

GLOBAL HOSPITALITY SUSTAINABLE LEADERSHIP (GHL)

About the Program

This eight-month graduate certificate program will prepare you for a career in global hospitality with applicable skills in sustainable leadership, project management and strategic decision-making. You will respond to the shift in economic and business management practices to reduce energy, lower carbon footprints and preserve the natural environment.

Through case studies and data analyses, you will develop and practise your knowledge of new service categories and market segments.

You will gain essential skills to implement innovative service models, predictive analyses and digital management.

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:

- sustainable leadership
- service design and delivery
- cost management
- competitor and risk analysis

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:

- Assistant manager – operations
- Assistant manager – hotel, banquet manager
- Sustainable sourcing program lead
- Sustainability specialist
- Catering sales manager
- Conference services manager
- Travel and tourism manager
- Sales and marketing manager

You will also be able to take on projects to enhance and evaluate sustainability in the hospitality and tourism industry.

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		
GBD250	Integrated Project II	4
GSL200	Sustainable Global Business Strategy	3
GSL225	Leadership in Change Management	3
GSL250	Sustainability in Tourism	3
GSL275	Leading Global Business	3
GSL300	New Venture Creation and Innovation	3
GSL350	Leadership in Responsible and Sustainable Management	3
MGM721	Seminar in Decision Theory	3
WTP100	Work Term Preparation *	1
Work-Integrated Learning Term		
GSL441	Global Hospitality Services Leadership, 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 the continuous improvement of service systems and processes by considering the impact of economic, political, social, global, and intercultural factors to inform the development of service strategies, knowledge of consumer behaviour, and loyalty programs.
- Use qualitative and quantitative metrics to recommend service models in a global context.
- Make financial decisions in compliance with jurisdictional practices to report financial implications to various stakeholder groups.
- Recommend service 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 the strategic development of hospitality service initiatives through the implementation of corporate sustainability, corporate social responsibility, and ethics principles.
- Evaluate an existing hospitality service model to generate recommendations to support the strategic growth of the organization's business objectives.
- Use project management principles, tools, and techniques to define timelines and project deliverables for all members of cross-functional, intercultural, and multidisciplinary teams.
- Implement leadership theory and best practices in global hospitality service organization when managing people and change.
- Optimize negotiation frameworks to win support within various organizations across varying jurisdictions, and cultural settings.
- Prepare verbal, written and digital materials to support the management of quality hospitality service delivery across local and global jurisdictions.

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.

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