

Global Hospitality Operations Management - Graduate Certificate (GOM) 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

FIN230 - 3 hrs
Yield & Revenue
Management

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

GBD120 - 3 hrs
Service Leadership
Strategy

GBD250 - 3 hrs Integrated
Project/Fieldwork II

GBD130 - 4 hrs
Global Business
Communications, Ethics &
CSR

GOM200 - 3 hrs
Managing the Global
Distribution System (GDS)

GBD160 - 3 hrs
Integrated
Project/Fieldwork I

GOM240 - 3 hrs
Strategic Management of
Customer Relationships

MGM721 - 3 hrs
Seminar in Decision Theory

HSP260 - 3 hrs
Hospitality Risk
Management and Guest
Security

MKM915- 3 hrs
Digital Marketing

OPM220 - 3 hrs
Operations Management

OPR725 - 3 hrs
Project Management

22 hours

18 hours

Total hours: 40 hours

Date of revision: July 25, 2016