is placed on financial and informational applications to produce sales and marketing documents, presentations and financial spreadsheets. Students demonstrate hospitality competencies by completing assignments using the selected computer software applications. Prior Learning Assessment is available.

HOSP 1660 Credits: 3
Technical Writing Total Hours: 45
This course assists students in developing the writing skills necessary for successful business and academic communication in the hospitality and tourism industry. Students apply skills needed to plan, write, and revise effective compositions, letters, memos, email messages, tweets, text messages, formal reports and academic research papers. Students will develop beginning research skills required for writing formal papers and reports. This course is part of the full-time Hospitality Management Diploma Program
Pre-requisite(s): HOSP 1610
Prior Learning Assessment is available.

HOSP 1810 Credits: 3
Business Mathematics Total Hours: 45
This course introduces basic business mathematics used in the hospitality industry. Students develop skill in using basic arithmetic functions and algebraic equations to solve practical financial and mathematical problems encountered in business. Problems relating to retail operations, discounts, simple and compound interest and annuities are used to contextualize mathematical applications. Topics include taxes, discounts, contribution margins, interest, promissory notes, treasury bills, and demand loans This course is part of the full-time Hospitality Management Diploma Program

HOSP 1860 Credits: 3
Intro Hospitality Accounting Total Hours: 45
This course introduces students to the basic terminology, concepts and principles of hospitality accounting, including the preparation, analysis, and interpretation of financial statements. Topics include processing of hospitality financial transactions, front office accounting systems, night auditing, payroll accounting, and accounting for inventory. In this course, students recognize that knowing the basics of accounting will improve the management skills in all levels of a hospitality operation. Prior Learning Assessment is available.

HOSP 1960 Credits: 3
Introduction to Economics Total Hours: 45
This course presents fundamental concepts of micro- and macroeconomics and helps students integrate these ideas into their work in the hospitality industry. Students study the laws of supply and demand, consumer decision-making, producer profit maximization, competition and monopoly regulation. Use of fiscal, monetary and exchange rate policy to influence unemployment, inflation and economic growth are also presented. This course is part of the full-time Hospitality Management Diploma Program
Pre-requisite(s): HOSP 1810
Prior Learning Assessment is available.

HOSP 2102 Credits: 3
Catering, Meetings and Events Total Hours: 45
This project-based course focuses on catering, meetings, conventions, and event planning with a comprehensive hands-on approach, and the fundamental components of planning and executing a catered event, meeting, or convention. Students will work in teams to explore the planning, marketing, negotiating, producing, managing, and execution required for success.
Prior Learning Assessment is available.

HOSP 2113 Credits: 3
Global Business Decisions Total Hours: 45
This course provides the learner with an introductory understanding of the basic economic concepts and its impact on business decisions. Course topics will include: opportunity cost, supply and demand, price elasticity, profit maximization, negative externalities, GDP/national output, CPI, employment, output gaps, monetary policy, fiscal policy, and business cycles.
Prior Learning Assessment is available.

HOSP 2114 Credits: 3
Mgmt Accounting & Cost Control Total Hours: 45
This course uses a decision-making approach to prepare students to be skilled managers in the hospitality industry. The course includes a variety of workplace financial problems and a running theme of strategic management to help students relate management accounting decisions to a company's success. Course topics will include: analyzing financial data of hotels and restaurant operations, measuring F&B cost and their selling prices, cost-volume-profit analysis, optimizing sales and revenues, budgeting, and capital investment.
Prior Learning Assessment is available.

HOSP 2230 Credits: 1.5
Global Hotel Management Total Hours: 22.5
This course will explore current and future trends impacting the global hotel industry. These trends include environmental sustainability, revenue management, technological innovations and ownership/management trends. Utilizing hotel property management systems (PMS), case studies and field trips, students will be exposed to current state and future opportunities presented by the hotel industry.
Prior Learning Assessment is available.

HOSP 2240 Credits: 6
Hosp Work Experience Co-Op Total Hours: 301
Students practice the necessary skills to be competitive in today's hospitality employment market. In the first part of the course, students learn and apply strategies to prepare them for their co-ops and the diverse workplace cultures found within the hospitality industry. Topics covered include goal setting development strategies for short and long-term career goals, personal strengths assessments, personal branding, networking, job search strategies, portfolio building, industry etiquette, and interviewing styles and techniques. In the second half of the course, students participate in an 8-week, industry-related work experience co-op applying classroom theories, skills, resources, tools, and strategies to the workplace.

HOSP 2310 Credits: 3
Food Production Principles Total Hours: 45
This course prepares students to manage and work in the kitchen preparing food in a safe, environmentally stable, efficient and cost-effective manner. Students are introduced to the principles of cooking based on French Culinary techniques. This course covers the theoretical and practical application of food service operations. Students develop practical training while learning techniques and use of tools in an industrial kitchen, and theoretical competency in the elements of food costing and operations of a kitchen brigade in a restaurant environment.

HOSP 2311 Credits: 1.5
Communicating Effectively Total Hours: 27
This course is designed to assist students in applying critical thinking and analytic written and oral communication skills and strategies in the diverse context of the hospitality industry. Students will demonstrate interpersonal and intercultural skill mastery individually, in groups, and as a member of a team. Students will also complete ePortfolios introduced in Introduction to Business Communications and Essentials of Business Communication in preparation for Co-op placement.
Prior Learning Assessment is available.

HOSP 2360 Credits: 3
Restaurant Operations Total Hours: 45
Restaurant Operation is a course where students apply the theoretical knowledge and skills learned from various courses in the hospitality program. This course allows students to develop skills required to operate a casual dining room in a commercial kitchen setting. In the dining room students assume the roles and responsibilities of a manager, a server, hosting, cashiering, and bartending. In the kitchen, students assume the role of a manager and produce all menu items, building on the culinary foundations taught in HOSP 2310 Food Production Principles. Instructors ensure students' safety, all sanitation guidelines and quality of all food and beverage products. It is recommended that students take HOSP 1360 and HOSP 2310 prior to taking HOSP 2360.
Prior Learning Assessment is available.

HOSP 2370 Credits: 3
Management Principles Total Hours: 45
This course provides students with specific management tools to use in decision-making in the hospitality industry. The key areas of time management, strategic planning, organizational design, productivity, and supervisory training are examined. Theoretical principles introduced in the first three terms are validated with practical applications and simulations using examples from students' practical experience. This course is part of the full-time Hospitality Management Diploma Program Prior Learning Assessment is available.

HOSP 2380 Credits: 0
Industry Work Experience
This course provides students an opportunity to attain 500 hours of work experience required for completion of the Hospitality Management Diploma. Students develop workplace competencies and practice the knowledge and skills learned during classroom study. Students are required to achieve specific industry certifications and attend prescribed hospitality events. This course connects the learner with industry managers and employees and supports students in developing skills that are essential to their future success. This course is part of the full-time Hospitality Management Diploma Program

HOSP 2410 Credits: 3
Human Resources Management Total Hours: 45
Students develop a fundamental understanding of human resources theory and practice with a focus on critical issues and emerging trends that impact managers in the hospitality industry. Students explore the changing needs of today's diverse and inclusive work environment within a legal and ethical framework. Students investigate the processes of attracting, recruiting, selecting, training, managing and developing employees within a safe, respectful and healthy workplace culture. Students identify the necessary managerial competencies for building and leading effective teams.
Prior Learning Assessment is available.

HOSP 2460 Credits: 3
Hospitality Law Total Hours: 45
This course acquaints hospitality management students with a basic knowledge of Canadian law. Topics covered include the legal system, contracts, torts, sale of goods and consumer protection, secured transactions and creditors' remedies and employment law. This course is part of the full-time Hospitality Management Diploma Program
Prior Learning Assessment is available.

HOSP 2470 Credits: 3
Organizational Behaviour Total Hours: 45
Students examine the behaviour and impact of individuals, groups, and organizations. Students apply leadership strategies, critical thinking and analytical skills to case studies and activities focusing on current organizational challenges and opportunities. Students explore the effects of personality, emotion, attitudes, ethics and values on individual and team behaviour. Course topics include change and conflict management, motivation, team dynamics and development, culture, stress management, technology and environment, and political power influences.
Prior Learning Assessment is available.

HOSP 2501 Credits: 3
Tourism and Hospitality Law Total Hours: 45
Students explore the rights of international and local tourists, and the legal responsibilities of inbound-outbound tour operators, travel agents and other significant players in the industry. Topics include Canadian and International Travel Law, ordinances, rules, treaties, and agreements used to regulate the industry. Students also learn how to apply safety measures to protect customers in a number of hospitality sectors. Common, contract, employment, trust, tort, and Indigenous laws in Canada are also introduced to students.

HOSP 2502 Credits: 3
Hosp Food & Beverage Services Total Hours: 45
Gain skills to become an effective foodservice manager in a highly demanding environment. Throughout the course, students examine key aspects of developing a food and beverage services operation from initial concept to a real working operation. They will gain a clear and precise understanding of food services business plans, profiles, and operations including control and overall profitability.

HOSP 2503 Credits: 3
Revenue Mgmt in Hospitality Total Hours: 45
Students learn how to optimize revenue streams in a hospitality operation tactically and strategically. They also learn how to embed revenue management into the organization's culture and analyze the decisions of sales departments so that they can be aligned with the revenue and profit objectives of all revenue centers within the organization. Throughout the course, students explore strategies to guide sales and marketing teams to effectively position the organization's products and services.

HOSP 2504 Credits: 3
Intercultural Leadership Total Hours: 45
Students explore historical and cultural perspectives of leadership within organizations, and the hospitality industry, both globally and internationally. Students examine local Indigenous histories and cultures and the complex issues surrounding cross-cultural leadership within the diverse cultures in today's workforces. Emphasis is placed on intercultural and leadership competencies needed to build and maintain relationships with employees, suppliers, customers, and communities across all sectors of the business environment. Students assess how to build inclusive environments on a foundation of trust, respect, and transparency in order to encourage engaging, motivated and high performing teams.

HOSP 2505 Credits: 3
Hosp Marketing Strategies Total Hours: 45
Students examine the role and function of marketing in the hospitality industry. Students develop an understanding of the concept of marketing, strategic and marketing planning, product development, positioning, and pricing, as well as all elements of the marketing mix, including communication channels and personal selling. The course focuses on major marketing decisions that hospitality managers face in researching demand, generating, and sustaining demand for their products and services.

HOSP 2506 Credits: 3
Organizational Leadership Total Hours: 45
Students analyze traditional and modern leadership models and explore their own approach to leadership. They examine differences between leadership and management, identify and develop their leadership competencies and apply critical skills necessary to effectively work with individuals, teams throughout the organization. Students practice skills navigating workplace politics, building an effective network, being flexible, and applying positive influence within a leadership role. Students examine how to promote necessary change, and strategic organizational growth within a competitive, ever-changing industry that promotes social responsibility contributions on multiple levels.

HOSP 2507 Credits: 6
Hospitality Industry Practicum Total Hours: 301
Students practice the necessary skills to be competitive in today's hospitality employment market. In the first part of the course, students learn and apply strategies to prepare them for their practicums and the diverse workplace cultures found within the hospitality industry. Topics covered include goal setting development strategies for short and long-term career goals, personal strengths assessments, personal branding, networking, job search strategies, portfolio building, industry etiquette, and interviewing styles and techniques. In the second half of the course, students participate in an 8-week, industry-related practicum applying classroom theories, skills, resources, tools, and strategies to the workplace.

HOSP 2620 Credits: 3
Introduction to Marketing Total Hours: 45
This course is designed to involve the students in a detailed study of basic marketing principles and functions. Students will develop an understanding of the concept of marketing, strategic planning, market segmentation, target marketing, and brand positioning. All elements of the marketing mix, including pricing, product placement, product development and promotional strategies will be examined.
Prior Learning Assessment is available.

HOSP 2660 Credits: 3
Hospitality Sales Management Total Hours: 45
This course applies a case study approach to prepare students for consultative selling in the hospitality industry. The course includes a variety of workplace selling scenarios and a running theme of relationship management to help learners relate sales management decisions to a company's success. Course topics include prospecting clients, establishing a sales relationship, discovering buying conditions and offering a sales solution.
Prior Learning Assessment is available.

HOSP 2810 Credits: 3
Management Accounting Total Hours: 45
This course uses a decision-making approach to prepare students to be managers of information accounting in the hospitality industry. The course includes a variety of workplace problems and a running theme of strategic management to help students relate management accounting decisions to a company's success. This course is part of the full-time Hospitality Management Diploma Program
Pre-requisite(s): HOSP 1860
Prior Learning Assessment is available.

HOSP 2820 Credits: 3
Cost Controls Total Hours: 45
This course provides students an opportunity to explore the internal controls and information systems used in food and beverage operations. They develop techniques for effective purchasing, receiving and production control, sales control, food and beverage cost calculation and the use of the sales mix. Emphasis is placed upon interpretation of data for effective and profitable decision-making using various tools such as Breakeven Analysis, Menu Engineering and Cost/Margin. This course is part of the full-time Hospitality Management Diploma Program
Prior Learning Assessment is available.

HOSP 3310 Credits: 3
Contemporary Canadian Business Total Hours: 45
This course advances student knowledge and skills related to contemporary Canadian business practices for the hospitality industry. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3320 Credits: 3
Operations Management Total Hours: 45
This course offers students large and diverse service industry problem sets, as well as providing solved problems and step-by-step worked examples, to help them understand the application of operations management. Internet-based hospitality management business simulation modules further explore the principles of operations and service management in the hospitality industry. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3360 Credits: 3
Decision Making Analysis Total Hours: 45
This course takes students through an internet-based hotel operation simulation where they learn how to plan, execute and assess the operations of a hotel property. Teams operate a hotel in a realistic, dynamic and competitive environment, making decisions in real-time and analyzing the results of those decisions in management reports, financial statements and graphs. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3460 Credits: 3
Canadian Labour Relations Total Hours: 45
This course introduces students to contemporary issues in labour relations management in the hospitality industry in Canada. Students will gain an understanding of the legal, social, economic and political framework and complexities within which labor relations operate within the service sector. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3670 Credits: 3
Service Marketing Total Hours: 45
In this course students will develop critical analytic skills and knowledge for implementing service strategies to create and manage the customer experience. Students will analyze and gain insight into new consumer trends and patterns. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3820 Credits: 3
Hospitality Financial Manageme Total Hours: 45
This course prepares students in the development of foundational concepts of financial management in the hospitality industry. This enables them to understand how corporations make important investment and financing decisions and how they establish working capital policies. This course is taught using the standards of the Hospitality Financial and Technology Professionals (HFTP). This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3860 Credits: 3
Capital and Asset Management Total Hours: 45
This course introduces students to hospitality facilities planning processes from a management perspective. Systematic problem solving and decision making techniques are applied to budgeting, capital expenditure planning and cost benefit analysis of repairing, replacing or disposing of assets in the hospitality sector. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3910 Credits: 3
Statistical Decision Making Total Hours: 45
This course offers a contemporary and sophisticated approach to teaching statistics in the context of making good business decisions. Students learn to recognize and understand business questions, use statistical tools to analyze, and communicate the results clearly and concisely. The course uses new technology learning resources to support and enhance student understanding and engagement; in addition to providing cases and real data to demonstrate real business situations in the hospitality sector. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 3960 Credits: 3
Research Methods for Business Total Hours: 45
This course focuses on research methodologies including qualitative and quantitative methods, data sources, reliability, validity, and other measurement issues as well as data collection and research design, research ethics, and report writing and presentation. Students will learn how to design, conduct and analyze research for making informed business decisions in the hospitality sector. This course is part of the full-time Bachelor of Hospitality Management program.

HOSP 4320 Credits: 3
Strategic Hospitality Manageme Total Hours: 45
This course covers strategic business planning and management from a local and global perspective. It equips students with strategic concepts that they need to know about the hospitality industry and its response to global environmental business trends. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4330 Credits: 3
Hospitality Capstone 1 Total Hours: 45
The first capstone course provides students the opportunity to undertake an analysis of an operational client/organization in the hospitality sector. They will practice the integration of concepts learned in the degree program to this point. Students will develop and compile substantial primary research that includes the design, problem identification and analysis of an issue that the client/organization is facing. This course is part of the full-time Bachelor of Hospitality Management program.

HOSP 4360 Credits: 3
Hospitality Capstone 2 Total Hours: 45
In this final capstone course students prepare and present a comprehensive project that builds on the analysis and final report from the Capstone 1 course. This will include a detailed plan that will provide recommendations to address the issues identified in the Capstone 1 report. Students may work individually or in groups depending on the complexity of the project and authorization of the instructor. This course is part of the full-time Bachelor of Hospitality Management program.

HOSP 4365 Credits: 15
Independent Study Project Total Hours: 225
The purpose of this course is to work on a major research project related to the student's field of study, professional development interests, and work experience. Students must demonstrate their ability to directly apply the skills and techniques they acquire, as they progress through their BHM studies. The successful completion of the independent research study project meets an important requirement of the applied degree program which combines educational learning with practical hospitality work experience.

HOSP 4370 Credits: 3
Revenue Management Analysis Total Hours: 45
This course takes students through an internet-based hospitality management revenue optimization simulation where they learn how to plan, execute and assess the operations of a hotel. Teams of students will analyze and evaluate revenue management in a realistic, dynamic and competitive environment. They make decisions in real-time, analyzing the results of those decisions through management reports, financial statements and graphs. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4375 Credits: 3
Hospitality Revenue & Analysis Total Hours: 45
This course takes students through an Internet-based hospitality management revenue optimization simulation where they learn how to plan, execute and assess the operations of a hotel. Teams of students will analyze and evaluate revenue management in a realistic, dynamic and competitive environment. They make decisions in real-time, analyzing the results of those decisions through management reports, financial statements and graphs. It uses four basic building blocks to revenue management success, while outlining key processes and stages of revenue management planning.
Prior Learning Assessment is available.

HOSP 4460 Credits: 3
Leadership in Organizations Total Hours: 45
This course provides students with the tools needed to solve organizational problems and influence the actions of individuals, groups and organizations. It prepares managers to understand how to best organize and motivate the human capital of a firm, manage social networks and alliances, and execute strategic change in the hospitality sector. Students will interact with guest speakers, plan and lead seminar discussions and produce and present a project about workplace issues. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4610 Credits: 3
Entrepreneurship Total Hours: 45
This course introduces students to the emerging business arena of entrepreneurship and innovation in the hospitality sector. Many executives consider entrepreneurial behavior a key to sustaining their companies' competitive advantage, but few possess genuine knowledge of the subject or understand how to apply it. This course employs a clear and informative how-to approach to this dilemma and features detailed, actionable answers to the "what," "how," "where" and "who" questions surrounding corporate entrepreneurship in today's dynamic business environment. It also includes issues around Social Entrepreneurship; its challenges and implications. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4620 Credits: 3
New Media in Hospitality Total Hours: 45
This course focuses on the foundations of new media and consumers. Social media, strategic planning, social consumers and digital communities are studied. The Four Zones of social media are explored parallel to learning the specifics of social commerce and the impact of social media and metrics. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4660 Credits: 3
Business Innovation Total Hours: 45
This course examines the importance, patterns and characteristics of innovation in small business. It also explores the relationship between information and communication technology and modern business practice, providing both the "classic" lessons, and principles of e-business practices while profiling successful Canadian hospitality businesses. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.

HOSP 4810 Credits: 3
Hospitality Revenue Management Total Hours: 45
This course models a hospitality-focused, revenue management process. It uses four basic building blocks to revenue management success, while outlining key processes and stages of revenue management planning. This course is part of the full-time Bachelor of Hospitality Management program.
Prior Learning Assessment is available.