

ADVANCED WINE AND BEVERAGE BUSINESS MANAGEMENT PROGRAM (POSTGRADUATE) (H414)

PROGRAM NAME	Advanced Wine and Beverage Business Management	TUITION	\$7,191.00 * ‡
COURSE CODE	H414	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management	‡ Additional Cost (Optional)	
CENTRE	Hospitality and Culinary Arts	Description	Cost
LOCATION	St. James Campus	European Study Tour Component (Semester 3)	\$4,000 – \$5,000†
DURATION	3 semesters	Airfare to Europe † (approximate)	\$1,500 – \$1,600†
EXPERIENTIAL LEARNING	Externship	†(approximate) (based on exchange rate, applicable taxes, airport transfer, permit)	
STARTING MONTH	September	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the three semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.	
CREDENTIAL	Ontario College Graduate Certificate	International students: Visit the International Fees and Related Costs ² page for more information.	
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Advanced Wine and Beverage Business Management is a one-year, three-semester postgraduate program developed for Hospitality diploma and degree graduates, and industry professionals seeking an advanced level of learning focused on all aspects of the wine, spirit and beer business.

In our state-of-the-art tasting labs, students will explore and experience global beverages and their relationship to business, cuisine, culture and lifestyle.



This program will provide you with an advanced level of knowledge in beer, wine, spirits and mixology, and also teach you essential business skills such as financial management, organizational behaviour and strategic marketing – all vital to succeed in today's competitive marketplace. You will have the

opportunity to travel to Canadian and European destinations to visit distilleries, breweries and wineries of international brand leaders to learn best business practices directly from the top professionals in the field. Successful graduates will earn three additional certifications: Wine & Spirit Education Trust® (WSET®)³ Levels 2 and Prud'homme⁴ Beer Certification® Levels 1 & 2.

These certifications are built into the program curriculum, allowing students to earn additional credentials as well as their Ontario College Graduate Certificate.



Our curriculum prepares you to be industry-ready for the most demanding beverage positions with product knowledge, experiential learning and business acumen.

PART TIME STUDY OPTIONS

George Brown College also offers flexible evening and weekend courses and certificate programs. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Externship

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage different departments within a food & beverage centred or sales environment using product knowledge, menu development and business acumen skills.
2. Plan and administer the distribution of product and manage winery retail systems.
3. Position products appropriately in the market using established techniques in wine merchandising, product pricing, labelling, branding, advertising, promotions, marketing, public relations, media relations consumer behaviour in the wine industry. Interpret import and export regulations and recognize opportunities and challenges within the business structures of the wine industry.
4. Develop strategies to maximize market opportunities in wine and culinary-related tourism including image development and destination positioning.
5. Implement and oversee sustainable winegrowing practices including winery operations, related hospitality operations and viticulture practices.

6. Manage and control different aspects of wine related enterprises to make effective decisions regarding finance, accounting, budget planning, costing, taxation systems, pricing structures in the wine industry, using analytical and synthesis skills.
7. Administer and develop Human Resources in a wine business including the resolution of labour relations issues and the management of related challenges and responsibilities.

REQUIRED COURSES

SEMESTER 1

Code	Course Name
HOST1141	Intermediate Wine & Spirits - WSET Level 2
HOST1142	Human Resources Practices
HOST1143	Strategic Marketing for the Beverage Industry
HOST1144	Beer School: Level 1 & 2 Prud'homme Beer Certification
HOST1154	Financial Beverage Management

SEMESTER 2

Code	Course Name
HOST1151	Advanced Wine - WSET Level 3
HOST1152	Advanced Mixology
HOST1153	Food and Beverage Pairing and Operations
HOST1155	Wine and Beverage Business Development

SEMESTER 3

Code	Course Name
HOST1162	Externship/Field Placement

YOUR CAREER

UNCORK YOUR POTENTIAL

This program will provide you with an advanced professional knowledge of beverages matched with essential business, management and communication skills that prepare you for an abundance of exciting opportunities in Toronto and across the globe.

Depending on experience and areas of interest, graduates can pursue rewarding hospitality careers as:

- Beverage directors
- Sales agents
- Territory managers
- Product consultants
- Brand ambassadors
- Wine stewards/cellar masters
- Wine country tour guides
- Specialty retail operations
- Portfolio managers
- Merchandising/inventory coordinators

ADMISSION REQUIREMENTS

- A Diploma or Bachelor's degree in Food and Beverage Management, Hotel Management, Tourism and Hospitality Management, Special Event Management, or a related area.

Applicants who do not have the required academic credentials but are current industry professionals with a minimum one year of industry experience and a strong understanding of industry standards will be selected through an interview at the School of Hospitality and Tourism Management (resume required).

COURSE EXEMPTIONS

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

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are accepted based on work experience only will be required to take the English Admissions Assessment in order to evaluate the appropriate level of English language proficiency.

Please visit georgebrown.ca/englishproficiency for more details.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions⁵ page for more information.

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

Adrian Caravello, Program Co-ordinator, Centre for Hospitality and Culinary Arts
Email: acaravel@georgebrown.ca (for program-specific enquiries only)

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.⁶

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H414&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.wsetglobal.com/>

⁴<http://www.tfkbeer.com/>

⁵<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁶http://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.

FOOD AND BEVERAGE MANAGEMENT – RESTAURANT MANAGEMENT PROGRAM (H132)

PROGRAM NAME	Food and Beverage Management – Restaurant Management	TUITION	\$4,685.00 * †
COURSE CODE	H132	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018 . Fees are subject to change for programs starting in Fall 2019 and at later dates.	
CENTRE	Hospitality and Culinary Arts	† Additional Cost	
LOCATION	St. James Campus	Description	Cost
DURATION	2 years (4 semesters)	Books, tools, uniforms	\$900
EXPERIENTIAL LEARNING	Mandatory Externship	Dining expenses at three of our industry partner restaurants	\$110
STARTING MONTH	September, January, May	International students: Visit the International Fees and Related Costs ² page for more information.	
CREDENTIAL	Ontario College Diploma		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Welcome to Canada's centre for education in Food and Restaurant Management.

Take your career to the next level with an education that combines hands-on, experiential learning with exposure to today's Food & Restaurant Management leaders.

In this four-semester diploma program, you will build knowledge in the areas of wine, beer, cocktails and the art of eating and dining. You will expand on these fundamentals with an understanding of food and beverage cost control, financial success, service leadership and human resources management – all the areas of successful restaurant management.

During your studies, you will apply your understanding of theory through unique learning techniques and invaluable practical experience. You will have the opportunity to:

- **Take over The Chefs' House**, our state-of-the-art restaurant and learning facility, where you will manage all aspects of operations including designing and selling tickets, working with industry partners, performing cost analysis and designing the food and beverage menu in partnership with our culinary students.
- Embark on an educational, virtual adventure via our **Restaurant Simulation**, where you will revitalize and transform a failing restaurant into a profitable enterprise by using decision making, management and financial planning skills.
- **Brew your own beer** and learn about the brewing process through our hands-on *Beer Tasting, Brewing and Theory* course.
- Join a **European Travel Tour** (optional) with your peers and experience unique cultures, cuisine, languages and history while learning from our international industry partners.

- Gain real-world food and restaurant management experience through a **14-week, local or international field placement** in your final semester.

To further develop your network and connection to the industry, you will have the opportunity to interact with industry leaders from the Hospitality and Culinary sectors via our:

- Annual Student/Industry Networking Events.
- Annual Career Fair for both permanent and temporary career opportunities.
- Local tours of Food & Restaurant Management leaders in the heart of downtown Toronto.

If you are ready to embark on an exciting career in the Food and Restaurant Management industry, this program will open your mind to a world of possibilities.

This program has been accredited by the acclaimed Institute of Hospitality, the professional body for individual managers and aspiring managers working and studying in the hospitality, leisure and tourism (HLT) industry. The Institute is also the authoritative international body in the field of Accreditation and Endorsement³ for hospitality, leisure and tourism programs of learning.

PART TIME STUDY OPTIONS

George Brown College also offers evening and weekend courses and certificate programs. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Mandatory Externship

YOUR FIELD STUDY OPTIONS

Build your skills during a 14-week industry externship in your fourth semester. 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 in turn be added to your resume.

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 education⁴ at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Plan, prepare and present quality food and beverage for a variety of hospitality environments.
2. Deliver accomplished service of food and beverage for a hospitality enterprise.
3. Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
4. Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
5. Use marketing concepts, market research, social networks, sales and revenue management strategies, relationship management skills and product knowledge to promote and sell hospitality services, products and guest experiences.
6. Apply business and revenue models as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering hospitality services and products.
7. Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy hospitality operations.
8. Use appropriate technologies to enhance the quality and delivery of hospitality services, products and guest experiences and to measure the effectiveness of hospitality operations.
9. Keep current with hospitality trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development.
10. Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, labour relations, employment standards and human rights to contribute to a positive work environment.

11. Respond to issues and dilemmas arising in the delivery of hospitality services, products and guest experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.

REQUIRED COURSES

Note: All students in H132 will take exactly the same courses, but the order of some courses will vary depending on whether you start in the Fall, Winter or Spring semester.

FALL OR SPRING INTAKE

SEMESTER 1

Code	Course Name
HOSF 1253	Dining Techniques and Service Excellence
COMM 1007	College English**
MATH 1102	Math for Hospitality**
HOST 1257	Wine Tasting & Theory
HOSF 1254	Beer Tasting, Brewing and Theory
HOST 1011	Mixology
HOSF 1146	Emergency First Aid and Heartsaver CPR Online
HOST 1068	Smart Serve Online
HOSF 1145	Sanitation Online
GNED	General Education Elective

SEMESTER 2

Code	Course Name
HOSF 1148	Culinary Techniques (Practical)
LAW 2014	Introduction to Hospitality Law
HOST 1058	Restaurant Marketing and Social Media
HRM 2012	Human Resources Management
ACCT 1037	Hospitality Accounting
HOST 1126	Career Preparation
HOST 1146	Leading, Following and Speaking with Confidence
GNED	General Education Elective

SEMESTER 3

Code	Course Name
ACCT 2017	Managerial Accounting
HOSF 1037	Dining Room Operations
HOST 1199	Entrepreneurship
HOST 1150	Food and Beverage Cost Control
HOST 2045	Advanced Wine and Spirits
HOST1194	Strategic Restaurant Management
GNED	General Education Elective

SEMESTER 4

Code	Course Name
HOST 2067	Restaurant Management Simulation (Online)
HOST 2132	Industry Externship Placement

WINTER INTAKE**SEMESTER 1**

Code	Course Name
HOSF 1253	Dining Techniques and Service Excellence
COMM 1007	College English**
MATH 1102	Math for Hospitality**
HOST 1257	Wine Tasting & Theory
HOSF 1254	Beer Tasting, Brewing and Theory
HOST 1011	Mixology
HOSF 1146	Emergency First Aid and Heartsaver CPR Online
HOST 1068	Smart Serve Online
HOSF 1145	Sanitation Online
GNEC	General Education Elective

SEMESTER 2

Code	Course Name
HOSF 1148	Culinary Techniques (Practical)
LAW 2014	Introduction to Hospitality Law
HOST 1146	Leading, Following and Speaking with Confidence
HOST 1058	Restaurant Marketing Leadership
ACCT 1037	Hospitality Accounting
HOST 1126	Career Preparation
HOSF 1037	Dining Room Operations
GNEC	General Education Elective

SEMESTER 3

Code	Course Name
ACCT 2017	Managerial Accounting
HOST 1199	Entrepreneurship
HRM 2012	Human Resource Management
HOST 1150	Food and Beverage Cost Control
HOST 2045	Advanced Wine and Spirits
HOST 1194	Strategic Restaurant Management
GNEC	General Education Elective

SEMESTER 4

Code	Course Name
HOST 2067	Restaurant Management Simulation (Online)
HOST 2132	Industry Externship Placement

** Based on the results of your placement test, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills – ESL) before progressing to COMM 1007. You may also be required to take MATH 1000 (Math Foundations) before progressing to MATH 1102 (Mathematics for Hospitality). COMM 1003/CESL 1003 and MATH 1000 do not count as courses required for graduation and you will be charged for these extra courses. Please visit georgebrown.ca/assessment for more information.

YOUR CAREER

A world of local and international opportunities awaits you when you graduate. Food & Beverage Management professionals may establish their career paths in restaurants, breweries, wineries, resorts, hotels, clubs and convention centres – to name but a few. Toronto alone has more than 9,000 restaurants and 200 hotels. While many of our graduates will own and/or operate successful food and restaurant operations, other students will choose to specialize in areas such as marketing, sales, human resources, finance and consulting.

**FUTURE STUDY OPTIONS**

Earn a diploma and a bachelor's degree. Qualified graduates of our Food and Beverage – Restaurant Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August, continuing into the degree program in September. This educational path requires a minimum grade point average of 3.0 to qualify. Talk to a program co-ordinator about articulation options.

For further information, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

**** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)**

Mature Students may take the Admissions Assessment⁵ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁶ and Math⁷.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

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

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions⁸ page for more information.



"Food and Beverage Management is a fantastic program that culminates with the ability to test all of your skills and knowledge through the externship placement and simulation project. The externship placement is a chance to apply all of the practical knowledge we have

been given in a hands-on way, as well as an opportunity to build relationships with leading industry professionals. Working hand in hand with the externship placement is the simulation project, which really gives you the ability to bring in your own creativity and hone your decision-making skills in an industry-specific way. The amazing faculty at George Brown College has created a finale to a program that sets you up for wonderful new beginnings in your career!"

Berkley Bradley (2016 Graduate, Food and Beverage Management)



"The Food and Beverage Management program at George Brown College helped develop my passion for hospitality and prepared me for my career in this business. I received a world-class education and learned from some of the most dedicated and passionate teachers I

could ask for. I was able to meet professionals from across the industry and cultivate amazing relationships with both culinary and hospitality experts. I will always be grateful to George Brown for providing me with the opportunity of a lifetime."

Elliott Rubin (2016 Graduate, Food and Beverage Management)



"The Food and Beverage Management program linked me with the hospitality industry. I loved the learning environment here because of the friendly faculty, flexible schedule and plentiful resources. I am truly thankful that this program provided me with professional knowledge

and job opportunities."

Rebecca Xue (2016 Graduate, Food and Beverage Management)



"Having grown up with my family hosting a small dinner party every weekend, I had gravitated to restaurant work while in high school and university, but never saw the full potential of it until I began attending George Brown. I started with the idea of formalizing and improving my hospitality

skills and as I continued my education there, I realized how many doors the college was opening for me.

The material covered in the Food and Beverage Management program helped me round out my knowledge and gave me the tools I needed to advance in an industry that I thought I already knew inside and out. The faculty readily shared their passions for the industry, which inspired me to pursue my own and marked a turning point in my professional life. I began working in restaurant management as soon as my last classes at the college were finished and continued the

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

Tammy Vaillancourt, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: tvailan@georgebrown.ca (for program-specific enquiries only)

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.⁹

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H132&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<https://www.instituteofhospitality.org/accreditation/>

⁴<http://www.georgebrown.ca/rex/>

⁵<http://www.georgebrown.ca/assessment/admi-pre/>

⁶<http://www.georgebrown.ca/upgrading-credits/english-diploma/>

⁷<http://www.georgebrown.ca/upgrading-credits/math-diploma/>

⁸<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁹http://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.

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (HOSPITALITY) (H311)

PROGRAM NAME	Honours Bachelor of Business Administration	TUITION	\$9,992.00 * † ‡
COURSE CODE	H311	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management		* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018 . Fees are subject to change for programs starting in Fall 2019 and at later dates.
CENTRE	Hospitality and Culinary Arts		† Fees for this program do not include the cost of the co-op work term.
LOCATION	St. James Campus		‡ 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.
DURATION	4 years (8 semesters plus 2 co-op terms)		International students: Visit the International Fees and Related Costs ² page for more information.
EXPERIENTIAL LEARNING	Co-op (Paid)		
STARTING MONTH	September (Advanced Standing students may be able to start in January)		
CREDENTIAL	Honours Bachelor's Degree		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Explosive growth in the hospitality industry has led to larger and more complex hospitality enterprises, and an increased demand for well-educated professionals with analytical skills capable of leading them. That's where George Brown's Honours Bachelor of Business Administration (Hospitality) comes in.

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, marketing, facilities, risk management, corporate social responsibility and sustainability.



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 and leadership abilities, with every student working on projects individually and with team members.

<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ40-eng.htm>

http://www.toronto.ca/toronto_facts/entertainment_tourism.hti

EXPERIENTIAL LEARNING

Co-op (Paid)

YOUR FIELD STUDY OPTIONS

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 in turn be added to your resume.

In addition to more formal on-the-job work experience, George Brown College endeavours to provide learning opportunities with real-world challenges and clients.

Applied Learning – Benefit from Hands-on Training

Co-operative education is an important component of this degree program. Students spend at least two four-month paid 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.

Find out more about field education³ 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

YEAR 1

SEMESTER 1

Code	Course Name
HOSF1145	Sanitation
HOSF1146	Emergency First Aid/Heartsaver CPR
HOST1068	Smart Serve
HOST1195	Introduction to Business Management
HOST1196	Organizational Behaviour
HOST1197	Skills for Success
ACCT1201	Financial Accounting
COMM1201	Business Communication
Liberal Studies Elective	

SEMESTER 2

Code	Course Name
ACCT1202	Managerial Accounting
HOST1204	Introduction to the Global Hospitality Industry
HRM1201	Human Resources Management
MARK1201	Marketing Management
Liberal Studies Elective	

YEAR 2

SEMESTER 3

Code	Course Name
BBUS1007	Macroeconomics: Canada in Global Environment
HOST2108	Tourism in a Global Community
HOST2109	Food and Beverage Management
HOST1302	Accommodation Management
Liberal Studies Elective	

SEMESTER 4

Code	Course Name
BBUS1006	Microeconomics: Canada in Global Environment
HOST2103	Customer Service
HOST3114	Business and Hospitality Law
HOST3103	Event Planning and Management
Liberal Studies Elective	

WORK EXPERIENCE

Code	Course Name
HCOP1001	Co-op Work Term I (minimum 14 weeks: 520 hours)

YEAR 3

SEMESTER 5

Code	Course Name
HOST2113	Financial Management
HOST3102	Consumer Behaviour
COMM2201	International Communications
LHUM1204	Spanish I
	Or
LHUM1224	Mandarin I
ELECTIVE	Hospitality Elective

SEMESTER 6

Code	Course Name
STAT1202	Statistics
HOST3113	Strategic Revenue Management
LHUM1214	Spanish II
	Or
LHUM1225	Mandarin II
ELECTIVE	Liberal Studies Elective
ELECTIVE	Hospitality Elective

WORK EXPERIENCE

Code	Course Name
HCOP2001	Co-op Work Term II (minimum 14 weeks: 520 hours)

YEAR 4

SEMESTER 7

Code	Course Name
HOST4101	Research: Concepts and Application I
HOST4111	Competitive Strategy for Integrated Hospitality Enterprises
HOST4104	Sustainability and Corporate Social Responsibility
ELECTIVE	Hospitality Elective
ELECTIVE	Liberal Studies Elective

SEMESTER 8

Code	Course Name
HOST4102	New Venture Development
HOST4112	Research: Concepts and Application II
HOST4113	Cases in Global Business Management
HOST4117	Managing Uncertainty: Enterprise Risk Management
HOST4118	Managing Uncertainty: Crisis Management
ELECTIVE	Hospitality Elective

*To graduate, students must have a minimum cumulative grade point average of 2.3 (grade of C+). The course passing grade is a D, except for Liberal Studies courses, for which it is a D.

Liberal Studies courses (listed as electives) are an important part of the program, designed to increase awareness of the society and culture in which students live and work. They strengthen skills in areas of critical analysis, problem-solving and communication through an exploration of topics of broad-based personal and societal importance.

YOUR CAREER

Graduates of our 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:

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

FUTURE STUDY OPTIONS

Student exchange: The Honours Bachelor of Business Administration (Hospitality) program now offers a student exchange with Manchester Metropolitan University in Manchester, England. Eligible students may study for one or two semesters abroad in their second year of study.

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.

ARTICULATION OPTIONS – UPGRADE YOUR DIPLOMA

Do you have a two-year Hospitality diploma? Ask about our articulation options into the Honours Bachelor of Business Administration (Hospitality) program, an opportunity to upgrade to a degree. You must have a minimum 3.0 GPA to qualify and class grades of 73% ("B" grade) or higher to gain exemptions. A special semester delivered from May to August will help you fast track into the program. Visit georgebrown.ca/hospitality or contact the program co-ordinator.

Pathways from Diploma to Degree Program⁴

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma with six Grade 12 University (U) or University/College (M) courses, or equivalent, **including:** Grade 12 (U) English **and** any Grade 12 (U) Mathematics.
- A grade of 60% or higher in English and Math
- An overall average of 65% in six Grade 12 (U) or (M) courses.
- Recommended courses: basic computer software applications.

OR

- Mature Student status (19 years of age or older and no OSSD)**:
 - Grade 12 (U) English
 - Grade 12 (U) Mathematics
 - A grade of 65% or higher is required in English and Math
 - Post-secondary courses in English and Mathematics will be considered (certain courses only)
 - Recommended courses: basic computer software applications.

** There is no mature student testing available in the required credits for degree programs. Mature applicants must have the English and Math credits required. Mature student applicants, who require Grade 12 University (U-level) credits for their application to a George Brown degree program, may consider completing our on-campus Degree Preparation (U-level) Courses⁵ at no extra cost. Additional information on where and how to upgrade can be found on the English⁶ and Math⁷ upgrading pages.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

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)

Proficiency in English communication is necessary for success in this program.

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.

INTERNATIONAL STUDENTS

Visit the International Admissions⁸ page for more information.

SPECIAL REQUIREMENTS

APPLICANTS WITH A TWO-YEAR HOSPITALITY DIPLOMA

Do you have a minimum two-year Hospitality diploma? Consider our (H312) Honours Bachelor of Business Administration (Hospitality) bridging program. Qualified applicants who have achieved an overall GPA of 3.0 in their diploma program, and a 3.0 GPA in specific transferrable courses, may be considered for this unique program. Qualified applicants will take bridging courses from May to August, and would then be granted advanced standing into the Honours Bachelor of Business Administration (Hospitality) program for September. Please visit georgebrown.ca/hospitality/programs/diploma2degree for more information.

HOW DO I APPLY TO THE PROGRAM

You apply to the program through the Ontario College Application Service at ontariocolleges.ca. If you are an international applicant, please contact the International Centre at internationalcentre@georgebrown.ca.

George Brown has been granted a consent by the Minister of Advanced Education and Skills Development to offer this applied degree for a 5-year term starting September 5, 2014. 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.

"My learning experience at George Brown College has led me to new heights in my personal and professional 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. 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

Contact **Gary Hoyer** or **Paula Johnson**, Degree Program Co-ordinators, Centre for Hospitality and Culinary Arts

Email: ghoyer@georgebrown.ca or
pjohnson@georgebrown.ca (for program-specific enquiries
only)

If you are an international applicant, please contact the
International Centre at 416-415-5000, ext. 2115 or email
internationalcentre@georgebrown.ca

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.⁹

LINKS REFERENCE

¹[https://collegeapply.ontariocolleges.ca/?
collegeCode=GBTC&programCode=H311&lang=en](https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H311&lang=en)

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/rex/>

⁴<http://www.georgebrown.ca/hospitality/programs/diploma2degree/>

⁵[http://www.georgebrown.ca/admissions/academic-upgrading/degree-
preparation-u-level/](http://www.georgebrown.ca/admissions/academic-upgrading/degree-preparation-u-level/)

⁶<http://www.georgebrown.ca/upgrading-credits/english-degree/>

⁷<http://www.georgebrown.ca/upgrading-credits/math-degree/>

⁸<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁹http://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.*

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

PROGRAM NAME	Honours Bachelor of Business Administration	TUITION	\$9,992.00 * † ‡
COURSE CODE	H312	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management		*Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in fall 2018. Fees are subject to change for programs starting in fall 2019 and at later dates.
CENTRE	Hospitality and Culinary Arts		† Fees for this program do not include the cost of the co-op work term.
LOCATION	St. James Campus		‡ 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.
DURATION	5 semesters* plus 2 co-op terms		International students: Visit the International Fees and Related Costs ² page for more information.
EXPERIENTIAL LEARNING	Co-op		
STARTING MONTH	May		
CREDENTIAL	Honours Bachelor's Degree		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Please see Admission Requirements above for more information.		
	Admission Requirements ¹		

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.

<http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/econ40-eng.htm>

http://www.toronto.ca/toronto_facts/entertainment_tourism.htm

EXPERIENTIAL LEARNING

Co-op

YOUR FIELD STUDY OPTIONS

Students spend two paid terms 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 in turn be added to your resume.

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 education³ 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 gghoyer@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 3.0 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 not required to apply on ontariocolleges.ca. Please contact the program coordinators (Gary Hoyer ghoyer@georgebrown.ca or Paula Johnson pjohnson@georgebrown.ca) to start the application and qualification process.

APPLICANTS WITH A HOSPITALITY DIPLOMA FROM ANOTHER POST-SECONDARY INSTITUTION

- Two-year Hospitality diploma
- Program GPA of 3.0 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 Admissions⁴ 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 Minister of Advanced Education and Skills Development to offer this applied degree for a 7-year term starting October 11, 2016. 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.

"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

Contact **Gary Hoyer** or **Paula Johnson**, Degree Program Co-ordinators, Centre for Hospitality and Culinary Arts, at ghoyer@georgebrown.ca or pjohnson@georgebrown.ca (for program-specific enquiries only).

If you are an international applicant, please contact the International Centre at 416-415-5000, ext. 2115 or email internationalcentre@georgebrown.ca

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.⁵

LINKS REFERENCE

¹<http://www.georgebrown.ca/programs/honours-bachelor-of-business-administration-hospitality-fast-track-h312/#admReqsContent>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/rex/>

⁴<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁵http://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.

HOSPITALITY - HOTEL OPERATIONS MANAGEMENT PROGRAM (H133)

PROGRAM NAME	Hospitality – Hotel Operations Management	TUITION	\$4,345.00 * †
COURSE CODE	H133	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management		* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.
CENTRE	Hospitality and Culinary Arts		† Additional costs: Textbooks, uniform, bartending kit: \$900
LOCATION	St. James Campus		International students: Visit the International Fees and Related Costs ² page for more information.
DURATION	2 years (4 semesters)		
EXPERIENTIAL LEARNING	Mandatory Externship		
STARTING MONTH	September, January, May		
CREDENTIAL	Ontario College Diploma		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Our Hospitality – Hotel Operations Management program exposes you to current and best practices in:



- Front office
- Food and beverage
- Marketing and sales
- Conferences and catering

You will receive industry certification in food safety, responsible alcohol beverage service and first aid (CPR).

As part of your fourth semester, you will complete a 14-week industry externship. George Brown College 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 that they believe would provide the learning experiences they value, and that meet the learning outcomes of the program. This opportunity will enhance your knowledge with real-world experience and help you start building your network of industry contacts. In addition, you will participate in a hotel operations management simulation as part of your final capstone project, which will allow you to apply your newly acquired skills and learning.

To better hone your international hotel management skills you have the option of participating in an exclusive European Study Tour visiting some of the top hotels in Europe.

This program has been accredited by the acclaimed Institute of Hospitality³.

PART TIME STUDY OPTIONS

George Brown College also offers some evening and weekend courses and certificate programs. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Mandatory Externship

YOUR FIELD STUDY OPTIONS

As part of your fourth semester, you will complete a 14-week industry externship. George Brown College 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 that they believe would provide the learning experiences they value and meet the learning outcomes of the program. This externship opportunity will enhance your knowledge with real-world experience and help you start building your network of industry contacts.

Earn a diploma and a bachelor's degree. Graduates of our , , Tourism and Hospitality Management⁴, and Special Event Management⁵ diploma programs may be eligible to enter the third year of the 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 education⁶ at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Support an industry and workplace service culture by adopting a positive attitude and professional decorum, accommodating diverse and special needs, and contributing as a team member.
2. Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
3. Use marketing concepts, market research, social networks, sales and revenue management strategies, relationship management skills and product knowledge to promote and sell hospitality services, products and guest experiences.
4. Apply business and revenue models as well as basic accounting, budgeting, financial and administration skills to support the effective management and operation of a variety of organizations delivering hospitality services and products.
5. Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible and healthy hospitality operations.
6. Use appropriate technologies to enhance the quality and delivery of hospitality services, products and guest experiences and to measure the effectiveness of hospitality operations.
7. Keep current with hospitality trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development.
8. Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, labour relations, employment standards and human rights to contribute to a positive work environment.

9. Respond to issues and dilemmas arising in the delivery of hospitality services, products and guest experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.

REQUIRED COURSES

SEMESTER 1

Code	Course name
HOST1033	Service Excellence
HOST1068	Smart Serve (online)
HOST1067	The Global Hotel Industry
HOSF1095	Front Office Operations
HOST1066	Introduction to Mixology
HOSF1145	Sanitation (online)
HOSF1146	Emergency First Aid/Heartsaver CPR (weekend course)
COMM1007	College English**
MATH1102	Math for Hospitality**
GNED	General Education Elective

SEMESTER 2

Code	Course name
HOST1146	Leading, Following and Speaking with Confidence
HOSF1231	Dining and Catering in a Global Context
HOST1065	Fundamentals of Wine and Beer in a Global Marketplace
HOST1126	Career Preparation
HOST2036	Sustainable Facility Management
ACCT1037	Hospitality Accounting
MARK2064	Hotel Sales, Marketing and Social Media
GNED	General Education Elective

SEMESTER 3

Code	Course name
HOST1150	Food and Beverage Cost Control
HOST1193	Strategic Revenue Management
HOST1192	Retirement Community Management
HRM2012	Human Resources Management
LAW2014	Introduction to Hospitality Law
ACCT2017	Managerial Accounting
GNED	General Education Elective

SEMESTER 4

Code	Course name
HOST2133	Industry Mentor/Externship
HOST2084	Hotel Investment Capstone Project (Online)

** Based on the results of your placement test, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills – ESL) before progressing to COMM 1007. You may also be required to take MATH 1000 (Math Foundations) before progressing to MATH 1102 (Mathematics for Hospitality). COMM 1003/CESL 1003 and MATH 1000 do not count as courses required for graduation and you will be charged for these extra courses.

Please visit georgebrown.ca/assessment for more information.

YOUR CAREER

With more than 38,000 hotel rooms and 230 hotels in Toronto – and counting – employment opportunities abound. Many of our graduates now work in supervisory and management positions in major hotels nationwide and internationally, while some have reached high-level corporate positions in large hotel chains. You can also explore a wealth of management career opportunities in restaurants, casinos, luxury retirement homes, cruise ships, convention centres, entertainment complexes, clubs, bed and breakfasts, catering companies and conference services.



FUTURE STUDY OPTIONS

Earn a diploma and a bachelor's degree. Qualified graduates of our Hospitality – Hotel Operations Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August, continuing into the degree program in September. This educational path requires a minimum grade point average of 3.0 to qualify. Talk to a program co-ordinator about articulation options.

For further information, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

Applicants may also qualify for admission through completion of the Hospitality Services (Pre-Hospitality) program (H101) with an overall grade point average of 3.0. There are a limited number of seats available and admission is not guaranteed.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment⁷ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁸ and Math⁹.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

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

INTERNATIONAL STUDENTS

Visit the International Admissions¹⁰ page for more information.

"I was so impressed with the friendly professionalism from all the instructors at George Brown College. It was obvious the instructors loved what they do and also loved the industry that they came from. The stories and anecdotes got me very excited for my career. I now have similar exciting stories to tell!"

Don C. Lafleur (Graduate, Hotel Management)

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

Frank Menezes, Professor & Academic Coordinator, Hospitality - Hotel Operations Management, School of Hospitality & Tourism Management

Email: fmenezes@georgebrown.ca (for program-specific enquiries only)

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.¹¹

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H133&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.instituteofhospitality.org/>

⁴<http://www.georgebrown.ca/programs/tourism-and-hospitality-management-program-h130/>

⁵<http://www.georgebrown.ca/programs/special-event-management-program-h131/>

⁶http://www.georgebrown.ca/business/learning_environment/

⁷<http://www.georgebrown.ca/assessment/admi-pre/>

⁸<http://www.georgebrown.ca/upgrading-credits/english-diploma/>

⁹<http://www.georgebrown.ca/upgrading-credits/math-diploma/>

¹⁰<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

¹¹http://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.

SPECIAL EVENT MANAGEMENT PROGRAM (H131)

PROGRAM NAME	Special Event Management	TUITION	\$4,403.00* †
COURSE CODE	H131	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management	* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.	
CENTRE	Hospitality and Culinary Arts	† ADDITIONAL COST	
LOCATION	St. James Campus	Description	Cost
DURATION	2 years (4 semesters)	Textbooks (per semester)	\$500
EXPERIENTIAL LEARNING	Mandatory Externship	Field trips and industry site visits (per semester)	\$50
STARTING MONTH	September, January, May	International students: Visit the International Fees and Related Costs ² page for more information.	
CREDENTIAL	Ontario College Diploma		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Are you a dynamic person who loves events? Are you looking for an exciting career in a fast-paced industry where every day brings something new?

Our Special Event Management program will teach you event project management fundamentals through a variety of event types including hospitality events, weddings and other social events, fundraising events, meetings, conferences and trade shows. You will take part in event management opportunities each semester, culminating in a final capstone event and a 14-week externship placement. This experiential approach to learning and the course mix, including event-specific courses, business foundations and hospitality, will provide you with the skills to jump-start your career in event management.



PART TIME STUDY OPTIONS

George Brown also offers part-time tour guide and event and meeting management programs and a variety of evening courses in Hospitality and Tourism. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Mandatory Externship

YOUR FIELD STUDY OPTIONS

This program provides a final capstone event and a mandatory 14-week externship placement. George Brown works with employers and industry partners to identify potential work experience opportunities. Students are also strongly encouraged to pursue self-directed event management 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 in turn be added to your resume.

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 education³ at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Develop and implement revenue initiatives based on event objectives through methods such as sponsorship programs, grant applications, and fundraising initiatives.
2. Plan, design, and coordinate effective site and facility operations.
3. Select and use current and relevant principles of marketing to increase the likelihood of success of events.
4. Implement strategies for effective human resource management in the planning and operating of a variety of events.
5. Create, plan, and implement effective programming for events.
6. Select and use accounting and financial knowledge and skills to increase the successful operation of events.
7. Identify, select and use appropriate business administration skills in the operation of events.

8. Manage a variety of events using principles of professionalism and ethics in such a manner as to bring about success of the events.
9. Coordinate food and beverage services appropriate to the event.
10. Use principles of sustainability in the management of events.

REQUIRED COURSES

SEMESTER 1

Code	Course Name
HOST1070	Introduction to Catering
HOST1137	Marketing for Special Events
HOST1033	Service Excellence
HOST1043	Special Event Planning and Delivery
HOSF1145	Sanitation (online)
HOSF1146	Emergency First Aid/Heartsaver CPR (weekend course)
HOST1068	Smart Serve (online)
MATH1102	Math for Hospitality**
COMM1007	College English**
GNEC	General Education Elective

SEMESTER 2

Code	Course Name
HOST1097	Meetings, Conferences and Special Events
HOST1146	Leading, Following and Speaking with Confidence
HOST1129	Selling Special Events
ACCT1037	Hospitality Accounting
LAW2014	Introduction to Hospitality Law
HOST1084	Introduction to Wines and Beverages for Special Events
HOST1126	Career Preparation
GNEC	General Education Elective

SEMESTER 3

Code	Course Name
HRM2012	Human Resources Management
HOST2066	Event Operations I
HOST2059	Management Accounting for Special Events
HOST1139	Technical Meeting and Event Production
HOST2077	Building Your Special Event Business
HOST2072	Volunteer Management
GNEC	General Education Elective

SEMESTER 4

Code	Course Name
HOST2063	Events Operations II - Capstone Event Project
HOST2131	Industry Externship

** Based on the results of your placement test, you may be required to take COMM 1003 (English Skills) or CESL 1003 (English Skills – ESL) before progressing to COMM 1007. You may also be required to take MATH 1000 (Math Foundations) before progressing to MATH 1102

(Mathematics for Hospitality). COMM 1003/CESL 1003 and MATH 1000 do not count as courses required for graduation and you will be charged for these extra courses. Please visit georgebrown.ca/assessment for more information.

YOUR CAREER

You will have your pick of exciting and challenging roles such as:

- Event Planner
- Conference Planner
- Meeting Planner
- Catering Manager
- Incentive Travel Manager
- Festival Planner
- Social Event Planner
- Event Fundraiser
- Volunteer Coordinator



FUTURE STUDY OPTIONS

Earn a diploma and a bachelor's degree. Qualified graduates of our Special Event Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August continuing into the degree program in September. This educational path requires a minimum grade point average of 3.0 to qualify. Talk to a program co-ordinator about articulation options.

For further information, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

Applicants may also qualify for admission through completion of the Hospitality Services (Pre-Hospitality) program (H101) with an overall grade point average of 3.0. There are a limited number of seats available and admission is not guaranteed.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment⁴ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁵ and Math⁶.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

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

INTERNATIONAL STUDENTS

Visit the International Admissions⁷ page for more information.

“Going to George Brown College and being part of this program really taught me the ins and outs of planning an event. I couldn’t have succeeded without my wonderful professors, who were so great at teaching me the event planning business. This program – along with various event internships – has really shaped my planning career, and I couldn’t have chosen a better experience!”

Nicole Escano (Graduate 2010, Special Event Management)



Chris Palivan graduated from the Special Event Management Program. In the four years since co-founding the Toronto Cider Festival, Chris Palivan has grown the award-winning event into the largest cider festival in Canada. Together with the Toronto International Cider Awards, launched in 2017, Palivan hopes to put Toronto on the map as an international

cider hub. Palivan also lent his event planning skills to the 2018 Commonwealth Games in Australia, the 2017 Toronto Invictus Games and the 2015 Pan Am Games in Toronto. In recognition of the positive impact of his own education, Palivan established the annual Toronto Cider Festival scholarship in Special Events Planning program at the college.

Chris Palivan, Graduate 2014

CONTACT US

Paul Araujo, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: paraujo@georgebrown.ca (for program-specific enquiries only)

or

Doris Miculan-Bradley, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: dorisbradley@georgebrown.ca (for program-specific enquiries only)

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.⁸

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H131&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/rex/>

⁴<http://www.georgebrown.ca/assessment/admi-pre/>

⁵<http://www.georgebrown.ca/upgrading-credits/english-diploma/>

⁶<http://www.georgebrown.ca/upgrading-credits/math-diploma/>

⁷<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

⁸http://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.

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.

TOURISM AND HOSPITALITY MANAGEMENT PROGRAM (H130)

PROGRAM NAME	Tourism and Hospitality Management	TUITION	\$4,341.00 * †
COURSE CODE	H130	ADDITIONAL COST	
SCHOOL	School of Hospitality and Tourism Management		* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2018. Fees are subject to change for programs starting in Fall 2019 and at later dates.
CENTRE	Hospitality and Culinary Arts		† Additional Cost
LOCATION	St. James Campus		
DURATION	2 years (4 semesters)		
EXPERIENTIAL LEARNING	Mandatory Externship		
STARTING MONTH	September, January, May		
CREDENTIAL	Ontario College Diploma		
YEAR OF STUDY	2019-2020		
METHOD OF STUDY	FT		
APPLY TO	Ontario Colleges ¹		

Do you love the excitement of travelling and learning about fascinating world cultures? Do you want to be a leader in the tourism and hospitality industry? If your passion is to create memorable experiences and use your creativity to become part of the largest industry worldwide, then join the Tourism and Hospitality Management program at George Brown College!

Through this two-year tourism diploma program, you will learn about the exciting and diverse tourism industry with courses in culinary tourism, heritage tourism, sustainable tourism, hotel operations and event planning. Graduates gain the skills required to be progressive leaders within the industry, enriching the experience of tourists. You will receive industry certifications in food safety, responsible alcohol beverage service, TICO Travel Counsellor Certification and first aid (CPR).

As part of your fourth semester, you will complete a 14-week industry externship with your choice of a nationwide or international placement. This opportunity will enhance your knowledge with real-world experience and help you start building your network of contacts. Completing the Tourism and Hospitality Management program will make you the kind of multi-talented graduate the local and international tourism industry is seeking in today's competitive environment.

To better hone your international tourism and hospitality management skills you have the option of participating in an exclusive European Study Tour.



3

This program has been accredited by the acclaimed Institute of Hospitality⁴.

PART TIME STUDY OPTIONS

George Brown Continuing Education offers a variety of Hospitality & Tourism courses and certificates. See the Continuing Education Course Guide at coned.georgebrown.ca

EXPERIENTIAL LEARNING

Mandatory Externship

YOUR FIELD STUDY OPTIONS

As part of your fourth semester, you will complete a 14-week industry externship with your choice of a nationwide or international placement. This opportunity will enhance your knowledge with real-world experience and help you start building your network of contacts. This valuable work experience can in turn be added to your resume.

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 education⁵ at Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Provide professional guest services to enhance customer satisfaction by anticipating, meeting and/or exceeding individual and organizational standards and objectives.

2. Create marketing plans informed and supported by market research, social networks, product knowledge and sales strategies.
3. Contribute to effective management in hospitality, tourism and leisure settings by implementing leadership skills and strategies.
4. Evaluate and apply effective financial management and accounting practices to support operations in the tourism industry.
5. Comply with relevant organizational and workplace systems, processes, policies, standards, legal obligations and regulations, and use knowledge of risk management principles, to support and maintain efficient, productive, safe, secure, accessible and healthy tourism operations.
6. Apply principles of teamwork and constructive relationship management to support positive workplace culture.
7. Integrate hospitality skills and knowledge to promote ongoing personal and professional development.
8. Design and deliver inclusive tourism and hospitality programs, products and services that comply with all relevant legislation, conform to relevant ethical guidelines and promote best practices of corporate social responsibility.
9. Analyze and implement sustainability practices in the tourism and hospitality industry by adapting to environmental, social, cultural, political and economic trends and issues.

REQUIRED COURSES

SEMESTER 1

Code	Course Name
HOST 1085	Principles of Hospitality & Tourism Management
HOST 1033	Service Excellence
HOST 1113	Hotel & Lodging Operations
COMM 1007	College English**
MATH 1102	Math for Hospitality**
HOST 1089	Global Tourism Geography
HOST 1068	Smart Serve (online)
HOSF 1145	Sanitation (online)
HOSF 1146	Emergency First Aid/Heartsaver CPR
GNED	General Education Elective

SEMESTER 2

Code	Course Name
HOST 1096	Destination Marketing
HOST 1156	Culinary Tourism
ACCT 1037	Hospitality Accounting
HOST 1086	Managing Diverse Leisure Services
HRM 2012	Human Resources Management
HOST 1146	Leading, Following and Speaking with Confidence
HOST 1198	TICO Travel Counsellor Certification (online)
HOST 1126	Career Preparation
GNED	General Education Elective

SEMESTER 3

Code	Course Name
HOST 1049	Sustainable Tourism
HOST 1091	Heritage Tourism
HOST 1136	Special Events Planning
ACCT 2017	Managerial Accounting
LAW 2014	Introduction to Hospitality Law
HOST 2085	International Tourism Cultures and Behaviour
GNED	General Education Elective

SEMESTER 4

Code	Course Name
HOST 2053	Tourism Management Capstone (online)
HOST 2130	Industry Externship

YOUR CAREER

You will be prepared for a wide range of rewarding careers at locations that include:

- Travel and Tour Companies
- Hotels and Resorts
- Conference and convention centres
- Private clubs
- Wellness centres
- Community Centres
- Cruise Ships
- Airlines
- Government agencies

FUTURE STUDY OPTIONS

Earn a diploma and a bachelor's degree. Qualified graduates of our Tourism and Hospitality Management program may be eligible to enter the degree program at George Brown College as an advanced standing student in September or January. You may also choose to start in the spring bridging semester from May to August, continuing into the degree program in September. This educational path requires a minimum grade point average of 3.0 to qualify. Talk to a program co-ordinator about articulation options.



For further information, see georgebrown.ca/transferguide.

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Grade 11 Math (C, M or U) or Grade 12 (C or U)

Applicants may also qualify for admission through completion of the Hospitality Services (Pre-Hospitality) program (H101) with an overall grade point average of 3.0. There are a limited number of seats available and admission is not guaranteed.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment⁶ for English and Math, OR may consider upgrading to achieve the credit(s) needed in English⁷ and Math⁸.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

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

INTERNATIONAL STUDENTS

Visit the International Admissions⁹ page for more information.

"My experience in the program was phenomenal! The teachers are truly knowledgeable in their areas of expertise. They love sharing their first-hand experiences in the hospitality industry, and they are always willing to go above and beyond to help students achieve their full potential. This program helped me tremendously at work because specialized courses like Dining Room Theory, Professional Guest Services and Human Resources Management really come to life in my day-to-day routines. I love where my education has taken me."

Chris Soukas (Graduate, Hospitality and Tourism Management)

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

Maria Banyai, Program Co-ordinator, Centre for Hospitality and Culinary Arts

Email: mbanyai@georgebrown.ca (for program-specific enquiries only)

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.¹⁰

LINKS REFERENCE

¹<https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H130&lang=en>

²<http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

³<http://www.georgebrown.ca/hospitality/programs/accreditation/>

⁴<http://www.georgebrown.ca/hospitality/programs/accreditation/>

⁵<http://www.georgebrown.ca/rex/>

⁶<http://www.georgebrown.ca/assessment/admi-pre/>

⁷<http://www.georgebrown.ca/upgrading-credits/english-diploma/>

⁸<http://www.georgebrown.ca/upgrading-credits/math-diploma/>

⁹<http://www.georgebrown.ca/international/futurestudents/howtoapply/>

¹⁰http://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.