

Global Hospitality Management Graduate Certificate

GBD-Global Business Development GOM-Global Operations Management GSL-Global Service Leadership

GBD/GOM/GSL Term 1-7 subjects

GBD Term 2 - 6 subjects

GOM Term 2 - 6 subjects

GSL Term 2 - 7 subjects

GBD/GOM/GSL Optional Work Term

GBD110 - 3 hrs
Services Marketing

GBD200 - 3 hrs
Strategic Relationship
Management

FIN230 - 3 hrs
Yield & Revenue
Management

GBD250 - 3 hrs
Integrated Project II

GSL350
Optional Work Term or
Optional Field
Placement

GBD120 - 3 hrs
Service Leadership
Strategy

GBD210 - 3 hrs
Global Sales Management
Strategies

GBD250 - 4 hrs
Integrated
Project/Fieldwork II

GSL200 - 3 hrs
Strategic Service
Planning

GBD130 - 4 hrs
Global Business
Communications, Ethics
& CSR

GBD220 - 3 hrs
Global Procurement
Management

GOM240 - 3 hrs
Strategic Management
of Customer
Relationships

GSL225 - 3 hrs
Leadership in Change
Management

GBD160 - 3 hrs
Integrated
Project/Fieldwork I

GBD230 - 3 hrs
Global Corporate Travel
Management

HSP260 - 3 hrs
Hospitality Risk
Management and Guest
Security

GSL250 - 3 hrs
Evaluating and
Measuring
Service Strategies

GBD205 - 3 hrs
Data Analytics and
Finance

GBD250 - 4 hrs
Integrated Project/Fieldwork
II

MGM721 - 3 hrs
Seminar in Decision
Theory

GSL275 - 3 hrs
Leadership in a Global
Context

MKM915 - 3 hrs
Digital Marketing

MGM721 - 3 hrs
Seminar in Decision
Theory

OPM220 - 3 hrs
Operations Management

GSL300 - 3 hrs
Leading Effective
Teams

OPR725 - 3 hrs
Project Management

WTP100
Work Term Preparation
(Optional)

WTP100
Work Term Preparation
(Optional)

MGM721 - 3 hrs
Seminar in Decision
Theory

WTP100
Work Term Preparation
(Optional)

22 hours

19 hours

19 hours

22 hours

Total hours: 41/44 hours

Note: Work Term option is available. Advisement required. Minimum 2.0 GPA required.

Date of revision: October 4, 2017

Effective: September 2017