BACHELOR OF HOSPITALITY MANAGEMENT (EXECUTIVE COHORT)

Purpose

The Bachelor of Hospitality Management Executive Cohort Program provides industry leaders with an opportunity to secure a well-recognized degree that adds value to previously acquired academic certificates and professional training. The BHM Executive Cohort program embraces the entirety of the cohorts' knowledge, skills and abilities to enhance career mobility within an increasingly competitive global marketplace.

Upon completion of the BHM Executive Cohort Program, graduates will demonstrate a comprehensive understanding of management and business practices related to the hospitality industry. Executive Cohort applicants are employed in hospitality. Never-the-less, enhanced essential skills may provide gateways to advanced positions within the hotel and restaurant industries and in related fields, such as the cruise ship and assisted living industries, sports management, event management, convention services, meeting planning services, and human resources management. Additionally, graduates may pursue entrepreneurship by conceiving, developing and launching a business of their own.

Graduates of the BHM program engage in advanced studies. Further, graduates are well prepared to engage in executive training programs in business, hospitality, sports management and tourism.

Duration

The Bachelor of Hospitality Management Executive Cohort allows students with significant professional management experience and accomplishments in the hospitality and related industries complete the 60-credit course requirement for the degree within an 18-month period. Whereas most students will successfully complete the program in 18 months, students may take up to 3 years to complete the program. In extenuating circumstances, the Department head will address individual student needs.

Learning Outcomes

Upon successful completion of this program, graduates will be able to:

1. Apply the principles and key skill sets of successful management and business practices to current events and cases in the hospitality industry.
2. Plan, design and implement sustainable hospitality management and business practices and evaluate their impact on businesses and community.
3. Conceptualize and apply models of financial management, operations management, statistical analysis, research methods, e-Business, social media, marketing and strategic management to current events and simulations in the hospitality industry.
4. Conceptualize and apply models of change management.
5. Communicate effectively and professionally with local, regional, national and global management and business professionals both in person, in writing and on-line via social media and video conference settings.
6. Lead effective informal and formal meetings.
7. Analyze critical issues related to labour relations, ethics and law in the hospitality industry.
8. Attend to the diverse cultural, interactional and structural dimensions of hospitality management in British Columbia and Canada.
9. Provide workplace and community leadership to resolve issues in hospitality management operations.
10. Apply entrepreneurial skills in all aspects of their work.

Admission Requirements

Admission options include:

1. Standard Admission: An earned two-year diploma of at least 60-credits in hospitality management, business or a related field of study; with a cumulative grade point average of C or higher (2.0), according to the current VCC-HOSP grade scale.

OR

2. Flexible Admission: Upon reviewing an applicant's dossier, a review committee may recommend admission. Applicants with a grade point average lower than a C (2.0) are welcome to apply to the BHM Executive Cohort Program but must have Department Head approval prior to registration.

Proof of work experience:

An applicant must provide proof of seven to ten years of corporate managerial and/or entrepreneurial experience and accomplishments in hospitality managementand/or business and/or a related field of work. Professional experience should contain an array of experience from various content clusters – see content clusters on the following page.

Content Clusters

Financial & Service Mgt.

- Financial Management
- Statistical Decision Making
- Services Marketing

Leadership & Strategy

- Leadership in Organizations
- Strategic Hospitality Management

Current Issues & Operations

- Multiculturalism
- Sustainability in Business
- Operations Management

Asset and Innovation Mgt.

- Decision Making Analysis
- Capital and Asset Mgt.
- New Media in Hospitality

Business & Project Mgt.

- Entrepreneurship
- Revenue & Analysis
- Independent Study Project

Canadian Context

- Contemporary Cdn Business
- Canadian Labour Relations

Program Requirements

Code	Title	Credits
HOSP 3820	Hospitality Financial Manageme	3
HOSP 3910	Statistical Decision Making	3
HOSP 3670	Service Marketing	3
HOSP 3360	Decision Making Analysis	3
HOSP 3860	Capital and Asset Management	3
HOSP 4620	New Media in Hospitality	3
HOSP 4460	Leadership in Organizations	3
HOSP 4320	Strategic Hospitality Manageme	3
HOSP 4610	Entrepreneurship	3
HOSP 4375	Hospitality Revenue & Analysis	3
HOSP 4365	Independent Study Project	15
GNED 3210	Multiculturalism in Business	3
GNED 4260	Sustainability in Business	3
HOSP 3320	Operations Management	3
HOSP 3310	Contemporary Canadian Business	3
HOSP 3460	Canadian Labour Relations	3
Total Credits		**60**

Evaluation of Student Learning

Instructors evaluate student learning in a variety of ways including midterm and final examinations, research papers, oral presentations, individual and group projects, quizzes, homework assignments, case studies, and simulations. The Independent Study course combines modern case analysis and community service to assess students' integration of the knowledge and skills acquired during the program.

Students must receive a minimum cumulative grade point average of C (2.0) upon completion of the required courses to successfully graduate, and a minimum cumulative grade point overage of C- (1.67) in each term to advance into subsequent courses/terms in the program.

Prior Learning Assessment and Recognition (PLAR)

VCC recognizes Prior Learning Assessment and Recognition (PLAR) as one of multiple pathways for students to complete their individual course of study. As per provincial and institutional practice, students can PLAR up to 30.0 credits. Please note: PLAR is distinguished from transfer credit and flexible admission.

The BHM Executive Cohort Department, in collaboration with the VCC Office of the Registrar, may grant credit for learning acquired through experience and/or non-formal education and training. BHM Executive Cohort students who request PLAR must:

1. Receive an 80% pass on a standardized test in the subject matter; OR
2. Submit a project based on pre-determined criteria; OR
3. Present a portfolio reflecting sufficient knowledge of course content learning outcomes of the PLAR requested course.

Methods 2 & 3 include a presentation before a BHM Executive Cohort faculty assessment panel, inclusive of the Department Head and the PLAR requested course instructor, as well as an addition subject matter expert. The Department Head, in collaboration with the PLAR requested course instructor, will determine the manner of assessment.

If PLAR is successful, student transcripts will reflect a grade of "S" (satisfactorily completed). "S" grades are not included in GPA calculations.

PLAR fees for every course apply without exception.

NOTE: Students cannot PLAR HOSP 4365 Independent Study Project

Transcript of Achievement

All evaluations at completion of terms are reported to the Student Records Department. The transcript is organized to show a letter grade for each course. The grade point equivalent for a course is obtained from the letter grades as follows:

Grading Standard

Grade	Percentage	Description	Grade Point Equivalency
A+	96-100		4.33
A	91-95		4.00
A-	86-90		3.67
B+	81-85		3.33
B	76-80		3.00
B-	71-75		2.67
C+	66-70		2.33
C	61-65		2.00
C-	56-60		1.67
D	50-55	Minimum Pass. May not proceed to next level.	1.00
F	0-49	Failing Grade	0.00
S	70 or greater	Satisfactory. In accordance with departmental evaluation procedures.	N/A
U		Unsatisfactory. In accordance with departmental evaluation procedures.	N/A
I		Incomplete	N/A
IP		Course in Progress	N/A
W		Withdrawal	N/A
Course Standings			
R		Audit. No Credits	N/A
EX		Exempt. Credit Granted	N/A
TC		Transfer Credit	N/A

Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.

2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.

3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.