BACHELOR OF HOSPITALITY MANAGEMENT

Purpose

The purpose of the Bachelor of Hospitality Management (BHM) program is to prepare students for employment and/or a career as managers in the hospitality industry.

Upon completing the BHM program, graduates will have a comprehensive understanding of management and business practices related to the hospitality industry. Employment areas may include positions within the hotel and restaurant industries or in related fields, such as the cruise ship and assisted living industries, sport management, event management, convention services, meeting planning and services, and human resources management. In addition, a number of graduates may embrace the spirit of entrepreneurship by conceiving, developing and implementing businesses of their own.

Students will be strongly positioned for advancement into graduate programs as well as advanced corporate training programs in business, hospitality, sport management, finance, law and public administration, among others.

Duration

This program is intended for students with minimal or no experience in the hospitality industry. These students would not qualify for advanced standing as outlined in the Executive Cohort admissions criteria. In this program, students will normally complete the 60-credit course requirement over two years, consisting of four terms. In extenuating circumstances individual student needs will be dealt with on a case-by-case basis.

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 business 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 hospitality management and business professionals both in person, in writing, and on-line via social media and videoconference 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

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 grade scale*.

- Applicants must submit all post-secondary transcripts. The College reserves the right to request a language and math assessment from an applicant. Applicants are responsible for the payment of assessment services and fees.

Program Requirements

Term One		Credits
HOSP 3310	Contemporary Canadian Business	3
HOSP 3320	Operations Management	3
HOSP 3820	Hospitality Financial Manageme	3
HOSP 3910	Statistical Decision Making	3
GNED 3210	Multiculturalism in Business	3
	Credits	**15**
Term Two		
HOSP 3360	Decision Making Analysis	3
HOSP 3460	Canadian Labour Relations	3
HOSP 3860	Capital and Asset Management	3
HOSP 3670	Service Marketing	3
HOSP 3960	Research Methods for Business	3
	Credits	**15**
Term Three		
HOSP 4320	Strategic Hospitality Manageme	3
HOSP 4330	Hospitality Capstone 1	3
HOSP 4610	Entrepreneurship	3
HOSP 4620	New Media in Hospitality	3
HOSP 4810	Hospitality Revenue Management	3
	Credits	**15**
Term Four		
HOSP 4360	Hospitality Capstone 2	3
HOSP 4370	Revenue Management Analysis	3
HOSP 4460	Leadership in Organizations	3
HOSP 4660	Business Innovation	3
GNED 4260	Sustainability in Business	3
	Credits	**15**
	Total Credits	**60**

Important Notes

- Students in the Regular Cohort program may not register for more than five courses in one term.

Evaluation of Student Learning

Student learning is evaluated 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.

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 average 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. PLAR is distinguished from transfer credit and flexible admission. PLAR is available in all courses of the program except for HOSP 3960 Research Methods in Business; HOSP 4330 and HOSP 4360 the Capstone courses.

The BHM 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 students who request PLAR must

1. Pass a standardized test of more than 80% in the PLAR requested subject material; and /or,
2. Complete a project which will be evaluated based on a pre-determined rubric and/or,
3. Produce a professional portfolio that validates a working knowledge of the learning outcomes of the PLAR requested course.

Methods 2 & 3 require a presentation before a BHM faculty assessment panel, inclusive at all times of the Department Head and the PLAR requested course instructor. The Department Head, in collaboration with the PLAR requested course instructor, will determine the manner of assessment.

Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from 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.