

# GLOBAL HOSPITALITY OPERATIONS MANAGEMENT (GOM)

## About the Program

With this eight-month graduate certificate program, you will discover a world of opportunity in this multibillion-dollar hospitality industry that is fuelled by the delivery of outstanding service. Learn all you need to know about the business of hospitality and tourism, gain an understanding of key business practices in operations management, revenue management and marketing techniques.

The program will focus on developing your core skills in service design, delivery and experience. You will learn to link service design directly to the consistent delivery of business processes and systems used by organizations across the globe.

Throughout the program you will learn from industry leaders and educators while using state-of-the-art labs, business case studies and field work projects to enhance your expertise.

## Uniform

As an aspiring industry professional, you will study and work in a Seneca branded uniform helping you feel job-ready from the start. You must purchase the uniform at an additional cost.

## Fieldwork

Fieldwork is an integral element of your program, providing a way to integrate classroom learning with real business situations. You'll benefit from 150 hours in a professional setting. This component is critical to your success and is 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
- Decision-making
- Teamwork

## 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
- Catering sales manager
- Conference service manager
- Assistant project manager
- Assistant sales manager
- Assistant marketing manager
- Customer experience manager
- Manager of customer loyalty and retention

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
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
<b>Semester 2</b>		
FIN230	Yield and Revenue Management	3
GBD250	Integrated Project II	4
GOM240	Strategic Management of Customer Relationships	3
HSP260	Hospitality Risk Management and Guest Security	3
MGM721	Seminar in Decision Theory	3

OPM220	Operations Management	3
WTP100	Work Term Preparation *	1
<b>Work-Integrated Learning Term</b>		
GOM441	Global Hospitality Business Management, 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 operations management by taking into account economic, political, social, global, and intercultural factors that influence the design, development, and implementation of service processes, 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 operational initiatives 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 operational plan.
- Use project management principles, tools, and techniques to define timelines and project deliverables for all members of cross-functional, intercultural, and multidisciplinary teams.
- Support the business function by implementing operation management practices within global settings
- Optimize negotiation frameworks to win support within various organizations across 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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