



**RUSS EDWARDS  
SCHOOL**  
Agriculture & Environment

# HOSPITALITY BUSINESS MANAGEMENT

2-Year Diploma

ELIGIBLE FOR  
FINANCIAL AID  
& AWARDS

Master customer service, food and beverage management, and cutting-edge tech skills. Build leadership and teamwork abilities while embracing industry trends and ethical practices for a thriving hospitality career.

## PROGRAM LEARNING OUTCOMES

- Deliver customer service and solutions that anticipate, meet and/or exceed individual expectations, as well as organizational expectations, standards and objectives.
- Employ food and beverage management skills and principles in the delivery of hospitality operations.
- Apply relationship management skills and product knowledge to promote and sell hospitality services, products and guest experiences.
- Comply with relevant organization and workplace systems, processes, policies, standards, legal obligations and regulations, and apply risk management principles, to support and maintain efficient, safe, secure, accessible, and healthy hospitality operations.
- Show a continual desire to keep current with hospitality trends, and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development.
- Use leadership, teamwork, conflict and relationship management skills and tools, as well as knowledge of organizational behaviour, labour relations, employment standards and human rights, to contribute to a positive work environment.
- Respond to issues and dilemmas arising in the delivery of hospitality services, products and guest experiences by using and promoting ethical behaviour and best practices of corporate social responsibility and environmental sustainability.
- Support the business management of a variety of hospitality operations to foster an engaging work environment that reflects service excellence.
- Contribute to the development of marketing strategies and plans that promote the successful operation of a hospitality service business.
- Use graphic design, internet and web fundamentals to support marketing initiatives and develop a web presence.

For a full list of program learning outcomes, visit [assiniboine.net/hospitality](http://assiniboine.net/hospitality).



**Campus/Delivery Options**  
North Hill campus



**Available Intakes**  
September



**Work Integrated Learning**  
Learn by Doing

## You might be a good fit for this program if you would enjoy:

- ✓ A two-year diploma leading to employment in a service industry, with ability to advance into supervisory or managerial positions.
- ✓ Developing business acumen in financial management, strategic planning, marketing strategies, and organizational skills to drive success.
- ✓ Leadership roles that require team management, conflict resolution and communication skills.
- ✓ Being outgoing and having a lot of social interaction with others, including guests and patrons.
- ✓ Finding satisfaction in providing a high level of customer service.
- ✓ Working in a fast-paced environment.
- ✓ Being part of the restaurant, hotel, tourism, and attractions industries.

### EXPECTATIONS

#### Program & Industry

- Work in shifts, schedules and conditions that are unique to the industry.
- Be outgoing and people-oriented.
- Resolve conflict and meet customer concerns or needs.
- Be reliable, punctual and regularly attend work.
- Listen to directions and act on them accordingly.
- Have physical strength and stamina, as well as mobility and motor skills, to undertake the required tasks.

### CAREER OPPORTUNITIES

Hotel manager • restaurant manager • food and beverage manager • hospitality operations manager • resort manager • event manager • banquet manager • spa manager • conference services manager

### ADMISSION REQUIREMENTS

- A complete Manitoba Grade 12 or equivalent
- Consumer/Essential Mathematics 40S or equivalent
- IELTS score of 6.5 with no sub-score of less than 6.0
- Must be 18 years of age by program start date

# NEXT STEPS

Confidence in the career path you choose to embark on is key and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying. Choose to:

### SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice so you have the opportunity to:

- ▶ Participate in classroom activities
- ▶ Experience college life
- ▶ Explore all of our helpful services for students
- ▶ Meet current college students and instructors
- ▶ Enjoy a free lunch on us!

### ATTEND AN INFO SESSION

Join our free live online info sessions to get the inside scoop on your program of interest and life at Assiniboine. Register in advance and log in from home to learn about Assiniboine.

[assiniboine.net/experienceassiniboine](http://assiniboine.net/experienceassiniboine)

Ready to start?  
**APPLY NOW!**

