HONOURS BACHELOR OF BUSINESS ADMINISTRATION PROGRAM (HOSPITALITY) (FAST-TRACK) (H312)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Honours Bachelor of Business Administration</th>
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<tbody>
<tr>
<td>COURSE CODE</td>
<td>H312</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Hospitality and Tourism Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Hospitality and Culinary Arts</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>5 semesters* plus 1 co-op term</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Co-op (paid)</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>May</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Honours Bachelor’s Degree</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Admission Requirements¹</td>
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TUITION

$9,145.00 * † ‡

ADDITIONAL COST

*Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall 2019. Fees are subject to change for programs starting in fall 2020 and at later dates.

† Fees for this program do not include the cost of the co-op work term.

‡ Students should also expect to pay approximately $500 for textbooks and $100 for field trips and industry site visits per semester. International students please check with the International Centre at 416-415-5000, ext. 2115.

International students: Visit the International Fees and Related Costs² page for more information.

FINANCIAL ASSISTANCE

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

This fast-track program is designed for students with a two-year Hospitality diploma or degree in a related field wishing to pursue a degree in business focusing on hospitality.

Qualified applicants who have completed one of the following diploma programs may be eligible:

- Food and Beverage Management (H132)
- Hospitality – Hotel Operations Management (H133)
- Special Events Management (H131)
- Tourism and Hospitality Management (H130)

Honours Bachelor of Business Administration (Hospitality) (Fast-Track) students will complete a bridging semester from May to August and then go on to complete all outstanding credits toward their degree. This pathway will give students an opportunity to earn a degree credential in two additional years plus the one summer semester, or more, depending on the total transferable credits granted (please see ‘How to Qualify and Apply’ section for specific admission requirements).

The program is designed to teach you how to plan and manage complex integrated hospitality operations so that you can become one of the skilled, knowledgeable leaders the hospitality sector is pursuing. The employment prospects in this sector are outstanding. In Canada, the hospitality industry employs more than 1.2 million people, representing over 7 per cent of all employment in the Greater Toronto Area alone, the hospitality sector accounts for almost 329,000 jobs.

A COMPREHENSIVE CURRICULUM

The curriculum has been developed to prepare students for management, supervisory and administrative careers through training in analysis and problem-solving, critical thinking, integrated operations, customer management and international applications. Students will become technically proficient in the major components of a hospitality business, including operational processes, finance, human resources, facilities, risk management, research, sustainability and corporate social responsibility.

In addition, the curriculum is designed to:

- Provide flexible student learning- Courses are offered in online and in-class hybrid format throughout the program to accommodate the paid work placements. Semester 7 is delivered completely online.
- Integrate knowledge and practical applications developed through projects and experiential learning in two paid work placements.
- Build strong management abilities, with every student working on projects individually and with team members.

APPLIED LEARNING – BENEFIT FROM HANDS-ON TRAINING

Co-operative education is an important component of this degree program. Students spend two paid summer terms working full-time in industry, giving them a chance to apply the knowledge they have acquired in a real-life, hands-on situation. Students obtain practical experience and further develop their skills – an asset for our graduates and their future employers. Students also establish valuable contacts with potential employers, and many graduates find full-time employment with their co-op employer.
EXPERIENTIAL LEARNING

Co-op (paid)

YOUR FIELD STUDY OPTIONS

Students spend one paid term working full-time in industry, giving them a chance to apply the knowledge they have acquired in a real-life, hands-on situation.

George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed industry work experience opportunities they believe would provide the learning experiences they value and meet the learning outcomes of the program. This valuable work experience can be added to your resume.

CHCA students can also participate in several short study abroad opportunities. Our options change often, but in recent years have included Peru, Europe, Spain, Costa Rica, India, Thailand and trips across Canada. Some trips are purely experiential learning, while others provide you with the opportunity to receive credit for a course in your program.

In addition to more formal on-the-job work experience, George Brown College endeavours to provide learning opportunities with real world challenges and clients. Find out more about field education at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Assess the impact and implications of external environmental factors on the hospitality industry, its sectors, organizations and stakeholders.
2. Explain results of original research that has been conducted using social science research principles and methods.
3. Apply management knowledge and technical ability for effective operation and organization of a variety of hospitality enterprises.
4. Justify ideas generated, decisions made and actions taken to address business opportunities, challenges, risks and crises.
5. Interpret quantitative and qualitative data to support business decisions, operations, and strategic initiatives.
6. Present information clearly, concisely, persuasively, professionally and respectfully using appropriate and alternative modes/means of communication in a variety of hospitality contexts and situations.
7. Display ethical behaviour and social responsibility in personal and professional pursuits.
8. Design creative marketing, sales and customer service strategies for chosen market segments.
9. Apply strategies to keep current in the field, respond effectively to change, and support personal and professional development.

REQUIRED COURSES

Please speak to a program co-ordinator for more information on required courses and potential course exemptions. Contact Gary Hoyer at ghoyer@georgebrown.ca or Paula Johnson at pjohnson@georgebrown.ca.

YOUR CAREER

Graduates of our Honours Hospitality Degree program can pursue a wide range of career opportunities across hospitality sectors. Many of our graduates are hired for supervisory and managerial positions soon after graduation with starting salaries as high as $50,000, depending on experience, position and employer.

There are many career opportunities awaiting you in the diverse sectors of the hospitality industry:

- Accommodations (hotels, motels, resorts)
- Assembly and event management (meetings, conventions, expositions, special events)
- Food service (restaurants, catering, clubs and managed services)
- Sports and recreation (attractions, gaming, parks, recreation)
- Travel (airlines, cruise ships, railways, bus coach, ecotourism)

FUTURE STUDY OPTIONS

Graduates of the program can continue their studies by pursuing a master's degree or post-graduate education.

EDUCATIONAL/DEGREE PATHWAY

Graduates of the Hospitality degree program have pursued advanced degrees with our partner universities, IMI and Manchester University as well as institutions such as: University of Guelph, Ryerson University, University of Waterloo, Royal Roads University and Queen's University. Acceptance to graduate studies is subject to institutions’ admission criteria and entry requirements.

ADMISSION REQUIREMENTS

APPLICANTS WITH A TWO-YEAR HOSPITALITY DIPLOMA FROM GEORGE BROWN COLLEGE

- Two-year Hospitality diploma
- Program GPA of 2.7 or higher
- A Grade of ‘B’ or higher in the courses that will be transferred for credit

Please note: Students who complete the H312 bridging semester and who have a 2.7 GPA or higher in any George Brown College hospitality diploma program will receive credit for the first two years of the Honours Bachelor of Business Administration degree program. Credits are not assessed on a course by course basis.

How to apply:
Domestic Students: Current George Brown domestic students in H130 – Tourism and Hospitality Management; H131 – Special Event Management; H132 – Food and Beverage Management – Restaurant Management; H133 – Hotel Operations Management programs who wish to apply for H312, are invited to apply on ontariocolleges.ca. The admissions office will verify your current standing in the diploma program, and process your application accordingly.

International Students (Visa): Current George Brown international (visa) students in H130 – Tourism and Hospitality Management; H131 – Special Event Management; H132 – Food and Beverage Management – Restaurant Management; H133 – Hotel Operations Management programs who wish to apply for H312, are invited to apply on the Online Application System for International Students. The International admissions office will verify your current standing in the diploma program, and process your application accordingly.

APPLICANTS WITH A HOSPITALITY DIPLOMA FROM ANOTHER POST-SECONDARY INSTITUTION

- Two-year Hospitality diploma
- Program GPA of 2.7 or higher
- A Grade of 'B' or higher in the courses that will be transferred for credit

Please note: The credits that remain to be completed in order to achieve the H312 Honours Bachelor of Business Administration (Hospitality) (Fast Track) degree will be assessed on an individual basis, in consultation with a program coordinator.

How to apply: You are required to apply on ontariocolleges.ca.

INTERNATIONAL STUDENTS

Visit the International Admissions page for more information.

Please note that the final advanced standing status will be determined by the academic division.

ENGLISH LANGUAGE PROFICIENCY REQUIRED

George Brown College ESL Level 9; TOEFL 84 overall and 21 in each skill band (Online); IELTS 6.5 overall and 6.0 in each skill band; MELAB 85; CAEL overall 70 (writing 60).

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

George Brown has been granted a consent by the Ministry of Training, Colleges and Universities to offer this applied degree for a 7-year term starting December 19, 2019. The college shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

APPLY TO

Admission Requirements

“My learning experience at George Brown College has led me to new heights in my career. One of the many key attributes to my learning experience was the co-op opportunities the college has to offer in collaboration with their industry partners. I embraced the opportunity to have two co-op placements throughout my degree and both co-op opportunities further enhanced the learning experience and made it easy to get exposure to the real-life workforce.

“The faculty members at the college do not only educate but they mentor students. I can think of a number of situations in which faculty provided invaluable advice and knowledge on leadership, career advancement and industry trends. All of this support has continued to help grow my resume and personality.”

Audrius Valiulis (Graduate)

HEALTH POLICY

Students should be aware that various allergens, including nuts, dairy and shellfish, are routinely used in practical labs. Students should also note that George Brown College is sensitive to religious observances; however, while products purchased for production and consumption meet all provincial and federal regulations, they may not meet specific dietary laws related to Halal and Kosher foods.

CONTACT US

DOMESTIC STUDENT ADMISSIONS

For inquiries about domestic admission requirements, admission deadlines or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page.

INTERNATIONAL STUDENT ADMISSIONS

For inquiries about international admission requirements, permits, visas, accommodations or anything specific to international students, please contact the International Centre at international@georgebrown.ca or visit the International Application Process web page.

FINANCIAL/Fees

For inquiries about OSAP, bursaries, scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.

Honours Bachelor of Business Administration (Hospitality) (Fast-Track) (H312)

For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca
For program curriculum inquiries, please contact the Co-ordinator:

**Gary Hoyer**, Program Co-ordinator  
Email: ghoyer@georgebrown.ca  
OR  
**Paula Johnson**, Program Co-ordinator  
Email: pjohnson@georgebrown.ca

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

For additional information about George Brown College (including admissions, financial assistance or fee payment enquiries), please call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

**VISIT OUR CAMPUS**

Join us for an upcoming Discovery Day, where you will learn more about your area of interest, get a first-hand look at our facilities and meet with representatives from George Brown College.

Sign up for our Open House Discovery Day.\(^{18}\)

**LINKS REFERENCE**

1. [https://www.georgebrown.ca/programs/honours-bachelor-of-business-administration-hospitality-fast-track-h312/#admReqsContent](https://www.georgebrown.ca/programs/honours-bachelor-of-business-administration-hospitality-fast-track-h312/#admReqsContent)
2. [https://www.georgebrown.ca/international/futurestudents/tuitionfees/](https://www.georgebrown.ca/international/futurestudents/tuitionfees/)
3. [https://www.georgebrown.ca/rex/](https://www.georgebrown.ca/rex/)
5. [https://gbcauthoring.georgebrown.ca/programs/special-event-management-program-h131/](https://gbcauthoring.georgebrown.ca/programs/special-event-management-program-h131/)
7. [https://gbcauthoring.georgebrown.ca/programs/hospitality-hotel-operations-management-program-h133/](https://gbcauthoring.georgebrown.ca/programs/hospitality-hotel-operations-management-program-h133/)
9. [https://www.georgebrown.ca/programs/special-event-management-program-h131/](https://www.georgebrown.ca/programs/special-event-management-program-h131/)
11. [https://www.georgebrown.ca/programs/hospitality-hotel-operations-management-program-h133/](https://www.georgebrown.ca/programs/hospitality-hotel-operations-management-program-h133/)
12. [https://applynow.georgebrown.ca/International/](https://applynow.georgebrown.ca/International/)
13. [https://www.georgebrown.ca/international/futurestudents/howtoapply/](https://www.georgebrown.ca/international/futurestudents/howtoapply/)
15. [https://www.georgebrown.ca/admissions/](https://www.georgebrown.ca/admissions/)
16. [https://www.georgebrown.ca/international/futurestudents/howtoapply/](https://www.georgebrown.ca/international/futurestudents/howtoapply/)
17. [https://www.georgebrown.ca/financialaid/](https://www.georgebrown.ca/financialaid/)
18. [https://www.georgebrown.ca/dd_chca_info/](https://www.georgebrown.ca/dd_chca_info/)

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.