

A photograph of three business professionals in a professional setting. A woman with dark hair is in the foreground, looking directly at the camera with a slight smile. Behind her, two men are visible, also smiling. They are all wearing business attire.

GLOBAL HOSPITALITY OPERATIONS MANAGEMENT

GRADUATE CERTIFICATE (OPTIONAL CO-OP)

Lead Around the World

Discover a world of opportunity in the multibillion-dollar hospitality and tourism industry that is fuelled by the delivery of outstanding service. Learn all you need to know about the business of hospitality and travel, gain an understanding of key business practices, marketing techniques and develop the customer service skills you need to succeed wherever you go in the world.

Seneca's Global Hospitality Operations Management program is a dynamic interdisciplinary business program that is service-driven and designed to develop your strategic and operational management knowledge in the global hospitality sector.

CODE: GOM

CAMPUS: Markham

CREDENTIAL AWARDED: Ontario College Graduate Certificate

DURATION: 2 semesters (8 months)

START DATE: Winter, Fall 2016

senecacollege.ca/fulltime/GOM.html



WHAT YOU'LL LEARN

Throughout the program you'll learn from industry leaders and educators while utilizing state-of-the-art labs, business case studies and field work projects to enhance your expertise.

The program will focus on developing your core skills in service design, delivery and experience. You'll learn to create a highly innovative culture that links service design directly to the consistent delivery of business processes and systems used by firms across the competitive global hospitality and tourism industry.

FIELD PLACEMENT AND OPTIONAL CO-OP

Fieldwork is an integral element of your program, providing a way to integrate classroom learning in real business situations — honing your skills and helping you build a network of contacts ahead of graduation. You'll benefit from 150 hours in a professional setting. This component is critical to your success and a requirement to graduate.

During your first semester you can apply for admission to the co-op option, which assists you in securing a paid work-term at the end of semester two. You'll share in the responsibility of securing an employment opportunity, and must meet co-op entrance requirements in order to be considered.

CAREER OPPORTUNITIES

As a program graduate, you'll be equipped with the tools and techniques to find work in a wide range of hospitality, travel and tourism related roles including: Assistant Manager – Operations, Assistant Manager – Hotel, Banquet Manager, Catering Sales Manager, Conference Service Manager, Assistant Project Manager, Assistant Sales and Marketing Manager, Customer Experience Manager, and Manager of Customer Loyalty and Retention.

Take your newly developed skills and knowledge back home to broaden your employment prospects or you may be able to extend the duration of your Canadian experience by obtaining a 1-3 year post-graduate work permit.

CURRICULUM

SEMESTER 1

Introduction to Social Media

Services Marketing

Service Leadership Strategy

Project Management Tools and Techniques

Global Business Communications, Ethics and CSR

Seminar in Decision Theory

Integrated Project/Fieldwork I

SEMESTER 2

Managing the Global Distribution System (GDS)

Operations Management

Yield and Revenue Management

Strategic Management of Customer Relationships

Hospitality Risk Management and Guest Security

Integrated Project/Fieldwork II

Co-op Professional Theory (co-op option only)

Co-op Professional Practice (co-op option only)

SEMESTER 3

Co-op Work-Term (co-op option only)

Program Code: GOM

College Code: SENE

Campus Code: MK

For more information, visit

senecacollege.ca/fulltime/GOM.html

APPLY TODAY

senecacollege.ca

CONTACT US

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