



**GREYSTONE  
COLLEGE**  
PART OF THE ILSC EDUCATION GROUP

[WWW.GREYSTONECOLLEGE.COM](http://WWW.GREYSTONECOLLEGE.COM)

# Diploma in Tourism & Hospitality Management Co-op

AVAILABLE IN  
TORONTO

- Learn from top industry professionals and highly-qualified instructors
- In addition to the Greystone diploma, graduates will receive a diploma and certificates from the internationally-recognized American Hotel and Lodging Association
- Put your new skills to work in a paid co-op placement
- Gain Canadian work experience in Tourism & Hospitality, the fastest-growing industry in the world

## PROGRAM LENGTH

36 weeks of academic studies + 36 weeks in a paid co-op placement + 2 weeks of tutorial study

## ENTRY REQUIREMENT

- Students who are interested in attending Greystone College must have a secondary school diploma or equivalent (accepted secondary school diplomas must be from Canada or the USA); or be at least 18 years of age, and pass a superintendent approved qualifying test.
- International students must demonstrate a minimum of a high intermediate level of English with our online written test and arranged speaking interview.

The online written test is exempt if TOEFL iBT 65, IELTS 5.5, or ILSC Intermediate 4 is presented. The online written test is exempt if the ILSC English for Hospitality Management Preparation Mastery Program is completed.

## 2017 START DATES

Jan 3, Jan 30, Feb 27, Mar 27, Apr 24, May 23, Jun 19, Jul 17, Aug 14, Sep 11, Oct 10, Nov 6, Dec 4

## 2017 FEES

Registration:	<b>\$150</b>
Tuition:	<b>\$13,140</b>
Co-op service:	<b>\$825</b>
Materials fee:	<b>\$1,320</b>

All fees are in Canadian dollars.

## PROGRAM DESCRIPTION

Students acquire industry knowledge through an internationally-recognized Diploma in Tourism & Hospitality Management Co-op program, and gain Canadian work experience through a paid co-op placement. Tourism & Hospitality are two of the fastest growing industries, and the largest areas of employment in the world.

Our Greystone graduates enjoy a wide variety of positions in many career areas. The program is offered in 18 month periods, each composed of a 50% academic and a 50% paid co-op placement component.

## PROGRAM SCHEDULE

### ACADEMIC STUDIES

Students will benefit from qualified instructors with years of experience in the industry. Classes are Monday to Friday 9 am to 4 pm (one hour for lunch).

### CO-OP WORK PLACEMENT

Greystone co-op coordinators will help prepare you for securing a co-op placement that aligns with the learning objectives of your program (required to qualify you for graduation). Co-op placement hours cannot exceed study hours—the program is designed to allow students to work an average of 21 to 27 hours per week. Co-op positions vary depending on an employer's needs, and the student's English and professional skills. Your work schedule and wage will be determined by your employer.

**Co-op Service includes:** Permit sponsorship, documentation support, interview and job preparation, résumé building, job search tips and monitoring throughout the co-op placement.

### POST PLACEMENT ACADEMIC STUDY

Students must return for a 2 week course after completion of the co-op placement.

### CO-OP POSITIONS COULD INCLUDE THE FOLLOWING

- Guest Services Agent
- Room Attendant
- Event Coordinator
- Human Resources Coordinator



## WHAT IS AMERICAN HOTEL AND LODGING ASSOCIATION?

**American Hotel & Lodging Association**, is the premier source for delivering quality hospitality education, training and professional certification that serves the needs of hospitality schools and industries worldwide.



“The instructors at Greystone College are very nice and helpful. They made sure that I have the tools that I need to succeed. The college is very flexible and I've learned so much.

**Daria Tsyrikova**, *Tourism and Hospitality Management*

## LEVEL REQUIREMENT

**B1**    **B2**    **B3**    **B4**    **I1**    **I2**    **I3**    **I4**    **A1**    **A2**

B=Beginner    I=Intermediate    A=Advanced

## DIPLOMA IN TOURISM & HOSPITALITY MANAGEMENT CO-OP

	COURSE NAME	LENGTH	DESCRIPTION
CORE PROGRAM COURSES	<b>Hospitality Industry Financial Accounting</b>	<b>4 weeks</b>	Get a comprehensive introduction to hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that results in the production of financial statements.
	<b>International Hotel Management</b>	<b>4 weeks</b>	This course provides the background every graduate will need in today's rapidly changing global marketplace. It prepares students to plan, develop, market, and manage hotels in the international arena. It gives students a solid foundation for understanding and managing cultural diversity in the workplace, and underscores the importance of protocol in international interactions.
	<b>Managing Service in Food and Beverage Operations</b>	<b>4 weeks</b>	Service is the key to guest satisfaction. Learn how to plan for and successfully manage different types of food and beverage operations, including coffee shops, dining rooms, room service, banquets, on-site food service venues, and more. You'll gain management know-how, planning skills, and hands-on techniques for consistently delivering quality service in every type of operation. Case studies by industry experts encourage you to think critically about situations you may face on the job.
	<b>Managing Hospitality Human Resources</b>	<b>2 weeks</b>	Hospitality is a people industry, and this course shows how to manage the important human resources who provide services within a hospitality operation. Students will analyze contemporary issues and practices, as well as employment laws that have an impact on the way people are managed.
	<b>Supervision in the Hospitality Industry</b>	<b>2 weeks</b>	Learn how to develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques.
	<b>Convention Management and Service</b>	<b>4 weeks</b>	Get an introduction to the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels, from a management perspective. Topics include: business ethics, franchising, management contracts, marketing and sales and advertising.
	<b>Fundamentals of Destination Management and Marketing</b>	<b>2 weeks</b>	This course is a comprehensive guide covering basic functions of the contemporary convention and visitors' bureau (CVB). Students will learn how destination management organizations depend on intertwined relationships involving hosts and guests, and suppliers and consumers, as well as complex networks of residents, government officials, and CVB leaders and employees.
	<b>Hospitality Sales and Marketing</b>	<b>4 weeks</b>	Discover how to build a top-flight sales team with creative, successful sales and marketing programs that really work. This course shows how to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners.
	<b>Marketing in the Hospitality Industry</b>	<b>2 weeks</b>	This course takes a practical perspective in introducing you to the marketing of hotel, restaurants, and clubs. Topics include market segmentation, marketing research, sales, advertising, public relations, promotions, packaging, pricing strategies, revenue maximization, and travel purchasing systems.
	<b>Managing Front Office Operations</b>	<b>4 weeks</b>	Increase front office efficiency and help sales grow with the knowledge and skills gained from this course. Topics include revenue management and the latest technology applications. Learn how front office activities and functions affect other departments and how to manage the front office to ensure your property's goals are met. Case studies and real-world examples offer a practical industry perspective.
	<b>Managing Housekeeping Operations</b>	<b>2 weeks</b>	No property can be profitable without clean rooms and efficient housekeeping operations. Learn what it takes to manage this important department. This course provides a thorough overview, from the big picture of hiring and retaining quality staff, planning, and organizing, to the technical details for cleaning each area of the hotel.
<b>Managing Technology in the Hospitality Industry</b>	<b>2 weeks</b>	Gain solid grounding in hospitality technology and the management of information systems. Content includes applications for all functional areas, including reservations, rooms, food and beverage, sales and event man.	
CO-OP PREPARATION	<b>Work Placement Skills</b>	<b>4 weeks</b>	In this course, students will prepare for the Canadian workplace. This course is very useful to students registered in a co-op program. It rapidly prepares students to apply for jobs and ensures their résumés and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number (SIN).
POST CO-OP FOLLOW UP	<b>The Next Step</b>	<b>2 weeks</b>	This course follows up with students after their work placement. It provides the student with a new perspective of their goals and achievements and prepares them to take the next step when they leave the program.