



## **School of Hospitality**

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# **Bachelor of Hospitality Management**

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## **Program Content Guide**

**Effective Date: September 2007**  
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This guide is intended as a general guideline only. The College reserves the right to make changes as appropriate.

Details of each of the courses are contained in the following pages of this guide. All topics will be covered, but the order of teaching will not necessarily be as presented here.

## **Bachelor's Degree in Hospitality Management**

The Bachelor of Hospitality Management is an applied degree that provides students with two years of additional study following completion of the Hospitality Management Diploma. The Bachelor of Hospitality Management provides students with a course of study that combines theoretical training with industry specific analysis. Bridging the Hospitality Management Diploma, graduates of provincial core hospitality management diploma programs, with an overall average of B or better can begin studies in the third year of the degree.

### **Key Advantages**

The BHM offers four key advantages:

- It ladders from all provincial two year Hospitality Management Diplomas
- It is industry specific in content and focus
- It is Vancouver based, providing gateway access to tourism and hospitality employment
- It ladders with other degrees, e.g. Master's Degree in International Hotel Management

Vancouver Community College offers a variety of programming to meet the needs of the accommodation, food & beverage and business sectors of BC's expanding hospitality and tourism industries. With the demand for trained management personnel increasing and with the added incentive of the 2010 Olympics, the Bachelor of Hospitality Management Degree provides students with the theoretical and practical training valued by industry.

### **What will I Learn?**

A degree in hospitality management prepares graduates to assume increased responsibility in the expanding hospitality and tourism industry. The materials and examples used are current and relevant to industry. Courses such as Facilities Management, Human Resources Issues, and Organizational Leadership, prepare graduates to supervise employees. Courses such as Revenue and Yield Management and Management Information Systems, prepare graduates to manage cost control systems. The flexibility and adaptability required by managers who work within continuous improvement environments, are developed in courses such as Strategic Planning and Business Ethics.

### **Degree Semesters**

	<b>September - December</b>	<b>January - April</b>	<b>May - August</b>
<b>Year One</b>	Semester 5	Semester 6	
<b>Year Two</b>	Semester 7	Semester 8	

**Note:** Courses are not currently offered in the summer semester between year 3 and year 4

## **Activities & Design**

The degree program is offered on a full time basis with approximately 15 hours of instruction per week. Courses are offered in the face-to-face classroom, as well as online through BC Campus. Courses are not currently offered during the summer session in order to allow students to work and to gain the work experience that balances their academic studies.

The degree program is designed to engage students in a variety of learning activities that includes guest speakers, lectures, small and large group discussions, projects, presentations, field trips, game simulations and case studies. Classroom instruction exposes students to both theoretical and practical applications of hospitality management.

## **Evaluation**

Every instructor evaluates student learning through a variety of tools including: term papers, reports and presentations. Students may also be required to complete both midterm and final examinations. Instructors will provide students with a course syllabus that includes a detailed explanation of course evaluation at the beginning of each semester.

## **Attendance**

Participation and attendance is monitored – students are expected to be fully engaged in their studies.

## **Credential**

Students receive a Bachelor of Hospitality Management Degree upon successful completion of the program (i.e., students who maintain a 2.00 Grade Point Average).

## **Program Duration**

The Bachelor of Hospitality Management is a two year program.

## **Entrance Requirements**

Successful completion of any approved two-year Hospitality Management Diploma program or graduation from an equivalent program, with a minimum of a 3.0 grade point average or better. Please see our website for a complete list of articulated diploma programs. [www.vcc.ca](http://www.vcc.ca)

## **Block Transfers**

Block transfers from other colleges across Canada are accepted as block transfers into the third year of the Bachelor of Hospitality Management. See the official college website: [www.vcc.ca](http://www.vcc.ca)

**Additional Information**

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Program Assistant

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**Counseling Departments**

**Downtown Campus**

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Vancouver, BC  
V6B 1S9  
Tel: 604-443-8453  
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**Broadway Campus**

1155 East Broadway  
Vancouver, BC  
V5N 5T9  
Tel: 604-443-8453  
Fax: 604-871-7100

**Course Credits**

<b>Course#</b>	<b>Course Name</b>	<b>Credits</b>
<b>Semester 5</b>		
HOSP 3102	Management Information Systems	3.0
HOSP 3107	Macroeconomics	3.0
HOSP 3111	Advanced Sales Skills & Management	3.0
HOSP 3112	Labour Relations Management	3.0
HOSP 3130	Facilities Management	3.0
<b>Semester 6</b>		
HOSP 3210	Financial Management	3.0
HOSP 3212	Human Resources Issues	3.0
HOSP 3222	Organizational Leadership	3.0
HOSP 3240	Revenue & Yield Management	3.0
HOSP 3241	Applied Research	3.0
<b>Semester 7</b>		
HOSP 4260	Strategic Planning	3.0
HOSP 4261	Brand Management	3.0
HOSP 4263	Issues in Tourism in Canada	3.0
HOSP 4264	Business Ethics	3.0
Successful completion of all Semester 5, 6 and 7 courses is required to advance to Semester 8.		
<b>Semester 8</b>		
HOSP 4150	Internship	3.0
HOSP 4262	Independent Study Project	3.0
	<b>Total Credits:</b>	<b>48.0</b>

## Course Descriptions

### Semester 5

- HOSP 3102      Management and Information Systems      3.0 credits**  
This course examines the use of computer-based information systems in achieving the information objectives of the organization, with a particular emphasis on the use of these systems in the hospitality industry. Fundamentals of hardware, software, networks, electronics commerce and business applications are detailed with the focus on the responsible use of information systems and technology to support business strategy, operations and decision-making.  
**Prerequisite: HOSP 1202 Hospitality Computer Applications or equivalent.**
- HOSP 3107      Macroeconomics      3.0 credits**  
Real world economic events and government policies that influence the Canadian hospitality industry are explored. The determinants of the price level, incomes, gross domestic products and employment and the effect of international trade to explain determination of exchange rates and the balance of trade are investigated. Fiscal policy and the effectiveness of discretionary fiscal policy on the hospitality industry are discussed. The role of money and the banking system, and the effects of monetary policy are examined. A model of the aggregate economy is developed and current Canadian economic topics are discussed.
- HOSP 3111      Advanced Sales Skills and Management      3.0 credits**  
The general principles of sales management are explored with a concentration on the human resources component, and with an emphasis on selection, assimilation, training and supervision. Topics also include: mining and qualifying leads, successful sales calls, asking for business, successful closings, effective account management, advanced sales and negotiation, relationship selling. An examination of the influence/role of wholesalers, DMCs and tradeshows bring more detail into the general principles examined above.  
**Prerequisite: HOSP 2111 Introduction to Marketing or equivalent.**
- HOSP 3112      Labour Relations Management      3.0 credits**  
An examination of the labour relations process within the hospitality industry. Labour relations issues that arise on a daily basis in the hospitality industry are analyzed. Issues commonly found in the collective bargaining process, and why labour and management behave as they do, are examined. The historical evolution of Canadian unionism, the impact of trade unions on the hospitality sector, collective bargaining and labour-management relations, existing labour legislation, mediation and arbitration are also explored.  
**Prerequisite: HOSP 1212 Human Resources Management or equivalent.**



**HOSP 3241**      **Applied Research**      **3.0 credits**  
Utilizing primary and secondary research tools, students will evaluate several case studies. Students will profile a hospitality related organization of their choice. Mastering the use of specialized vocabulary, and applying research tools and techniques, students will analyze simple research projects.  
**Prerequisites: HOSP 2111 Introduction to Marketing and HOSP 1207 Business Statistics or equivalents**

**Semester 7**

**HOSP 4260**      **Strategic Planning**      **3.0 credits**  
This integrated capstone course is a vehicle for the application of concepts, tactics and analytical technique previously presented in the hospitality curriculum. The focus of the course is to apply the aforementioned concepts to case studies, to a semester project and the decision-making processes, particularly related to operational issues facing managers in the hospitality and tourism industry today. Knowledge previously acquired from work experience and the classroom are related and applied to designing, analyzing and managing hospitality operations.

**HOSP 4261**      **Brand Management**      **3.0 credits**  
A number of the best known brands in Canada and their respective marketing strategies are examined through the specifics of hotel branding, brand characteristics, sales and marketing, infrastructure, loyalty programs, brand standards, brand image and best practices.

**HOSP 4263**      **Issues in Tourism**      **3.0 credits**  
An integrated course intended to draw together the multiple disciplines on which hospitality is based. Conceptual, analytical and decision-making skills are developed through an extensive exposure to case studies. Current issues in Canada and BC are explored. The tourism and hospitality industry is extremely reactive to external factors, therefore an examination of the impact of these external factors on market demand, and the subsequent changes to strategies, are explored. The course assesses environmental, industry, competitive and stakeholder analysis as a way in which to improve policy, strategy formulation and decision-making.

**HOSP 4264**      **Business Ethics**      **3.0 credits**  
Ethics is an important topic in business. Students will examine a number of ethical issues. Topics include ethical behaviour, professionalism, theories of moral development, and ways of developing moral decision-making skills.

**Semester 8**

**HOSP 4150**

**Internship**

**3.0 credits**

The successful completion of the work experience in the 8<sup>th</sup> term meets an important requirement of the applied degree. Direct application of the studies to date is demonstrated through this continuous employment opportunity. The continuation of the work-experience through the development and completion of a work-study project related to the work term enhances the value of this work term for both student and employer.

**HOSP 4262**

**Independent Study Project**

**3.0 credits**

A major project related to their field of work experience. This project relates to a specific client company and is carried out under the guidance of assigned faculty members with the prior approval and ongoing support of the client company, in consultation with the faculty member.

### Transcript of Achievement

An evaluation of the learning outcomes of each student is prepared by the instructor. This evaluation is by a combination of assignments, presentations, projects, theory exams and/or practical exams.

All evaluations at completion of semesters 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:

### Letter Grades

Letter Grade	Description	Grade Point Average
A+	Distinguished	4.33
A		4.00
A-		3.67
B+	Above Average	3.33
B		3.00
B-		2.67
C+	Average	2.33
C		2.00
C-		1.67
D	Minimum pass. May not proceed to next level.	1.00
F	Failing grade	0.00
N	Ceased to attend and did not complete requirements.	0.00
S	Satisfactory. In accordance with departmental evaluation procedures.	N/A
U	Unsatisfactory. In accordance with departmental evaluation procedures.	N/A
W	Official withdrawal	N/A
R	Audit. No credit	N/A
EX	Exempt. Credit granted	N/A
I	Incomplete. Contract agreement for extra time. Recorded as "F" if not fulfilled	N/A
IP	In progress	N/A
@	Non-payment of fees	N/A
RW	Required to withdraw	N/A
NA	No grade available at time of printing	N/A
ANC	Anecdotal evaluation	N/A
TC	Transfer credit	N/A

### **Grade Point Average**

A student is required to maintain a cumulative grade point average (GPA) of 2.0 or greater **in each course** to continue in a program. The GPA is computed at the end of each level of the program.

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.