

GLOBAL HOSPITALITY BUSINESS DEVELOPMENT (GBD)

About the Program

This eight-month graduate certificate program will help you discover the world of opportunity in the multibillion-dollar hospitality and tourism industry. As this sector is constantly innovating and growing, there is a greater need for globally-minded professionals with business management skills. This program will position you to be a sought-after professional in one of the most service-driven industries in the world.

You will learn key business development practices and be able to identify the opportunities and challenges of conducting business in today's technology-based markets. Whether in traditional high demand areas or emerging markets, you will gain the knowledge and skills to succeed in a culturally diverse global environment, allowing you to work anywhere in the world.

Integrated Project/Fieldwork

Integrated fieldwork is an essential element of this program, providing a way to integrate classroom learning in real business situations and helping you build a network of contacts ahead of graduation. In this integrated fieldwork, you will benefit from completing real business projects in a professional setting. This component is critical to your success and a requirement to graduate.

Credential Awarded

Ontario College Graduate Certificate

Duration

2 Semesters (8 Months)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Service leadership
- Analytics
- Project management
- Sales and relationship management
- Proposal writing

- Interpersonal skills
- Marketing techniques

Work Experience

Optional Work Term

Students meeting all academic requirements may have the opportunity to complete an optional work term(s) in a formal work environment. The work term(s) is similar in length to an academic semester and typically involves full-time work hours that may be paid or unpaid. In programs with limited work term opportunities, additional academic requirements and a passing grade on a communication assessment may be required for eligibility. Eligibility for participation does not guarantee a work position will be secured. Additional fees are required for those participating in the optional work term stream regardless of success in securing a work position.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

Your Career

Graduates of the program can explore the following career options:

- Corporate hospitality associate
- Corporate travel buyer
- Hospitality/ tourism business development manger
- Hotel/tourism account manager
- Project manager – planning
- Tourism destination manager
- Experience manager
- Hospitality/tourism relationship manager
- Hospitality/tourism/travel sales
- Marketing assistant manager

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
GBD110	Services Marketing	3
GBD120	Service Leadership Strategy	3
GBD130	Responsible Global Communications	3
GBD160	Integrated Project I	3
GBD205	Data Analytics and Finance	3
MKM915	Digital Marketing	3
OPR725	Project Management	3
Semester 2		
GBD200	Measuring Relationship Performance	3
GBD210	Global Sales Management Strategies	3
GBD220	Global Procurement Management	3
GBD230	Asset Planning Management	3
GBD250	Integrated Project II	4
MGM721	Seminar in Decision Theory	3

WTP100	Work Term Preparation *	1
Work-Integrated Learning		
GBD441	Global Hospitality Business Development, Work Term *	30

* Work-Integrated Learning option only

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Support business development by taking into account economic, political, social, global, and intercultural factors that influence the development of services, marketing strategies, customer retention, and sales programs.
- Use qualitative and quantitative metrics to recommend services marketing and sales strategies in a global context.
- Inform financial decision making that complies with jurisdictional practices.
- Recommend strategies to maintain efficient, safe, secure, accessible and healthy hospitality and tourism operations that reduce risk and comply with jurisdictional legislation and legal obligation.
- Support business development through the implementation of corporate sustainability, corporate social responsibility, and ethics principles.
- Evaluate existing business and marketing programs to generate recommendations for local and global initiatives that support the strategic alignment of the organization's business plan.
- Use project management principles, tools, and techniques to define timelines and project deliverables for all members of cross-functional, intercultural, and multi-disciplinary teams.
- Support the development of a service delivery model and implementation plan to account for practices within global settings.
- Optimize negotiation frameworks to win support within various organizations across jurisdictions and cultural settings.

- Prepare verbal, written and digital materials for the procurement of local and global services and commodities.

Admission Requirements

- Ontario university or college degree or college diploma or equivalent
Applicants with an equivalent combination of partial postsecondary and/or three to five years related work experience may be considered for admission. A relevant resumé and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

Last updated: July 31, 2024 at 4:12 p.m.