

Global Hospitality Management Graduate Certificate

GBD-Global Business Development

GBD Term 1 - 7 subjects

GBD Term 2 - 6 subjects

GBD110 - 3 hrs
Services Marketing

GBD200 - 3 hrs
Strategic Relationship
Management

Optional - WIL

14 weeks

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 - 4 hrs
Integrated Project/Fieldwork II

MKM915- 3 hrs
Digital Marketing

MGM721 - 3 hrs
Seminar in Decision
Theory

OPR725 - 3 hrs
Project Management

WTP100 -2hrs
Work Term Preparation
(Optional)

22 hours

21 hours

Total hours: 41/44 hours

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

Effective: January 2019