

Global Hospitality Business Development - Graduate Certificate (GBD) TERM START SEPT 2016

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

GBD205 - 3 hrs
Data Analytics and Finance

GBD130 - 4 hrs
Global Business
Communications, Ethics &
CSR

GBD210 - 3 hrs
Global Sales Management
Strategies

GBD160 - 3 hrs
Integrated
Project/Fieldwork I

GBD220 - 3 hrs
Global Procurement
Management

MGM721 - 3 hrs
Seminar in Decision
Theory

GBD230 - 3 hrs
Global Corporate Travel
Management

MKM915- 3 hrs
Digital Marketing

GBD250 - 3 hrs
Integrated
Project/Fieldwork II

OPR725 - 3 hrs
Project Management

22 hours

18 hours

Total hours: 40 hours

Date of revision: July 25, 2016