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.

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

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

We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.
YOUR FIELD STUDY OPTIONS

This program provides 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 be added to your resume.

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

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage different departments within 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 the 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.

REQUdential COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOST1141</td>
<td>Intermediate Wine &amp; Spirits - WSET Level 2</td>
</tr>
<tr>
<td>HOST1142</td>
<td>Human Resources Practices</td>
</tr>
<tr>
<td>HOST1143</td>
<td>Strategic Marketing for the Beverage Industry</td>
</tr>
<tr>
<td>HOST1144</td>
<td>Beer School: Level 1 &amp; 2 Prud'homme Beer Certification</td>
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<tr>
<td>HOST1154</td>
<td>Financial Beverage Management</td>
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SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST1151</td>
<td>Advanced Wine - WSET Level 3</td>
</tr>
<tr>
<td>HOST1152</td>
<td>Advanced Mixology</td>
</tr>
<tr>
<td>HOST1153</td>
<td>Food and Beverage Pairing and Operations</td>
</tr>
<tr>
<td>HOST1155</td>
<td>Wine and Beverage Business Development</td>
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SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOST1162</td>
<td>Externship/Field Placement</td>
</tr>
</tbody>
</table>

YOUR CAREER

UNCORK YOUR POTENTIAL

This program will provide you with 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 Admissions page for more information.

APPLY TO
Domestic students should apply through Ontario Colleges.

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

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

Advanced Wine and Beverage Business Management (postgraduate) (H414)
For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca.

For program curriculum inquiries, please contact the Coordinator:
Adrian Caravello, Program Co-ordinator, Centre for Hospitality and Culinary Arts

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

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.

LINKS REFERENCE
2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
5. https://www.georgebrown.ca/international/futurestudents/howtoapply/
7. https://www.georgebrown.ca/admissions/
8. https://www.georgebrown.ca/international/futurestudents/howtoapply/
10. https://www.georgebrown.ca/dd_chca_info/

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

**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**

We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Food and Beverage Management – Restaurant Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>H132</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Hospitality and Tourism Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Hospitality and Culinary Arts</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>2 years (4 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January, May</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

**TUITION**

$4,412.00 * †

**ADDITIONAL COST**

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

† Additional Cost (subject to change)

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books, tools, uniforms</td>
<td>$900</td>
</tr>
<tr>
<td>Dining expenses at three of our industry partner restaurants</td>
<td>$110</td>
</tr>
</tbody>
</table>

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

**FINANCIAL ASSISTANCE**

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.
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 be added to your resume.

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

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

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOSF 1253</td>
<td>Dining Techniques and Service Excellence</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English**</td>
</tr>
<tr>
<td>MATH 1102</td>
<td>Math for Hospitality**</td>
</tr>
<tr>
<td>HOST 1257</td>
<td>Wine Tasting &amp; Theory</td>
</tr>
<tr>
<td>HOSF 1254</td>
<td>Beer Tasting, Brewing and Theory</td>
</tr>
<tr>
<td>HOST 1011</td>
<td>Mixology</td>
</tr>
<tr>
<td>HOST 1145</td>
<td>Sanitation (online)</td>
</tr>
<tr>
<td>HOST 1068</td>
<td>Smart Serve (online)</td>
</tr>
<tr>
<td>HOST 1146</td>
<td>Emergency First Aid and Heartsaver CPR Online</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
</tr>
</tbody>
</table>

SEMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOSF 1148</td>
<td>Culinary Techniques Practical</td>
</tr>
<tr>
<td>LAW 2014</td>
<td>Introduction to Hospitality Law</td>
</tr>
<tr>
<td>HOST 1058</td>
<td>Restaurant Marketing and Social Media</td>
</tr>
<tr>
<td>HRM 2012</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>ACCT 1037</td>
<td>Hospitality Accounting</td>
</tr>
<tr>
<td>HOST 1126</td>
<td>Career Preparation</td>
</tr>
<tr>
<td>HOST 1146</td>
<td>Leading, Following and Speaking with Confidence</td>
</tr>
<tr>
<td>GNED</td>
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</tr>
</tbody>
</table>

SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2017</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>HOSF 1037</td>
<td>Dining Room Operations</td>
</tr>
<tr>
<td>HOST 1199</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>HOST 1150</td>
<td>Food and Beverage Cost Control</td>
</tr>
<tr>
<td>HOST 2045</td>
<td>Advanced Wine and Spirits</td>
</tr>
<tr>
<td>HOST 1244</td>
<td>Strategic Restaurant Management</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
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</table>

SEMESTER 4

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOST 2067</td>
<td>Restaurant Management Simulation (online)</td>
</tr>
<tr>
<td>HOST 2132</td>
<td>Industry Externship Placement</td>
</tr>
</tbody>
</table>
**WINTER INTAKE**

**SEMESTER 1**

<table>
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<tr>
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<tr>
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<tr>
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<td>Mixology</td>
</tr>
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<td>HOSF 1146</td>
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</tr>
<tr>
<td>HOST 1068</td>
<td>Smart Serve Online</td>
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<tr>
<td>HOSF 1145</td>
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<tr>
<td>HOST 1058</td>
<td>Restaurant Marketing Leadership</td>
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<td>Hospitality Accounting</td>
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**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 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 (VISA) STUDENTS**

Visit the International Admissions7 page for more information.
**APPLY TO**

Domestic students should apply through Ontario Colleges⁸

"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 to 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 wine education I had begun at the college. I am now finishing my WSET Diploma and work for one of the..."
HEALTH POLICY

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FINANCIAL/FEES

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Food and Beverage Management (H132)

For general School of Hospitality and Tourism Management related inquiries please contact hospitality@georgebrown.ca

For Program Curriculum inquiries, please contact the Co-ordinator:

Tammy Vaillancourt, Program Co-ordinator, Centre for Hospitality and Culinary Arts
Email: tvaillan@georgebrown.ca

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

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.

LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/rex/
5. https://www.georgebrown.ca/upgrading-credits/english-diploma/
7. https://www.georgebrown.ca/international/futurestudents/howtoapply/
10. https://www.georgebrown.ca/international/futurestudents/howtoapply/
11. https://www.georgebrown.ca/financialaid/
12. https://www.georgebrown.ca/dd_chca_info/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
**HONOURS BACHELOR OF BUSINESS ADMINISTRATION (HOSPITALITY) PROGRAM (H311)**

**PROGRAM NAME**
Honours Bachelor of Business Administration (Hospitality)

**COURSE CODE**
H311

**SCHOOL**
School of Hospitality and Tourism Management

**CENTRE**
Hospitality and Culinary Arts

**LOCATION**
St. James Campus

**DURATION**
4 years (8 semesters plus 2 co-op terms)

**EXPERIENTIAL LEARNING**
Co-op (Paid)

**STARTING MONTH**
September

**CREDENTIAL**
Honours Bachelor’s Degree

**YEAR OF STUDY**
2020-2021

**METHOD OF STUDY**
FT

**APPLY TO**
Ontario Colleges¹

---

**TUITION**
$9,145.00 * † ‡

**ADDITIONAL COST**

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

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

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

**INTERNATIONAL STUDENTS:** Visit the International Fees and Related Costs² page for more information.

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

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Explosive growth in the hospitality industry has led to larger and more complex hospitality enterprises and 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 in the hospitality sector. 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:

- 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.htm

**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 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.

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

Find out more about field education at the Centre for Hospitality and Culinary Arts.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Assess the impact and implications of external environmental factors on the hospitality industry, its sectors, organizations and stakeholders.
2. Explain the 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

SEMMESTER 1

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

SEMMESTER 2

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>ACCT1202</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>HOST1204</td>
<td>Introduction to the Global Hospitality Industry</td>
</tr>
<tr>
<td>HRM1201</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>MARK1201</td>
<td>Marketing Management</td>
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<td></td>
<td>Liberal Studies Elective</td>
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</table>

YEAR 2

SEMMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>BBUS1007</td>
<td>Macroeconomics: Canada in Global Environment</td>
</tr>
<tr>
<td>HOST2108</td>
<td>Tourism in a Global Community</td>
</tr>
<tr>
<td>HOST2109</td>
<td>Food and Beverage Management</td>
</tr>
<tr>
<td>HOST1302</td>
<td>Accommodation Management</td>
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<td>Liberal Studies Elective</td>
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SEMMESTER 4

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<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>BBUS1006</td>
<td>Microeconomics: Canada in Global Environment</td>
</tr>
<tr>
<td>HOST2103</td>
<td>Customer Service</td>
</tr>
<tr>
<td>HOST3114</td>
<td>Business and Hospitality Law</td>
</tr>
<tr>
<td>HOST3103</td>
<td>Event Planning and Management</td>
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<tr>
<td></td>
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</table>

WORK EXPERIENCE

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>HCOP1001</td>
<td>Co-op Work Term I (minimum 14 weeks: 520 hours)</td>
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YEAR 3

SEMESTER 5

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<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST2113</td>
<td>Financial Management</td>
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<tr>
<td>HOST3102</td>
<td>Consumer Behaviour</td>
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<tr>
<td>COMM2201</td>
<td>International Communications</td>
</tr>
<tr>
<td>LHUM1204</td>
<td>Spanish I</td>
</tr>
<tr>
<td>Or</td>
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<tr>
<td>LHUM1224</td>
<td>Mandarin I</td>
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<tr>
<td>ELECTIVE</td>
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SEMESTER 6

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<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>STAT1202</td>
<td>Statistics</td>
</tr>
<tr>
<td>HOST3113</td>
<td>Strategic Revenue Management</td>
</tr>
<tr>
<td>LHUM1214</td>
<td>Spanish II</td>
</tr>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>LHUM1225</td>
<td>Mandarin II</td>
</tr>
<tr>
<td>ELECTIVE</td>
<td>Liberal Studies Elective</td>
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<tr>
<td>ELECTIVE</td>
<td>Hospitality Elective</td>
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WORK EXPERIENCE

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<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HCOP2001</td>
<td>Co-op Work Term II (minimum 14 weeks: 520 hours)</td>
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YEAR 4

SEMESTER 7

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<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST4101</td>
<td>Research: Concepts and Application I</td>
</tr>
<tr>
<td>HOST4111</td>
<td>Competitive Strategy for Integrated Hospitality Enterprises</td>
</tr>
<tr>
<td>HOST4104</td>
<td>Sustainability and Corporate Social Responsibility</td>
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<td>ELECTIVE</td>
<td>Hospitality Elective</td>
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<tr>
<td>ELECTIVE</td>
<td>Liberal Studies Elective</td>
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</table>

SEMESTER 8

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<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST4102</td>
<td>New Venture Development</td>
</tr>
<tr>
<td>HOST4112</td>
<td>Research: Concepts and Application II</td>
</tr>
<tr>
<td>HOST4113</td>
<td>Cases in Global Business Management</td>
</tr>
<tr>
<td>HOST4117</td>
<td>Managing Uncertainty: Enterprise Risk Management</td>
</tr>
<tr>
<td>HOST4118</td>
<td>Managing Uncertainty: Crisis Management</td>
</tr>
<tr>
<td>ELECTIVE</td>
<td>Hospitality Elective</td>
</tr>
</tbody>
</table>

*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 coordinator.

Pathways from Diploma to Degree Program*

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) Courses at no extra cost. Additional information on where and how to upgrade can be found on the English and Math 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 Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges.

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

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

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

Honours Bachelor of Business Administration (Hospitality) (H311)
For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca.
For program curriculum inquiries, please contact the Co-ordinator:
Gary Hoyer, Program Co-ordinator
Email: ghoyer@georgebrown.ca
OR
Paula Johnson, Program Co-ordinator
Email: pjohnson@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

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.

LINKS REFERENCE
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/rex/
4https://www.georgebrown.ca/hospitality/programs/diploma2degree/
5https://www.georgebrown.ca/admissions/academic-upgrading/degree-preparation-u-level/
6https://www.georgebrown.ca/upgrading-credits/english-degree/
7https://www.georgebrown.ca/upgrading-credits/math-degree/
8https://www.georgebrown.ca/international/futurestudents/howtoapply/
10https://www.georgebrown.ca/admissions/
11https://www.georgebrown.ca/international/futurestudents/howtoapply/
12https://www.georgebrown.ca/financialaid/
13https://www.georgebrown.ca/dd_chca_info/
**HONOURS BACHELOR OF BUSINESS ADMINISTRATION PROGRAM (HOSPITALITY) (FAST-TRACK) (H312)**

**PROGRAM NAME**
Honours Bachelor of Business Administration

**COURSE CODE**
H312

**SCHOOL**
School of Hospitality and Tourism Management

**CENTRE**
Hospitality and Culinary Arts

**LOCATION**
St. James Campus

**DURATION**
5 semesters* plus 1 co-op term

**EXPERIENTIAL LEARNING**
Co-op (paid)

**STARTING MONTH**
May

**CREDENTIAL**
Honours Bachelor’s Degree

**YEAR OF STUDY**
2020-2021

**METHOD OF STUDY**
FT

**APPLY TO**
Admission Requirements¹

---

**TUITION**
$9,145.00 * † ‡

**ADDITIONAL COST**

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

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

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

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

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

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**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.

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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.
EXPERIENTIAL LEARNING

Co-op (paid)

YOUR FIELD STUDY OPTIONS

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

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

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

In addition to more formal on-the-job work experience, George Brown College endeavours to provide learning opportunities with real world challenges and clients. Find out more about field 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 ghoyer@georgebrown.ca or Paula Johnson at pjohnson@georgebrown.ca.

YOUR CAREER

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

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

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

FUTURE STUDY OPTIONS

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

EDUCATIONAL/DEGREE PATHWAY

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

ADMISSION REQUIREMENTS

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

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

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

How to apply:
**Domestic Students**: Current George Brown domestic students in H100 - Culinary Management, H116 - Culinary Management (Integrated Learning) or H119 - Culinary Management - Nutrition programs who wish to apply for H312, are invited to apply on ontariocolleges.ca. The admissions office will verify your current standing in the diploma program, and process your application accordingly.

**International Students (Visa)**: Current George Brown international (visa) students in H100 - Culinary Management, H116 - Culinary Management (Integrated Learning) or H119 - Culinary Management - Nutrition programs who wish to apply for H312, are invited to apply on the Online Application System for International Students. The International admissions office will verify your current standing in the diploma program, and process your application accordingly.

**APPLICANTS WITH A HOSPITALITY DIPLOMA FROM ANOTHER POST-SECONDARY INSTITUTION**

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

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

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

**INTERNATIONAL STUDENTS**

Visit the International Admissions page for more information.

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

**ENGLISH LANGUAGE PROFICIENCY REQUIRED**

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

Please visit georgebrown.ca/englishproficiency for more details.

**COURSE EXEMPTIONS**

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

*George Brown has been granted a consent by the 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.*

---

**APPLY TO**

**Admission Requirements**

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

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

Audrius Valiulis (Graduate)

**HEALTH POLICY**

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

**CONTACT US**

**DOMESTIC STUDENT ADMISSIONS**

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

**INTERNATIONAL STUDENT ADMISSIONS**

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

**FINANCIAL/Fees**

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

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

For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca

For program curriculum inquiries, please contact the Coordinator:

**Gary Hoyer**, Program Co-ordinator
Email: ghoyer@georgebrown.ca

**OR**

**Paula Johnson**, Program Co-ordinator
Email: pjohnson@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002. For additional information about George Brown College (including admissions, financial assistance or fee payment enquiries), please call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

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

Sign up for our Open House Discovery Day.\(^{16}\)

LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/rex/
4. https://www.georgebrown.ca/programs/culinary-management-program-h100/
7. https://www.georgebrown.ca/programs/culinary-management-program-h100/
11. https://www.georgebrown.ca/international/futurestudents/howtoapply/
13. https://www.georgebrown.ca/admissions/
15. https://www.georgebrown.ca/financialaid/
16. https://www.georgebrown.ca/dd_chca_info/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
### HOSPITALITY - HOTEL OPERATIONS MANAGEMENT PROGRAM (H133)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Hospitality – Hotel Operations Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>H133</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Hospitality and Tourism Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Hospitality and Culinary Arts</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>2 years (4 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>We believe in learning by doing and that is</td>
</tr>
<tr>
<td></td>
<td>why we have incorporated work integrated learning</td>
</tr>
<tr>
<td></td>
<td>opportunities into all CHCA programs.</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January, May</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges</td>
</tr>
</tbody>
</table>

**TUITION**

$4,062.00 * †

**ADDITIONAL COST**

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

† Additional costs: Textbooks, uniform, bartending kit: $900 (subject to change)

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

**FINANCIAL ASSISTANCE**

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

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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.

---

**EXPERIENTIAL LEARNING**

We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.

**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 Management³, and Special Event Management⁴ diploma programs may be eligible to enter the third year of the program.
CHCA students can also participate in several short study abroad opportunities. Our options change often, but in recent years have included Peru, Europe, Spain, Costa Rica, India, Thailand and trips across Canada. Some trips are purely experiential learning, while others provide you with the opportunity to receive credit for a course in your program.

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

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. 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

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>Code</th>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HOST1033</td>
<td>Service Excellence</td>
</tr>
<tr>
<td></td>
<td>HOST1068</td>
<td>Smart Serve (online)</td>
</tr>
<tr>
<td></td>
<td>HOST1067</td>
<td>The Global Hotel Industry</td>
</tr>
<tr>
<td></td>
<td>HOST1095</td>
<td>Front Office Operations</td>
</tr>
<tr>
<td></td>
<td>HOST1066</td>
<td>Introduction to Mixology</td>
</tr>
<tr>
<td></td>
<td>HOSF1145</td>
<td>Sanitation (online)</td>
</tr>
<tr>
<td></td>
<td>HOSF1146</td>
<td>Emergency First Aid/Heartsaver CPR (weekend course)</td>
</tr>
<tr>
<td></td>
<td>COMM1007</td>
<td>College English**</td>
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<td></td>
<td>MATH1102</td>
<td>Math for Hospitality**</td>
</tr>
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<td>GNED</td>
<td>General Education Elective</td>
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<table>
<thead>
<tr>
<th>SEMESTER 2</th>
<th>Code</th>
<th>Course name</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>HOST1146</td>
<td>Leading, Following and Speaking with Confidence</td>
</tr>
<tr>
<td></td>
<td>HOSF1231</td>
<td>Dining and Catering in a Global Context</td>
</tr>
<tr>
<td></td>
<td>HOST1065</td>
<td>Fundamentals of Wine and Beer in a Global Marketplace</td>
</tr>
<tr>
<td></td>
<td>HOST1126</td>
<td>Career Preparation</td>
</tr>
<tr>
<td></td>
<td>HOST2036</td>
<td>Sustainable Facility Management</td>
</tr>
<tr>
<td></td>
<td>ACCT1037</td>
<td>Hospitality Accounting</td>
</tr>
<tr>
<td></td>
<td>MARK2064</td>
<td>Hotel Sales, Marketing and Social Media</td>
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<td></td>
<td>GNED</td>
<td>General Education Elective</td>
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<tr>
<th>SEMESTER 3</th>
<th>Code</th>
<th>Course name</th>
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<tbody>
<tr>
<td></td>
<td>HOST1150</td>
<td>Food and Beverage Cost Control</td>
</tr>
<tr>
<td></td>
<td>HOST1193</td>
<td>Strategic Revenue Management</td>
</tr>
<tr>
<td></td>
<td>HOST1192</td>
<td>Retirement Community Management</td>
</tr>
<tr>
<td></td>
<td>HRM2012</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td></td>
<td>LAW2014</td>
<td>Introduction to Hospitality Law</td>
</tr>
<tr>
<td></td>
<td>ACCT2017</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td></td>
<td>GNED</td>
<td>General Education Elective</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 4</th>
<th>Code</th>
<th>Course name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HOST2133</td>
<td>Industry Mentor/Externship</td>
</tr>
<tr>
<td></td>
<td>HOST2084</td>
<td>Hotel Investment Capstone Project (online)</td>
</tr>
</tbody>
</table>

** 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 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.

APPLY TO
Domestic students should apply through Ontario Colleges10

"I was so impressed with the friendly professionalism of 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 about 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
DOMESTIC STUDENT ADMISSIONS
For inquiries about domestic admission requirements, admission deadlines or the admissions process, please contact the Admissions Office at admissions@georgebrown.ca or visit the Admissions web page11.

INTERNATIONAL STUDENT ADMISSIONS
For inquiries about international admission requirements, permits, visas, accommodations or anything specific to international students, please contact the International Centre at international@georgebrown.ca or visit the International Application Process web page12.

FINANCIAL/FEES
For inquiries about OSAP, bursaries, scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page13.

Hospitality-Hotel Operations Management (H133)
For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca.
For program curriculum inquiries, please contact the Co-ordinator:
Frank Menezes, Program Co-ordinator
Email: fmenezes@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.
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.14

LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H133&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/programs/tourism-and-hospitality-management-program-h130/
4https://www.georgebrown.ca/programs/special-event-management-program-h131/
5https://www.georgebrown.ca/business/learning_environment/
6https://www.georgebrown.ca/assessment/admi-pre/
7https://www.georgebrown.ca/upgrading-credits/english-diploma/
8https://www.georgebrown.ca/upgrading-credits/math-diploma/
9https://www.georgebrown.ca/international/futurestudents/howtoapply/
11https://www.georgebrown.ca/admissions/
12https://www.georgebrown.ca/international/futurestudents/howtoapply/
13https://www.georgebrown.ca/financialaid/
14https://www.georgebrown.ca/dd_chca_info/

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# SPECIAL EVENT MANAGEMENT PROGRAM (H131)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Special Event Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>H131</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Hospitality and Tourism Management</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Hospitality and Culinary Arts</td>
</tr>
<tr>
<td>LOCATION</td>
<td>St. James Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>2 years (4 semesters)</td>
</tr>
<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September, January, May</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Diploma</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

## Tuition

- **Tuition**: $4,109.00* †

## Additional Cost

- **Description**: Textbooks (per semester)
  - Cost: $500
- **Description**: Field trips and industry site visits
  - Cost: $50 (per semester)

### International Students

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

## Financial Assistance

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

### 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 be added to your resume.

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

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

---

1. Ontario Colleges
2. International Fees and Related Costs
3. Field Education

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

We believe in learning by doing and that is why we have incorporated work integrated learning opportunities into all CHCA programs.
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

SEMMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
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<tbody>
<tr>
<td>HOST1070</td>
<td>Introduction to Catering</td>
</tr>
<tr>
<td>HOST1137</td>
<td>Marketing for Special Events</td>
</tr>
<tr>
<td>HOST1033</td>
<td>Service Excellence</td>
</tr>
<tr>
<td>HOST1043</td>
<td>Special Event Planning and Delivery</td>
</tr>
<tr>
<td>HOST1145</td>
<td>Sanitation (online)</td>
</tr>
<tr>
<td>HOSF1146</td>
<td>Emergency First Aid/Heartsaver CPR (weekend course)</td>
</tr>
<tr>
<td>HOST1068</td>
<td>Smart Serve (online)</td>
</tr>
<tr>
<td>MATH1102</td>
<td>Math for Hospitality**</td>
</tr>
<tr>
<td>COMM1007</td>
<td>College English**</td>
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<td>General Education Elective</td>
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SEMMESTER 2

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>HOST1097</td>
<td>Meetings, Conferences and Special Events</td>
</tr>
<tr>
<td>HOST1146</td>
<td>Leading, Following and Speaking with Confidence</td>
</tr>
<tr>
<td>HOST1129</td>
<td>Selling Special Events</td>
</tr>
<tr>
<td>ACCT1037</td>
<td>Hospitality Accounting</td>
</tr>
<tr>
<td>LAW2014</td>
<td>Introduction to Hospitality Law</td>
</tr>
<tr>
<td>HOST1084</td>
<td>Introduction to Wines and Beverages for Special Events</td>
</tr>
<tr>
<td>HOST1126</td>
<td>Career Preparation</td>
</tr>
<tr>
<td>GNED</td>
<td>General Education Elective</td>
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</table>

SEMMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>HRM2012</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>HOST2066</td>
<td>Event Operations I</td>
</tr>
<tr>
<td>HOST2059</td>
<td>Management Accounting for Special Events</td>
</tr>
<tr>
<td>HOST1139</td>
<td>Technical Meeting and Event Production</td>
</tr>
<tr>
<td>HOST2077</td>
<td>Building Your Special Event Business</td>
</tr>
<tr>
<td>HOST2072</td>
<td>Volunteer Management</td>
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<td>GNED</td>
<td>General Education Elective</td>
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SEMMESTER 4

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<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>HOST2063</td>
<td>Events Operations II - Capstone Event Project</td>
</tr>
<tr>
<td>HOST2131</td>
<td>Industry Externship</td>
</tr>
</tbody>
</table>

** 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**
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- 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 Assessment for English and Math, OR may consider upgrading to achieve the credit(s) needed in English and Math.

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 Admissions page for more information.

**APPLY TO**

Domestic students should apply through Ontario Colleges

*“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, Special Event 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**

**DOMESTIC STUDENT ADMISSIONS**

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**FINANCIAL/FEES**
For inquiries about OSAP, bursaries, scholarships and other financial inquiries, please contact the Financial Aid Office at FinAid@georgebrown.ca or visit the Financial Aid web page.\textsuperscript{11}

**Special Event Management (H131)**
For general School of Hospitality and Tourism Management related inquiries, please contact hospitality@georgebrown.ca

For program curriculum inquiries, please contact the Co-ordinator:

**Paul Araujo**, Program Co-ordinator, School of Hospitality and Tourism Management  
Email: paraujo@georgebrown.ca  
OR  
**Doris Miculan-Bradley**, Program Co-ordinator, School of Hospitality and Tourism Management  
Email: dorisbradley@georgebrown.ca

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

**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.\textsuperscript{12}

**LINKS REFERENCE**
\textsuperscript{1}https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H131&lang=en  
\textsuperscript{2}https://www.georgebrown.ca/international/futurestudents/tuitionfees/  
\textsuperscript{3}https://www.georgebrown.ca/rex/  
\textsuperscript{4}https://www.georgebrown.ca/assessment/admi-pre/  
\textsuperscript{5}https://www.georgebrown.ca/upgrading-credits/english-diploma/  
\textsuperscript{6}https://www.georgebrown.ca/upgrading-credits/math-diploma/  
\textsuperscript{7}https://www.georgebrown.ca/international/futurestudents/howtoapply/  
\textsuperscript{8}https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=H131&lang=en  
\textsuperscript{9}https://www.georgebrown.ca/admissions/  
\textsuperscript{10}https://www.georgebrown.ca/international/futurestudents/howtoapply/  
\textsuperscript{11}https://www.georgebrown.ca/financialaid/  
\textsuperscript{12}https://www.georgebrown.ca/dd_chca_info/

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

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

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOST 1085</td>
<td>Principles of Hospitality &amp; Tourism Management</td>
</tr>
<tr>
<td>HOST 1033</td>
<td>Service Excellence</td>
</tr>
<tr>
<td>HOST 1113</td>
<td>Hotel &amp; Lodging Operations</td>
</tr>
<tr>
<td>COMM 1007</td>
<td>College English**</td>
</tr>
<tr>
<td>MATH 1102</td>
<td>Math for Hospitality**</td>
</tr>
<tr>
<td>HOST 1089</td>
<td>Global Tourism Geography</td>
</tr>
<tr>
<td>HOST 1068</td>
<td>Smart Serve (online)</td>
</tr>
<tr>
<td>HOSF 1145</td>
<td>Sanitation (online)</td>
</tr>
<tr>
<td>HOSF 1146</td>
<td>Emergency First Aid/Heartsaver CPR</td>
</tr>
<tr>
<td>GNEDE</td>
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</tr>
</tbody>
</table>

**SEMESTER 2**

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

**SEMESTER 3**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>HOST 1049</td>
<td>Sustainable Tourism</td>
</tr>
<tr>
<td>HOST 1091</td>
<td>Heritage Tourism</td>
</tr>
<tr>
<td>HOST 1136</td>
<td>Special Events Planning</td>
</tr>
<tr>
<td>ACCT 2017</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>LAW 2014</td>
<td>Introduction to Hospitality Law</td>
</tr>
<tr>
<td>HOST 2085</td>
<td>International Tourism Cultures and Behaviour</td>
</tr>
<tr>
<td>GNEDE</td>
<td>General Education Elective</td>
</tr>
</tbody>
</table>

**SEMESTER 4**

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOST 2053</td>
<td>Tourism Management Capstone (online)</td>
</tr>
<tr>
<td>HOST 2130</td>
<td>Industry Externship</td>
</tr>
</tbody>
</table>

**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

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**APPLY TO**

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“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)

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**TOURISM AND HOSPITALITY MANAGEMENT (H130)**

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For program curriculum inquiries, please contact the Co-ordinator:

Milan Valcic, Program Co-ordinator
Email: mvalcic@georgebrown.ca

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**LINKS REFERENCE**

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
5. https://www.georgebrown.ca/upgrading-credits/math-diploma/
6. https://www.georgebrown.ca/international/futurestudents/howtoapply/
8. https://www.georgebrown.ca/admissions/
9. https://www.georgebrown.ca/international/futurestudents/howtoapply/
10. https://www.georgebrown.ca/financialaid/
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