

Required Courses

Hospitality & Tourism Management Diploma

YEAR 1 TERM 1	
1	HAT 1000 - Introduction to the Hospitality and Tourism Industry
	<p>This course is designed to give an introduction to the hospitality and tourism industry and to provide an appreciation of the scale and importance of key industry segments. Analysis of main industry sectors will be explored, and students will develop knowledge of varying elements and the constraints under which organizations operate. Emphasis will be placed on the unique characteristics of creating and maintaining an effective service culture that focuses on developing long-term relationships. Students will participate in selected tourism experiences through field excursions.</p> <p>Students will complete the following certifications as part of the course requirements:</p> <ul style="list-style-type: none"> Emergency First Aid/CPR AGLC ProServe AGLC ProTect Fire Extinguisher Training Safe Travel Planner Workplace Hazardous Materials Information System (WHMIS)
2	HAT 1050 - Front Office Guest Service and Operations
	<p>Students will receive a broad overview of the lodging industry including careers, environmental stewardship, and trends. The course will introduce students to a systematic and guest-centred approach to front office operational procedures. Strategies for providing exceptional guest service at each stage of the guest cycle, and responding effectively to guest concerns will be emphasized. Students will utilize Property Management Software to complete common front desk computerized functions.</p>
3	HAT 1112 - Culinary Theory and Production
	<p>Students are introduced to the theory of menu planning, evaluation and design. Students will also be exposed to basic and advanced food preparation techniques, including food storage, pre-preparation, detailed plate presentation, and intricate food combinations. Students must have completed Food Safe, Standard First Aid, and Olds College WHMIS certifications prior to working in the kitchen.</p>
4	HAT 1114 - Restaurant, Banquet & Event Service

	In this course students will examine restaurant, banquet, and event service. They will learn essential elements of food and beverage operations and service techniques. Students will gain experience working as part of a team and practice guest service and technical skills in actual food service settings.
5	HAT 2550 - Managing Guest Experiences and Tour Operations
	Crafting compelling guest experiences is critical to the success of organizations within the tourism industry. This course builds upon principles of guest service as they relate to delivering exceptional experiences. Students will explore, challenge, and create strategies that will enhance the guest experience in a variety of industry organizations. Students will learn about tour guiding and tour operations including pre-tour departure preparations, itinerary research and development, costing, guest and supplier relations, and tour commentary. Students will be provided with an opportunity to lead a tour.
6	MGT 1200 - Organizational Behaviour
	Students learn to improve organizational effectiveness through the modification of Organizational Behaviour in a fast-paced, globally competitive and technologically complex environment. Contemporary management trends and practices are examined.
YEAR 1 TERM 2	
1	COM 1020 - Workplace Communication
	In this course students develop writing and presentation skills. Students will apply rules of grammar, spelling, punctuation and mechanics in the development of letters, email and short reports as well as other documents relevant to their industry. Students will demonstrate strategies and techniques for creating informative and persuasive presentations.
2	MKG 1021 - Marketing Principles
	This course develops an understanding of marketing concepts, principles and practices. Topics examined include the influence of environment factors on the marketing process, marketing strategy development, marketing mix formulation and adjustment for pricing, promoting and distributing appropriate products and services to selected markets.
3	FIN 2050 - Financial Literacy for Non-Financial Managers
	This course will focus on financial concepts and tools to allow non-financial managers to deal with financial elements and undertake a business thinking perspective. Students will use financial and operating information in planning, evaluating, and decision making within an organization. Emphasis is placed on the practical application of utilizing a variety of management tools including financial statement analysis, cost factor analysis,

	break even analysis, and the budgeting process for the purpose of justifying decisions.
4	HAT 2490 - Event Planning
	Students will research, create and plan all aspects of an event including venue, staffing, menu, costing, and marketing activities. Students work in teams and will utilize group management techniques to plan an event to be executed in a subsequent term in the Integrated Event Management and Selling Process course.
5	HAT 1110 - Mixology & International Spirits, Wine and Beer
	Students will have the opportunity to use modern hardware and software tools for applied Students are introduced to spirits, wine and beer from various regions of the world, inventory management, and must complete ProServe certification. Lab experience offers practical skills in bartending duties with an emphasis on mixology.
YEAR 1 TERM 3 Spring/Summer	
1	WIL 1100 - Hospitality & Tourism Work Integrated Learning 1
	In this course, students will integrate their academic learning, expand their knowledge, and develop skills and abilities in an instructor-approved hospitality or tourism business. Students will report on products, services, roles, responsibilities, policies, procedures, and processes in their workplace. They will also reflect on their work integrated learning experience. Students are required to find their own relevant employment in the hospitality and tourism industry and complete 600 hours of full-time work.