

**Global Hospitality Management Graduate Certificate
GOM-Global Operations Management**

GOM Term 1 - 7 subjects

GOM Term 2 - 6 subjects

GBD110 - 3 hrs
Services Marketing

FIN230 - 3 hrs
Yield & Revenue
Management

Optional - WIL

14 weeks

GBD120 - 3 hrs
Service Leadership
Strategy

GBD250 - 4 hrs Integrated
Project/Fieldwork II

GBD130 - 4 hrs
Global Business
Communications, Ethics &
CSR

GOM240 - 3 hrs
Strategic Management of
Customer Relationships

GBD160 - 3 hrs
Integrated
Project/Fieldwork I

HSP260 - 3 hrs
Hospitality Risk Management
and Guest Security

GBD205 - 3 hrs
Data Analytics and
Finance

MGM721 - 3 hrs
Seminar in Decision Theory

MKM915 - 3 hrs
Digital Marketing

OPM220 - 3 hrs
Operations Management

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