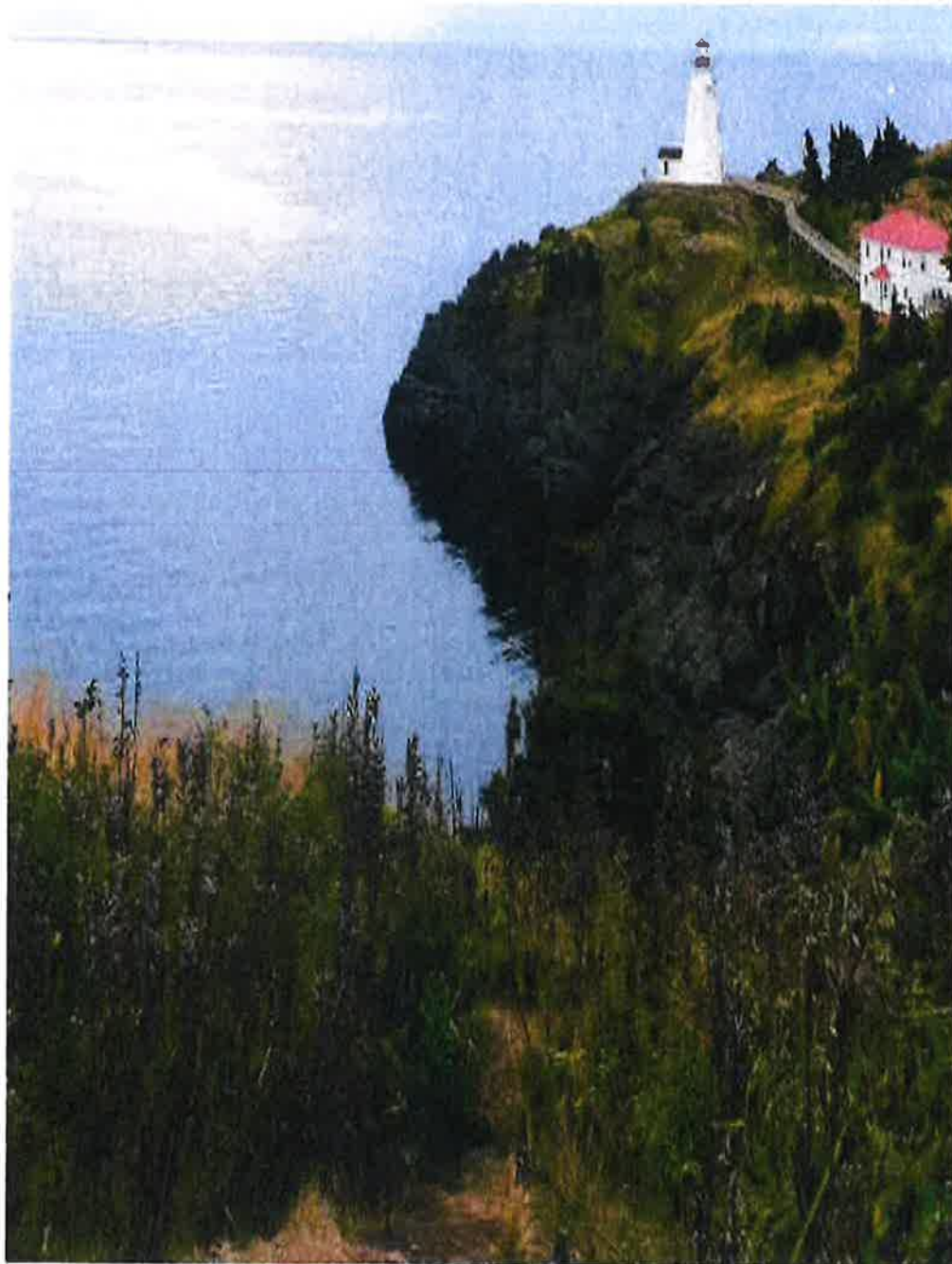


Hospitality and Tourism Management Diploma Program



New Brunswick Indigenous Career College

75 Melissa Street, Richibucto Rd, Fredericton NB E3V 6V9

Phone: 506-458-9444 Fax: 506-458-2850



New Brunswick Indigenous Career College

75 Melissa St., Unit 1, Richibucto Road, NB E3A 6V9

Ph: (506) 458-9444 Fax: (506) 458-2850 Email: lobby@nbicc.ca

*"Your Training – Your Future,
Soar to New Heights"*

HISTORY OF NEW BRUNSWICK INDIGENOUS CAREER COLLEGE

The Union of New Brunswick Indians Board of Directors approved the establishment of the Training Institute in 1994. The purpose is to provide post-secondary and other educational opportunities for First Nations communities. In May 2009, NBICC became a non-profit organization. The Training Institute operates with a committee consisting of a Board of Directors, the Principal, and also a Chief Financial Officer.

All programs and workshops are open to all including any non-First Nation people. All curriculum is designed to ensure the students can have the option to work on or off-reserve. Professional Development Workshops are also offered on a regular basis. These workshops, as with all programs, are open to anyone who wishes to take them. Currently, we offer the following programs:

- Addictions Services with Mental Health Specialty Counsellor Diploma
- Early Childhood Education Diploma
- Personal Support Worker Diploma
- Human Services Counsellor Diploma
- Hospitality & Tourism Management Diploma
- Indigenous Social Service Community Worker Diploma

New Brunswick Indigenous Career College is registered with Canada and New Brunswick Student Loans, along with the Department of Indian Affairs for funding purposes. We are also registered under the New Brunswick Association of Career Colleges and also a member of the National Association of Career Colleges.



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Starla McDougall

Principal and Director, New Brunswick Indigenous Career College (NBICC)

Educator | Program Developer | Community Leader

Starla McDougall is the Principal and Director of the New Brunswick Indigenous Career College, bringing over 25 years of dedicated service to First Nations education and community development. Her career reflects a lifelong commitment to empowering Indigenous learners and integrating culturally relevant practices across all levels of education and training. Holding diplomas in Human Service Counselling and Early Childhood Education from NBICC, Starla has also completed extensive professional training in Fetal Alcohol Spectrum Disorder (FASD), autism, and working with high-risk youth. Her professional path includes leadership in child and family services, mentorship, and program design rooted in Indigenous worldviews and values.

At NBICC, Starla oversees academic programming, partnerships, and student success initiatives across multiple disciplines, including Early Childhood Education, Human Services, Personal Support Work, and Social Services. She has been instrumental in developing pathways for students through partnerships with universities, industry leaders, and community organizations. Starla's leadership style emphasizes cultural pride, inclusivity, and holistic wellness. Her dedication to land-based learning and intergenerational knowledge-sharing continues to shape NBICC's mission of building strong, self-determined Indigenous communities through education.



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Karen Hardy

Educator and Mental Wellness Specialist

B.A., Dip. Comm. Corr., Addiction Careworker (McMaster)

Karen Hardy is an experienced educator and community wellness professional with over 20 years of service in education, counseling, and restorative justice. She holds a Bachelor of Arts (Honours) in Criminology and Sociology from St. Thomas University, a Diploma in Community Corrections from St. Stephen University, and has completed the Addiction Careworker Diploma program through McMaster University.

Karen's career includes roles as Community Chaplain for Female Offenders, NNADAP Worker with Oromocto First Nation, and Executive Director of the Sarah Tracy Treatment Centre for Women. She currently serves as an Educational Assistant with the Anglophone Southwest District, supporting student growth, inclusion, and mental health. Her specialized training includes Critical Incident Stress Management (CISM), ASIST Suicide Intervention, Mental Health First Aid, Autism Awareness, and Addiction and Trauma Support.

Karen has also contributed extensively through volunteer leadership, serving on the Coverdale Centre for Women Board, the Maliseet Nations Mental Wellness Team, and the NB First Nations Suicide Prevention Task Force. Her work reflects a lifelong commitment to compassion, healing, and the empowerment of individuals through education and community connection.



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Samantha Ratti

Instructor, New Brunswick Indigenous Career College (NBICC)

Early Learning Specialist | Educator | Mentor

Samantha Ratti is a valued instructor at the New Brunswick Indigenous Career College, known for her compassion, leadership, and deep understanding of early learning and human services education. She is a graduate of NBICC's Early Childhood Education and Human Service Counsellor diploma programs and brings firsthand classroom experience as a former early childhood educator within the province.

Samantha's teaching philosophy centers on kindness, relationship-building, and respect for each learner's unique path. She fosters inclusive, hands-on learning environments that prepare students for real-world careers in education and care work. Her approach encourages emotional intelligence, empathy, and cultural awareness—key qualities in today's educators and support workers. Beyond her teaching role, Samantha contributes to curriculum enhancement and student mentorship, helping guide learners through their practicum experiences and personal growth. Her commitment to student success and culturally grounded education makes her a respected and inspiring member of the NBICC faculty.



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Todd McDougall

Instructor, New Brunswick Indigenous Career College (NBICC)

Health and Safety Specialist | Firefighter | Certified Personal Trainer

Todd McDougall is an accomplished instructor at the New Brunswick Indigenous Career College whose multidisciplinary expertise bridges healthcare, fitness, and emergency response. A FitPro Certified Personal Trainer, firefighter with the Oromocto Fire Department, and former medical sales representative, Todd brings a wealth of practical experience to NBICC's Personal Support Worker program. His background in health, safety, and crisis management allows him to teach students not only technical care skills but also the confidence and professionalism needed to respond effectively in emergency and healthcare settings. Todd's years in medical equipment sales provided him with in-depth knowledge of modern healthcare tools and technologies—expertise he now passes on to his students through practical demonstrations and safety instruction.

In addition to his instructional role, Todd's 25 years as a business owner in the automotive technology sector strengthened his leadership, organization, and problem-solving skills. He emphasizes resilience, teamwork, and accountability in the classroom, ensuring students graduate ready for both professional and personal success. Todd's commitment to education and community well-being reflects NBICC's core mission of preparing skilled, compassionate, and confident graduates to serve across diverse healthcare and community settings.



Hospitality & Tourism Management Diploma Program

Hospitality & Tourism Management

The skills you acquire in the Hospitality and Tourism Management Diploma Program will prepare you with solid management focused education allowing you to be employable in many businesses all around the world. This unique program requires students to complete work experience components along with an applied management residency.

What will you learn?

By leveraging your relationships with industry associations, professional organizations, and tourism operators, students will experience a diverse range of facilities and service focusing on real-life learning. From tourism, leisure, sporting events, and recreation operations, to culinary theory, mixology, and everything in-between, students will be immersed in applied, hands-on learning. Students will learn to:

- communicate with stakeholders to achieve personal and organizational objectives.
- apply strategic leadership skills to achieve organizational objectives.
- analyze business information to make strategic decisions.
- apply resource management skills to achieve organizational objectives.
- apply critical thinking skills to achieve organizational objectives.
- apply professional standards to achieve personal and organizational objectives.
- apply ethical standards to achieve personal and organizational objectives.
- apply marketing process to achieve organizational objectives.
- utilize business technologies to perform workplace duties.
- apply project management principles to achieve organizational objectives.



Hospitality & Tourism Management Diploma Program

Course Descriptions

<p>Mixology and International Spirits, Wine, and Beer (160 hrs) Credit Units: 12</p>

<p>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.</p>
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<p>Workplace Communication (300 hrs) Credit Units: 20</p>
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<p>In this course, students develop writing and presentation skills. Students will apply rules of grammar, spelling, punctuation, and mechanics in the development of letters, emails, and short reports, as well as other documents relevant to their industry. Students will demonstrate strategies and techniques for creating informative and persuasive presentations.</p>

<p>Culinary Theory and Production (120 hrs) Credit Units: 8</p>
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<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>

<p>Dining Experience and Service (120 hrs) Credit Units: 8</p>

<p>Students will experience and evaluate various dining facilities, with a focus on the analysis of the services and operations from a guest perspective. Students will learn and demonstrate professional service skills in an actual food service setting, including personal sales techniques.</p>

Marketing for Hospitality and Tourism (300 hrs) Credit Units: 20

Students will experience and evaluate a variety of hospitality and tourism facilities relating to product, price, place, promotion, people, physical evidence, and process. Social media and mobile applications are included as part of the marketing mix.

Global and Sustainable Tourism (300 hrs) Credit Units: 20

Students will gain an understanding of the psychology of travel, tourism sectors, the role of key industry players, and contemporary issues in eco-tourism, sustainability, and business operations of various tourism organizations. Students will also experience and evaluate various tourism facilities, with a focus on the analysis of the services and operations from a guest perspective.

Accommodation Management (300 hrs) Credit Units: 20

Students will assess customer needs and develop procedures and management strategies that result in accommodation service excellence. Students will gain an understanding of all aspects of room division management and experience and evaluate accommodation facilities, with a focus on the analysis of the services and operations from a guest perspective.

Hospitality Cost Management (300 hrs) Credit Units: 20

This course will involve gaining an understanding and practical application of establishing effective strategies involved in cost controls and management. Food, beverage, and labour cost controls, budgeting, setting operational standards, the purchasing cycle, production controls, ratio analysis, variance, cash flow, cost management, and cost-volume-profit relationships will be evaluated from a managerial perspective.

Security, Law, and Risk Management for Hospitality and Tourism (300 hrs) Credit Units: 20

This course provides an overview of contract law and tort law as they relate to the hospitality and tourism industry. Students will gain an understanding of insurance, licensing, the Public Health Act, and current security issues and procedures as they relate to the protection of guests and assets. Risk management concepts will be examined. Students will be given the opportunity to obtain Standard First Aid and Olds College WHMIS certification.

**Career Development and International Business Etiquette (300 hrs)
Credit Units: 20**

Students will develop action plans for professional success, practice interview techniques, and create career documents to demonstrate strengths and skills, including cover letters and resumes. Students will also develop a basic understanding of, and the practices necessary, to effectively manage relationships, with a focus on cross-cultural variants within industry and how they impact international clients, guests, and business relationships. Students will complete a personality preference assessment to improve work productivity, teamwork, and communication in both their personal and professional lives.

Hospitality and Tourism Human Resources (300 hrs) Credit Units: 20

This course provides an overview of the fundamentals of human resource management with emphasis placed on contemporary issues within the hospitality and tourism industry. Students will gain an understanding in both the theory and practice of human resources planning, staff recruitment, selection, retention, and Human Rights and Employment Standards legislation.

Introduction to Accounting (300 hrs) Credit Units: 20

Students are introduced to financial accounting including the basic structure of accounting, the accounting information system including the preparation of financial statements, and generally accepted accounting principles.

Selling and Convention Management (300 hrs) Credit Units: 20

This course defines the scope and segmentation of the convention and event market. Students will study sales techniques and strategies to meet these market needs.

Leisure, Sporting Events, and Recreation Operations (300 hrs) Credit Units: 20

This course provides students with an introductory understanding of the nature and scope of leisure, its role in the hospitality and tourism industry, and the function and structure of leisure providers. Students will have the opportunity to incorporate planning and management concepts to a leisure, sporting, or recreation activity in their own community. Wellness tourism and urban recreation trends are also discussed in relation to their economic and social impacts.

Rural, Heritage, and Food Tourism (300 hrs) Credit Units: 20

Authentic guest experiences in the hospitality and tourism industry will drive innovation, product development, economic development, and sustainable growth on a local, regional, and national level. This theoretical and practical course introduces vital concepts relating to niche ventures and examines them from a variety of contexts including rural, agriculture-based, nature-based, heritage, and food tourism markets and operations.

Entrepreneurship and Product Development (300 hrs) Credit Units: 20

Students will invest in research, create and plan all aspects of an actual tourism experience event including venue, menu, staffing, costing, marketing, and selling. The event(s) will take place during the residency term in the Event Operations and Management course.

Tour Guiding and Managing the Guest Experience (300 hrs) Credit Units: 20

Students will learn all aspects of the tour guide industry, including pre-tour departure preparations, itinerary research and development, costing, guest and supplier relations, and tour monologue development and public speaking. Travel, food, accommodations, attractions and activities, as they pertain to independent and group touring will also be covered. External certifications may be available.

Work Experience I - Examining Hospitality and Tourism Industry Operations (Practicum 300 hrs) Credit Units: 20

In this course students have the opportunity to apply, enhance, and incorporate academic and/or technical knowledge and competencies acquired in the Hospitality and Tourism Management program at an industry-related business or organization. Two hundred and fifty (250) hours of work experience is required and students must complete a series of assignments relating to the marketing and operations of the organization.

**Work Experience II - Analysis of Hospitality and Tourism Practices
(Practicum 300 hrs) Credit Units: 20**

In this course, students are provided the opportunity to apply, enhance, and incorporate academic or technical knowledge and competencies acquired in the Hospitality and Tourism Management program at an industry-related business or organization. Two hundred and fifty (250) hours of work experience is required and students must complete a series of assignments relating to the analysis of management and operations of the organization.

Event Operations and Management (300 hrs) Credit Units: 20

The capstone course in the program enables students to utilize their competencies in an intense, demanding, and real-life project-based series of experiences as they execute the event(s) developed in the Entrepreneurship and Product Development course. As a team member, students will have the opportunity to gain valuable supervisory and management experience while providing customer service excellence to guests. This course takes place during a residency period following the work experience term.

Reporting to Funding Agent

Marks and information will be released to the student's funding agent only if the student signs a release of marks/information form. Funding agents have asked for marks to be sent to them at the end of every course. Some also ask for attendance reports to be sent on a weekly basis. Disclosure to I.R.C.C. (Immigration Refugee Citizen Canada) on a quarterly basis.

Winter & March Break

Winter & March Breaks for all students will coincide with the public school (Anglophone West); the Principal notifies students otherwise.

Storm Closures

Classes may be cancelled due to weather. School is closed if Anglophone West (Zone 6) is closed. Please check the website: www.nbed.nb.ca

Program Length/Day

The number of days in each program is determined by the curriculum. A calendar is designed and attached for the program you are registered in. The length of day for each program will be determined by the Principal. All full-time programs run Monday to Thursday from 9:30 AM to 3:30 PM. You are expected to arrive 15 minutes early prior to class starting so you are ready to start class when class begins.

Library Service

New Brunswick Indigenous Career College has a library that is accessible to all students in all programs. Students are also encouraged to make use of the UNB's Harriet Irving Library, as well as the York Public Library downtown. Extra-mural cards are available at UNB for a cost.

Environment Safety

There are students and staff at NBICC with a variety of allergies to food and scents. Please DO NOT use any scented products. Please ASK before bringing food into the building to ensure that no one has bad allergies to food. This is a good practice to get into regardless of where you are.

Lost & Stolen Items

New Brunswick Indigenous Career College is not responsible for lost or stolen items. Please keep any valuables on you or in your car.

Confidentiality

- Students are required to sign a confidentiality agreement.
- Students will not disclose information to any unauthorized person.
- Confidentiality is to be maintained at all times.
- Failure to keep information confidential will result in the student being placed on probation or will be asked to withdraw from the program.

Attendance

- All students are expected to show up for classes 15 minutes early.
- Attendance during guest speakers and field trips are required.
- Statistics have proven that those with higher percentage attendance tend to have higher course marks.
- It is extremely important to attend class as this is where discussion and clarification takes place. This will help you to understand the material of the course.
- All students must attend classes alcohol and drug-free.

Attendance Marks

Attendance/Percent earned for final mark

100% =	10%
97-99% =	9%
91-93% =	8%
88-90% =	7%
85-87% =	6%
82-84% =	5%
79-81% =	4%
76-78% =	3%
75% =	1%

Anything less than 75% will result in 0%

Please note passing grade for all courses is 60%.

Progressive Guidance Policy

A 4-step policy will be followed, with an exception of a situation which may require an entry into an advanced step. All discussions will be noted on the student's file or on audio file.

1. The student will be counseled by the Instructor that a behavior and/or action needs modification. Together with the Instructor, the student will be told what is acceptable and what is not.
2. The student will be counseled if the unacceptable behavior or action persists and then the student will be notified that it will be recorded. This intervention will be done with another NBICC staff person present.
3. The failure of the above two steps to bring about a change in the unacceptable behavior or action will result in the student being given a written warning that the student has been placed on probation. The student will be counseled and notified that this has been recorded and put on their file. This intervention will be done with another NBICC staff present.
4. The failure of the above steps bringing about change in behavior or actions will result in the student being asked to withdraw from their program. This will take place with another NBICC staff member present.

Use of Alcohol or Drugs

All students are required to attend class alcohol and drug-free. Students who arrive under the influence of either substance or smelling will be immediately asked to leave for the day and upon returning to class the next day, the student and their Instructors will have to meet with the Principal and it will be documented and put in the student's file.

Computer Usage & Guidelines

- Food or beverages are permitted on the large group tables where there are no computers. Students will be given one warning and then the computer privileges will be suspended. Repeating incidents will result in permanent loss of computer privileges.
- Please remember that this is not for your exclusive use. Other classes use the space too.
- The classroom has to be left at the end of the day in the shape that you found it or better. This means all garbage is to be put in the garbage and taken out at the end of the week, and all books and notes put away.
- No computer belongs to any particular student--you may be asked to change computers from time to time.

- Material may be stored on a USB stick with these computers. You may also send documents to your email and retrieve it from this computer.
- Please do not personalize the computer with pictures or screensavers.
- Students are not allowed to print offensive material, for example, jokes or pictures.
- The use of the Internet is closely monitored and if the privilege is being abused, the student will lose their college computer privileges.
- You are responsible for the computer you use. Bring any problem to your Instructor's or Principal's attention immediately.

Academic Standing

A student may fail up to four courses over the time they are enrolled in the program. Keep in mind that there are certain courses you cannot fail in order to obtain your diploma.

A student shall be notified by their instructor if they have failed a course. Should a student fail their third course, they shall be placed on academic probation and at this time the student's funding agent will also be notified. Any other subsequent failure and the student will be required to withdraw from the course.

Test

A test may be administered at the end of each course module.

Test Reviews

A rewrite may be permitted for a student that did a final test and did not receive a passing grade of 60%. Please note that the rewrites are scheduled by the Instructor. If the student does not attend when the rewrite is scheduled, no further opportunities will be given and the student will remain with the original mark.

Final Course Marks

A student's final mark will be based on the following mark system, otherwise determined by the Instructor:

Test	40%
Assignments	50%
<u>Attendance</u>	<u>10%</u>
Total	100%

Students will receive a breakdown of each course marks within five days of course completion.

Please note the passing grade for each course is 60%.

Practicum

Students in the beginning of their program will be advised on the importance of their practicum during their course. Practicums are required of all students enrolled in the program to graduate. Students must pass all practicums in order to be eligible to graduate. Any practicum that a student may have failed may be redone which may mean the student will not graduate with her classmates.

Practicum Placements

- Only facilities that have completed their orientation process may host a student for the practicum.
- All hours for any practicum need to be approved by instructors in conjunction with the principal before the beginning of the practicum.
- The instructors will provide any new facilities with an orientation.
- Each practicum must be completed before the next practicum can begin.
- All practicums for the first year must be completed before the next year begins.
- Practicum orientation for the students will be held four weeks before their first day of practicum and the hours will be counted towards a total of practicum hours.

- Practicum debriefing will be held on the first day back from the practicum and will also count toward the total of practicum hours.
- Once a practicum site is chosen and practicum has begun, the student will remain at the site until the practicum is completed, unless otherwise directed by the Instructor in consultation with the Principal.

Reporting Suspected Elder or Child Abuse

In keeping with elder abuse and child abuse protocols, any student doing a practicum placement and suspecting abuse will report it to the Department of Social Development Child/Adult Protection (1-866-444-8838 or 1-866-444-8868), as they are required by law to report any form of abuse and as well, to report it to any police agency that is located in the area (RCMP, City Police, or Band Police). Also, if any students have concerns about whether something is abuse, then they should contact the practicum supervisor and/or the Principal immediately.

Practicum Evaluation

Students must pass all practicums to be eligible to graduate. Students will be evaluated by the instructor and by the cooperating facility staff. There are separate evaluations for each practicum program.

Criteria for passing the Practicums:

1. Required hours are complete, documented, and signed by the facility staff.
2. Practicum assignments are successfully completed and passed in at the end of each practicum.
3. Students must complete orientation before end of debriefing session after each practicum is completed to meet all requirements.
4. The recommendation of the instructor for a pass or fail will be based on evaluations of the students.
5. Students must complete practicum within the determined dates and times set out by New Brunswick Indigenous Career College.
6. If these requirements are not met, then the student will be required to redo the practicum which may mean that they will graduate with the next graduating class.

Dress Code

All students are expected to dress in appropriate clothing. Students will not wear clothing during class hours that is not appropriate to wear in their field of work including the following:

- Clothing that is torn
- Clothing that is dirty
- Clothing that is advertising drugs or alcohol
- Clothing that has sayings which may be offensive to anyone
- Clothing that reveals body parts which normally cover body parts
- Clothing that is worn in leisure (cropped shorts/shirts)

The New Brunswick Indigenous Career College staff will ask any student who arrives wearing inappropriate clothing to go home and change and the time will be deducted for the time they are gone.

Language

We ask that you use appropriate language free of any swear words and vulgarities. Profanity and disrespect will not be tolerated.

Cheating

At the beginning of the year, the instructors will review the no cheating policy. Failure to comply with the requirements will result in the student being placed on probation. For any repeated offences, the student will be asked to withdraw from the program. See Steps 3 and 4 under the Progressive Guidance Policy.

Plagiarism

Plagiarism will be explained to the students at orientation. If the students are found to have plagiarized, Step 2 of the Progressive Guidance Policy will be applied. In the unlikely event that there be a second offence, then Step 3 of the Progressive Guidance Policy will be applied. If the student is being funded by an outside agency, they will be notified. Any subsequent offence will require that the student withdraw from New Brunswick Indigenous Career College.

Smoking

Students are to smoke only in designated areas determined by New Brunswick Indigenous Career College staff. If a student is a smoker, hands are to be washed and teeth are to be brushed before returning to the classroom after breaks—just as you were at your place of employment.

Personal Leave

Students may apply for personal leave by completing their request form. Personal leave may cover situations such as a death in the family, sickness, etc. Students may be required to take any modules they have missed or arrangements may be made for students to catch up on missed work.

Academic Term	One-half of the Academic Year
Personal Hours	Time allotted is 30 hours per year to a full-time student in the program they are enrolled in. This is to be used if the student has a doctor's appointment, etc.