

Archived: August 11, 2020

## Tourism, Recreation and Hospitality Programs

# Graduate Diploma in Hospitality Management

### Location Offered:

Nanaimo

### Credential:

Graduate Diploma

### Program Length:

2 Years

## The Program

The Graduate Diploma in Hospitality Management will produce graduates who are innovative hospitality management decision-makers equipped with demonstrable analytical skills, functional area knowledge, strong communication skills and abilities, combined with an applied human capital knowledge and skill set, who influence an organization's performance through their future orientated leadership.

This is a full-time, cohort-based program that incorporates face-to-face delivery with experiential learning, both in internship work experience and laboratory modules.

Curriculum delivery will be enhanced through the use of hospitality industry specific simulations, case studies, and a robust semester-long visiting scholar or professors of practice (hospitality industry experts) interactive lecture series on meaningful issues and trends facing the hospitality executive today and in the future. Further, GDHM students will contribute and mobilize knowledge to the industry through the completion of an integrated business project completed in conjunction with their graduate internship.

## Program Outline

### Option A - September Intake

<b>Year 1 - Fall Semester</b>	<b>Credits</b>
GDHM 510 - (Managing Hospitality Service Marketing)	3
GDHM 511 - (Using Hospitality Financial Data)	3
GDHM 512 - (Managing An Accommodation Rooms Division)	3
GDHM 513 - (Managing Destination Resorts)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 1 - Spring Semester</b>	<b>Credits</b>
GDHM 514 - (Evaluating Financial Statements)	3
GDHM 515 - (Analyzing Operational Data)	3
GDHM 516 - (Managing Hospitality Brands)	3
GDHM 517 - (Leveraging Hospitality Market Research)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 1 - Intersession Semester</b>	<b>Credits</b>
GDHM 518 - (Visiting Professors Lecture Series/)	3
GDHM 519 - (Designing Food and Beverage Operations)	3
GDHM 508 - (Building Customer Loyalty)	3
<b>Total Credits</b>	<b>9</b>
<b>Year One Total Credits</b>	<b>33</b>

<b>Year 2 - Fall Semester</b>	<b>Credits</b>
GDHM 521- (Managing Hospitality Revenue)	3
GDHM 522 - (Emerging Consumer Trends and Issues)	3
GDHM 523 - (Managing Business Events)	3
<b>Total Credits</b>	<b>9</b>

<b>Year 2 - Spring Semester</b>	<b>Credits</b>
GDHM 524 - (Making Strategic Decisions)	3
GDHM 525 - (Leading Culturally Diverse High-Performing Teams)	3
GDHM 526 - (Integrating Professional and Personal Development)	3
GDHM 527 - (Preparing for Graduate Consulting Project)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 2 - Intersession Semester</b>	<b>Credits</b>
GDHM 590 - (Graduate Internship and Consulting Project)	9
<b>Total Credits</b>	<b>9</b>

<b>Year 2 - Summer Semester</b>	<b>Credits</b>
GDHM 590* - (Graduate Internship and Consulting Project)	0
<b>Total Credits</b>	<b>0</b>
<b>Year Two Total Credits</b>	<b>30</b>

\* Continuation of GDHM 590; end date September.

### **Option B - January Intake**

<b>Year 1 - Spring Semester</b>	<b>Credits</b>
GDHM 510 - (Managing Hospitality Service Marketing)	3
GDHM 511 - (Using Hospitality Financial Data)	3
GDHM 512 - (Managing An Accommodation Rooms Division)	3
GDHM 513 - (Managing Destination Resorts)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 1 - Intersession Semester</b>	<b>Credits</b>
GDHM 518 - (Visiting Professors Lecture Series)	3
GDHM 519 - (Designing Food and Beverage Operations)	3
GDHM 508 - (Building Customer Loyalty)	3
<b>Total Credits</b>	<b>9</b>
<b>Year One Total Credits</b>	<b>21</b>

<b>Year 2 - Fall Semester</b>	<b>Credits</b>
GDHM 514 - (Evaluating Financial Statements)	3
GDHM 516 - (Managing Hospitality Brands)	3
GDHM 517 - (Leveraging Hospitality Market Research)	3
GDHM 525 - (Leading Culturally Diverse High-Performing Teams)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 2 - Spring Semester</b>	<b>Credits</b>
GDHM 521- (Managing Hospitality Revenue)	3
GDHM 522 - (Emerging Consumer Trends and Issues)	3
GDHM 523 - (Managing Business Events)	3
GDHM 524 - (Making Strategic Decisions)	3
<b>Total Credits</b>	<b>12</b>

<b>Year 2 - Intersession Semester</b>	<b>Credits</b>
GDHM 526 - (Integrating Professional and Personal Development)	3
GDHM 527 - (Preparing for Graduate Consulting Project)	3
GDHM 515 - (Analyzing Operational Data)	3
<b>Total Credits</b>	<b>9</b>

<b>Year 2 - Summer/Fall Semester (mid-June to Dec)</b>	<b>Credits</b>
GDHM 590 - (Graduate Internship and Consulting Project)	9
<b>Total Credits</b>	<b>9</b>
<b>Year Two Total Credits</b>	<b>42</b>
<b>Program Total</b>	<b>63</b>

## Completion Requirements

Grades for individual courses are given in the manner described under the Grading Policy of this Calendar. The program has minimum standards as follows:

- All courses within the GDHM must be completed with a passing grade before graduation.
- Students must maintain an overall grade point average (GPA) of "C+" while in the GDHM program.

## Admission Requirements

- An undergraduate degree from a recognized university, with a "C+" grade point average from the last 60 credits completed and a minimum of 1 year work experience in a supervisory or managerial capacity, preferably in a service organization; or,
- An undergraduate degree from a recognized university, with a "C+" grade point average from the last 60 credits completed and a minimum of 3 year work experience in the hospitality industry demonstrating increased responsibility; or,
- An undergraduate degree in hospitality management, or a related discipline, from a recognized university, with a "C+" grade point average from the last 60 credits completed; or,
- A minimum of 10 years of directly related work experience in a hospitality organization at a supervisory or managerial position, may be considered on a case-by-case basis. Such applicants must show a minimum of "C+" grade in Mathematics 11 or equivalent.

- Applicants whose previous degree was obtained in a country where English is not the primary/official language and from a university where English was not the language of instruction must meet one of VIU's English Language requirements for Graduate Programs.

### **Notes on Admission**

- Applicants who meet or exceed the minimum admission requirements may not necessarily be admitted to the program.
- Hospitality industry competency in business mathematics is an expectation of all applicants.
- Students must maintain an overall grade point average (GPA) of C+ while in the GDHM program.
- To be considered, all applications must include a completed Statement of Interest.
- Students are responsible for the costs of acquiring the following required certifications; they are outside the fees charged by VIU: Food Safe level 1 or equivalent, and Serving-it-Right.

### **Program regulations**

Students must maintain an overall grade point average (GPA) of "C+" while in the GDHM program.

### **Career Opportunities**

While GDHM graduates have many career path opportunities from which to choose, the following careers are identified from recent labour market analysis:

- Accommodation service managers
- Restaurant and food service managers
- Retail and wholesale trade managers
- Hotel chain regional vice-president
- Hotel general manager
- Manager, regional, sales

### **Start Date and Application Deadline**

The program offers two intakes a year, one commencing in September and the other commencing in January. Applications for admission are accepted anytime between the first business day in October and June 30.

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