

Global Hospitality Business Development - Graduate Certificate (GBD) TERM START JANUARY 2017

Term 1 - 7 subjects

Term 2 - 6 subjects

Co-op

Sept/Jan/May

Jan/May/Sept

GBD110 - 3 hrs
Services Marketing

GBD200 - 3 hrs
Strategic Relationship Management

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

GBD120 - 3 hrs
Service Leadership Strategy

GBD210 - 3 hrs
Global Sales Management Strategies

GBD130 - 4 hrs
Global Business Communications, Ethics & CSR

GBD220 - 3 hrs
Global Procurement Management

GBD160 - 3 hrs
Integrated Project/Fieldwork I

GBD230 - 3 hrs
Global Corporate Travel Management

GBD205- 3 hrs
Data Analytics and Finance

GBD250 - 3 hrs
Integrated Project/Fieldwork II

MGM721 - 3 hrs
Seminar in Decision Theory

MKM915 - 3 hrs
Digital Marketing

OPR725 - 3 hrs
Project Management

22 hours

18 hours

Total hours: 40

Note: Students can pathway into the Term 2 GOM program.

Date of revision: December 1, 2016

Effective: January 9, 2017