

## Tourism, Recreation & Hospitality Programs

# Bachelor of Hospitality Management

### 4-year Degree Program

### Fee Category: V

**Note:** VIU also offers a Hospitality Management Diploma.

VIU offers a Hospitality Management Diploma and a Bachelor of Hospitality Management Degree. This delivery model is called a 2 + 2 model: a two year diploma followed by an option of an additional two years for degree completion.

The 2 + 2 model offers students many options. After completing two years, the student is able to graduate with a diploma and begin work; or can choose to continue and complete the Bachelor of Hospitality Management. Also, graduates from Hospitality Management diploma programs from across British Columbia and Canada are able to transfer into the third year of the degree.

The program will involve the learner in an internationalized curriculum as well as culturally-diverse professional and social environments. They will be engaged in activities that develop their skills to synthesize and solve problems in a global context. The program balances academic and applied skills by designing learning opportunities where learners apply theories in hospitality business simulated environments as well as in co-operative/internship placements.

## Career Opportunities

The degree graduates will continue their career development into middle and senior management positions in the following employment settings:

- Resorts;
- Hotels, Inns;
- Food & Beverage services; Restaurants, Dining Rooms, Pubs, Institutional Foodservices;
- Management Consulting Companies

The employment opportunities are varied:

- Supervisory/Management which require advanced planning and leadership skills.
- Independent entrepreneurs, there are many business opportunities in the Hospitality sector which the graduate might pursue.
- Hospitality Business Development organizations which plan, develop and operate new business.
- Hospitality training organizations/Human Resources Management positions.
- Sales and Marketing.

## Admission Requirements

Students must apply for the degree program after successfully completing the Hospitality Management diploma program. Admission to the third year of the program is limited.

- General admission requirements apply.
- Prospective students must hold a minimum "C+" average grade for their completed diploma,

- with a minimum "C" grade in individual courses.
- Letter of support from faculty at the sending institution.

## **Transfer from other Institutions**

Students wishing to transfer to VIU, after completing two-year diploma programs in Hospitality, Resort Management or Administration, will be considered for block transfer into the third year of the program.

**Note:** Students should consult with the Program Degree Advisor upon admission to the program.

## **Continuing Requirements/Minimum Sessional Grade Point Average**

Students must maintain an average "C+", with a minimum "C" grade in any individual course in the program, and perform satisfactorily in work placement activity.

Students who fail to maintain these standards will be placed on academic probation for the following academic year. If the standards are not attained during the probationary year, the student will be asked to withdraw from the program for a minimum period of one academic year. The student may apply for probationary re-instatement after the withdrawal period, subject to available space.

## **Degree Completion**

The expected, normal time required to complete the degree program (years 3 and 4) will be two years for full-time students. Part-time students who may require a longer time to complete the program are encouraged to apply, as the department is committed to the provision of coursework through a variety of alternative methods (Prior Learning Assessment, online, evening, short intensive sessions).

## **Prior Learning Assessment**

Students who have gained required skills, knowledge and competencies taught in the degree program in the Hospitality Industry may consider seeking recognition and assessment of their prior learning. Students who are successful in demonstrating prior learning to the extent required by the faculty will be granted appropriate credit toward the degree.

## **Work Placement Opportunities**

Students in the third year of the degree will participate in either a Co-operative Education work term or an Internship. In order to receive a Co-operative Education designation, transfer students must have successfully completed two Co-op work terms in their diploma activity. Participation in the third Co-op work term is based on availability of space and academic performance with a minimum "B" grade point average.

## **Start Date and Application Deadline**

The program starts in September, and applications are accepted anytime between November 15 and March 31. Late applications may be considered depending on availability of space.

## **Special Expenses**

Co-op Fees are due during the second month of each work term.

*All fees and costs are subject to change without prior notice*

## Program Outline

The Hospitality Management Degree students, during the third and fourth year, are required to complete the following courses:

- 12 required Hospitality/Tourism courses;
- 2 Liberal Studies courses;
- 3 upper-level Business/Management electives;
- 3 open electives;
- Co-operative education placement or Internship.

<b>YEAR 3</b>	<b>Credits</b>
HOSP 311 - Consumer Behaviour	3
TRMT 357 - Applied Research Methods	3
TRMT 353 - Community Development	3
TRMT 351 - Statistical Methods	3
HOSP 330 - Strategic Revenue Management	3
Electives:	
Liberal Studies	6
Upper-Level Faculty of Management	3
General Electives	6
<b>Total Credits</b>	<b>30</b>

TRMT 309A - Co-operative Placement <i>or</i> TRMT 309B - Internship Placement	9
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<b>YEAR 4</b>	<b>Credits</b>
HOSP 421 - Hospitality Entrepreneurship	3
HOSP 430 - Advanced Resort Management	3
HOSP 440 - Conference & Event Mangement	3
HOSP 460 - Hospitality Risk Mangement	3
HOSP 470 - Hospitality Policy & Planning	3
TRMT 461 - Organizational Leadership	3
TRMT 490 - Graduating Seminar	3
2 Upper-Level Faculty of Management Electives - See <b>Note 1</b>	6
1 General Elective	3
<b>Total Credits</b>	<b>30</b>

**Note 1:** HOSP 482 (Managing Cultural Diversity) can be taken to meet one of the Upper-Level Faculty of Management electives.

