

Archived: September 10, 2019

## **Tourism, Recreation and Hospitality Programs**

# **Bachelor of Hospitality Management**

**Location Offered:**

Nanaimo

**Credential:**

Bachelor Degree

**Options:**

Co-op

**Program Length:**

4 Years

## **The Program**

VIU offers a four-year Bachelor of Hospitality Management degree. Students have the option to exit with the Hospitality Management diploma after two years, or go on to complete the additional two years to graduate with the Bachelor of Hospitality Management degree. Hospitality diploma graduates from VIU or other Canadian institutions have the option of entering directly into the third year of the Bachelor of Hospitality Management program. Culinary Arts diploma graduates from VIU or other Canadian institutions can enter the third year of the degree program after completing a bridging semester. Admission to the third year of the program is limited.

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.

## **Program Outline**

Bachelor of Hospitality Management students are required to complete the following courses:

- 2 discipline-specific electives from the following list; 6 credits
  - Anthropology
  - Geography
  - Philosophy
  - Psychology
  - Sociology
  - Liberal Studies
  - Global Studies
  - Political Science
  - First Nations Studies
- 3 upper-level Faculty of Management electives; 9 credits
- 3 general electives, any level; 9 credits
- 3 required co-operative education placement or approved internships.

| <b>Year 1</b>   | <b>Credits</b> |
|---|----------------|
| HOSP 101 - (Preparation for Co-operative Education Placement I) | 1              |
| HOSP 110 - (Intro to Hospitality and Tourism)                   | 3              |
| HOSP 130 - (Lodging Organization and Operations)                | 3              |
| HOSP 185 - (Leadership Skills for Hospitality Professionals)    | 3              |
| HOSP 161 - (Dining Room Operations)                             | 3              |
| HOSP 120 - (Accounting Principles)                              | 3              |
| HOSP 180 - (Principles of Services Management)                  | 3              |
| HOSP 165 - (International Hospitality and Resort Operation)     | 3              |
| HOSP 131 - (Property Management Systems)                        | 3              |
| HOSP 133 - (Beverage Theory)                                    | 3              |
| ENGL 115 - (University Writing and Research)                    | 3              |
| <b>Total Credits</b>  | <b>31</b>      |

| <b>Intersession</b>                             | <b>Credits</b> |
|---|----------------|
| HOSP 102 - (Co-operative Education Placement I) | 9              |

| <b>Year 2</b>  | <b>Credits</b> |
|--|----------------|
| HOSP 201 - (Preparation for Co-operative Education Placement II) | 1              |
| HOSP 215 - (Principles of Services Marketing)                    | 3              |
| HOSP 225 - (Financial Control Systems)                           | 3              |
| HOSP 240 - (Principles of Food Production)                       | 3              |
| HOSP 282 - (Human Resource Management)                           | 3              |
| HOSP 251 - (Dining Room Management)                              | 3              |
| HOSP 205 - (Hospitality Financial Management)                    | 3              |
| HOSP 241 - (Food Service Management)                             | 3              |
| HOSP 230 - (Law and Ethics)                                      | 3              |
| ECON 100 - (Intro to Economics)                                  | 3              |
| ENGL 204 - (Business and Technical Writing)                      | 3              |
| <b>Total Credits</b>   | <b>31</b>      |

| <b>Intersession</b>                              | <b>Credits</b> |
|--|----------------|
| HOSP 202 - (Co-operative Education Placement II) | 9              |

| <b>Year 3</b>  | <b>Credits</b> |
|--|----------------|
| HOSP 335 - (Advanced Resort Management)                                  | 3              |
| HOSP 340 - (Conference & Event Management)                               | 3              |
| HOSP 357 - (Advanced Research Methods in Hospitality Management)         | 3              |
| HOSP 311 - (Consumer Behaviour: The Guest Experience)                    | 3              |
| HOSP 358 - (Data Analysis for Decision Making in Hospitality Management) | 3              |
| HOSP 382 - (Managing Cultural Diversity)                                 | 3              |
| Four electives   | 12             |
| <b>Total Credits</b>   | <b>30</b>      |

| <b>Intersession</b>   | <b>Credits</b> |
|---|----------------|
| TRMT 309A - (Co-operative Education Work Placement III) or, | 9              |
| TRMT 309B - (Internship)                                    |                |

| <b>Year 4</b>  | <b>Credits</b> |
|--|----------------|
| HOSP 421 - (Hospitality Entrepreneurship)                    | 3              |
| HOSP 453 - (Community Development in Hospitality Management) | 3              |
| HOSP 435 - (Strategic Revenue Management)                    | 3              |
| HOSP 460 - (Hospitality Risk Management)                     | 3              |
| HOSP 470 -(Hospitality Strategic Management)                 | 3              |
| HOSP 490 - (Graduating Seminar in Hospitality Management)    | 3              |
| <i>Four electives</i>  | 12             |
| <b>Total Credits</b>   | <b>30</b>      |

## **Electives for the 3rd or 4th year of the Bachelor of Hospitality Management**

All students should consult with the Program Degree Advisor upon admission to the program.

Electives allow customization of a Bachelor of Hospitality Management degree. Considerations in selecting electives should include what courses will assist a future career, or what areas for interest may wish to be explored. All prerequisites for electives must be met.

Students may also plan to use their electives to participate in a Field School or an International Study Abroad exchange program. Study Abroad exchanges with one of VIU's partner schools allow qualifying students to complete one or more semesters of coursework at the partner school. Outbound students pay tuition to VIU, not the partner school. If you are interested, please see the Education Abroad page. Some funding may be available for qualifying applicants.

### **General Electives**

Three (3) three-credit general electives of any academic university courses are required for the Bachelor of Hospitality Management; for a total of 9 credits. General electives should be used to either fulfill a prerequisite for any course within the Bachelor of Hospitality Management, so some planning is needed, or they may be completely discretionary.

### **300 or 400 Level Faculty of Management (FOM) Electives**

Upper-level Faculty of Management (FOM) electives refers to any 300 or 400 level course that is delivered in the School of Business, the Recreation and Tourism Department, or the Hospitality Management Department electives (any department within the FOM).

The following list is provided as a guide to assist in selecting an appropriate 300 or 400 level FOM elective for the Bachelor of Hospitality Management:

- 300 or 400 level Field School
- Wine Business
- Tourism
- Accounting
- Economics
- Financial Services
- Human Resources
- International Business
- Management

- Marketing

Bachelor of Hospitality Management students may pursue the Wine Business Program, or select Field Schools, while taking their degree as part of their elective selections.

## **Completion Requirements**

The expected, normal time required to complete the degree program will be four 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).

### **Hospitality Management Diploma Option**

To exit the program with Hospitality Management Diploma, students must pass all 100 and 200 level program courses with an overall Grade Point Average (GPA) of a "C+" or better, perform satisfactorily in two (2) required cooperative education work placement activities, and fulfill all diploma completion requirements. The typical duration of the diploma is 2 years.

Beyond satisfying the academic requirements necessary for graduation, all students must obtain three completion requirements: Foodsafe 1, Foodsafe 2, and WHMIS.

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

Students must maintain a minimum passing grade in all courses with an average annual Grade Point Average (GPA) of "C+" or better in all non-elective courses.

Students who fail to maintain this standard 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.

### **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. <https://services.viu.ca/advising/newstudents/pla.asp>.

## **Admission Requirements**

Enrolment in this program is limited. Students who meet or exceed the minimum admission requirements may not necessarily be admitted to the program.

- General admission requirements apply.
- English 12 with a minimum "C+" grade or equivalent.
- A minimum "C+" grade in one of Principles of Mathematics 11, Applications of Mathematics 11, Foundations of Mathematics 11, Pre-calculus 11, or equivalent. A mathematics assessment and placement examination is available for applicants without this admission requirement.

## **Admission Following Culinary Management Diploma**

Culinary Management diploma graduates applying to the Bachelor of Hospitality Management program will be enrolled in a bridging semester to prepare for entry into the third year of the Hospitality Management degree. The bridging semester of courses may be completed concurrently with BHM course work.

## **Transfer from other Institutions**

Transfer students, with a qualifying two-year diploma, will be considered for block transfer into the 3rd year of the Bachelor of Hospitality (BHM) degree program. Typical qualifying diplomas include, Culinary Arts, Hotel, Restaurant, Hospitality, and Resort Management.

- The Hospitality Management program at Vancouver Island University (VIU) has several articulation agreements allowing qualifying students direct entry into the 3rd year of the BHM. Please check with the sending institution for pathways to VIU.
- Students transferring to VIU after completing a two-year diploma programs in a hospitality-related discipline will be considered for block-transfer into the third year of the Bachelor of Hospitality Management degree.
- 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.
- Transfer students must satisfy VIU's Degree English Requirement prior to graduation. All students should consult with the Program Degree Advisor upon admission to the program.

## **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 Food services;
- 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.

## **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 3.0 ("B") grade point average.

## **Start Date and Application Deadline**

The program starts in September and a limited intake in January, if seats are available. Applications are accepted between the first business day in October and March 31. This is a competitive application program.

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