



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"*

Indigenous Hospitality and Tourism Management Program

Course: 101 Relating to Self

Course Length: 30 Hours

Delivery Mode: blended

Prerequisites: None

Course Description:

The Exploring Self and Personal Growth course invites students on a transformative journey of self-discovery, self-awareness, and personal development. Through a combination of introspective exercises, interactive discussions, reflective practices, and experiential activities, students will gain a deeper understanding of themselves, their values, strengths, and areas for growth. This course empowers students to cultivate a positive self-image, enhance emotional well-being, and make meaningful life choices.

Course Overview:

Module 1: Introduction to Self-Exploration

- Overview of the course objectives, content, and learning outcomes
- Understanding the importance of self-awareness and personal growth
- Exploring the relationship between self-awareness and overall well-being

Module 2: Self-Identity and Self-Concept

- Exploring the components of self-identity and self-concept
- Reflecting on personal values, beliefs, and cultural influences
- Understanding the impact of self-identity on perceptions and interactions

Module 3: Emotional Intelligence and Self-Regulation

- Introduction to emotional intelligence and its role in personal growth
- Developing emotional self-awareness and regulation skills
- Exploring strategies for managing emotions and fostering emotional well-being

Module 4: Self-Esteem and Self-Confidence.

- Understanding the concepts of self-esteem and self-confidence
- Exploring factors that influence self-esteem and ways to enhance it.
- Developing strategies for building healthy self-confidence

Module 5: Strengths and Areas for Growth

- Identifying personal strengths, talents, and skills
- Recognizing areas for growth and opportunities for improvement
- Applying a growth mindset to navigate challenges and setbacks

Module 6: Values and Life Purpose

- Exploring personal values and their alignment with life choices
- Reflecting on the concept of life purpose and meaning
- Understanding the relationship between values and goal setting

Module 7: Self-Care and Well-being

- Introduction to self-care practices for physical, emotional, and mental well-being
- Exploring techniques for stress management and relaxation
- Developing a personalized self-care plan

Module 8: Communication and Interpersonal Skills

- Enhancing communication skills and active listening
- Building effective relationships and connections with others
- Applying empathetic communication in personal and professional contexts

Module 9: Setting Goals and Creating Action Plans

- Setting meaningful and achievable goals for personal growth
- Developing action plans and strategies for goal attainment
- Monitoring progress and making adjustments to stay on track

Module 10: Mindfulness and Self-Reflection

- Understanding the benefits of mindfulness and self-reflection
- Practicing mindfulness techniques to enhance present-moment awareness
- Cultivating a habit of regular self-reflection for personal insight

Module 11: Overcoming Self-Limiting Beliefs

- Identifying and challenging self-limiting beliefs and negative self-talk
- Applying cognitive restructuring techniques to promote self-empowerment
- Fostering a positive and resilient mindset

Module 12: Personal Transformation and Lifelong Learning

- Reflecting on the journey of self-exploration and personal growth
- Understanding the importance of continuous learning and self-improvement
- Developing a personal growth plan for ongoing development

Assessment Methods:

- Quizzes and assessments on self-awareness, emotional intelligence, and personal growth concepts
- Participation in group discussions, experiential activities, and reflective exercises
- Personal journals documenting self-reflection and progress throughout the course
- Completion of goal-setting projects and action plans for personal development
- Final reflective essay: Synthesizing course learning and outlining personal goals for continued self-growth

Note: This course overview provides a comprehensive framework and can be adapted to align with the specific needs and context of the educational institution and students. It is recommended to regularly update the content to reflect current trends and emerging practices in self-exploration and personal growth.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

Note: All course passing mark is 70%, otherwise, student will be marked as fail.

Academic Standing

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Practicum

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Plagiarism

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Indigenous Hospitality and Tourism Management Program

Course: 102 Relating to Others

Course Length: 30 Hours

Delivery Mode: blended

Prerequisites: None

Course Description:

The Relating to Others course offers a comprehensive exploration of interpersonal communication, relationship dynamics, and effective interaction strategies. Through a combination of theoretical understanding, practical skill development, experiential activities, and reflective practices, students will enhance their ability to establish and maintain healthy relationships, navigate conflicts, and communicate effectively with diverse individuals and groups. This course empowers students to foster positive connections and contribute to harmonious interactions in various personal and professional contexts.

Course Overview:

Module 1: Introduction to Relating to Others

- Overview of the course objectives, content, and learning outcomes
- Understanding the importance of interpersonal communication and relationship skills
- Exploring the impact of effective relating on personal well-being and social interactions

Module 2: Foundations of Interpersonal Communication

- Exploring the components and functions of interpersonal communication
- Understanding verbal and nonverbal communication cues and their impact
- Developing active listening skills and enhancing communication effectiveness

Module 3: Perception and Self-Awareness

- Understanding how perception influences communication and relationships
- Reflecting on self-awareness and its role in interpersonal interactions
- Exploring biases, assumptions, and cultural perspectives in perception

Module 4: Emotional Intelligence and Empathy

- Introduction to emotional intelligence and its significance in relating to others
- Developing empathy and understanding of others emotions and perspectives
- Applying emotional intelligence to enhance relationships and conflict resolution.

Module 5: Effective Feedback and Assertion

- Exploring assertive communication techniques for expressing thoughts and feelings
- Providing constructive feedback and receiving feedback from others
- Analyzing barriers to effective assertion and strategies for overcoming them

Module 6: Conflict Resolution and Problem-Solving

- Understanding the nature of conflicts and their impact on relationships
- Exploring strategies for effective conflict resolution and negotiation
- Developing problem-solving skills to address interpersonal challenges

Module 7: Nonverbal Communication and Body Language

- Analyzing the role of nonverbal cues and body language in communication
- Understanding cultural differences in nonverbal communication
- Enhancing awareness and interpretation of nonverbal signals

Module 8: Building Healthy Relationships

- Identifying characteristics of healthy relationships and relationship-building skills
- Understanding the stages of relationship development and maintenance
- Exploring the importance of trust, respect, and mutual support

Module 9: Cultural Competence and Diversity

- Incorporating cultural sensitivity and inclusivity in interpersonal interactions
- Understanding the impact of cultural differences on communication and relationships
- Developing cross-cultural communication skills and bridging cultural gaps

Module 10: Active Listening and Empathetic Communication

- Enhancing active listening skills and empathetic communication
- Reflecting on the role of listening in building connections and understanding
- Applying active listening techniques to promote meaningful interactions

Module 11: Digital Communication and Online Relationships

- Analyzing the challenges and opportunities of digital communication platforms
- Exploring effective communication strategies in online relationships
- Addressing digital etiquette, privacy, and boundaries

Module 12: Reflective Practice and Lifelong Learning

- Engaging in reflective practice to enhance self-awareness and communication skills
- Identifying opportunities for ongoing personal and professional development
- Applying lessons learned to improve future interactions and relationships

Assessment Methods:

- Quizzes and assessments on interpersonal communication and relationship-building concepts
- Participation in group discussions, role-playing, and experiential activities
- Analysis of case studies to apply communication strategies to real-life scenarios
- Reflective journals documenting personal growth and insights throughout the course
- Final project: Developing a comprehensive communication improvement plan for a specific

relationship context

Note: This course overview provides a comprehensive framework and can be adapted to align with the specific needs and context of the educational institution and students. It is recommended to regularly update the content to reflect current trends and emerging practices in interpersonal communication and relationship building.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Academic Standing

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Indigenous Hospitality and Tourism Management Program

Course: Mixology: International Spirits, Wine, and Beer

Length: 160 Hours

Delivery Mode: blended

Prerequisites: None

Course Description:

This comprehensive course is designed to introduce students to the world of international spirits, wine, and beer, with a focus on mixology. Students will explore the diverse range of alcoholic beverages from various regions, gain proficiency in inventory management, and complete the ProServ certification. Through hands-on lab experiences, practical skills development, and bartending duties, students will master the art of mixology.

Course Objectives:

Upon completion of this course, students will:

1. Understand Global Alcoholic Beverages: Gain knowledge of spirits, wine, and beer from around the world, including their production methods, regional variations, and cultural significance.
2. Master Mixology Techniques: Develop the skills required for crafting a wide range of cocktails, from classic to contemporary, with an emphasis on creativity and precision.
3. ProServ Certification: Successfully complete the ProServ certification, demonstrating responsible alcohol service practices.
4. Inventory Management: Learn effective inventory management techniques for alcoholic beverages, including ordering, storage, and tracking.
5. Bartending Skills: Acquire practical bartending skills, including drink preparation, customer service, and efficient bar operation.
6. Lab Experience: Engage in hands-on lab experiences that simulate real-world bartending scenarios, allowing students to apply their knowledge and skills.

Course Outline:

Introduction to Mixology

- Course overview
- History of mixology
- Responsible alcohol service
- Basic bar tools and equipment

Spirits of the World

- Introduction to spirits (vodka, rum, gin, tequila, whiskey, etc.)
- Origin and production methods
- Tasting and sensory evaluation

Wine Appreciation

- Types of wine (red, white, sparkling)
- Wine regions and grape varieties
- Wine tasting techniques

Beer Fundamentals**

- Varieties of beer (ale, lager, stout, etc.)
- Brewing processes
- Beer tasting and pairings

Mixology Techniques

- Cocktail categories (sours, fizzes, martinis, etc.)
- Mixing methods and presentation
- Garnishes and glassware

Inventory Management

- Ordering and purchasing
- Storage and rotation
- Cost control and pricing

Note: Students must be of legal drinking age to participate in tastings and lab experiences involving alcoholic beverages. Responsible alcohol consumption and service are emphasized throughout the course

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Workplace Communication: Writing and Presentation Skills

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course is designed to enhance students' workplace communication skills by focusing on the development of effective writing and presentation abilities. Students will apply the rules of grammar, spelling, punctuation, and mechanics in the creation of various workplace documents, including letters, emails, and short reports, all tailored to their specific industry. Additionally, students will learn and demonstrate strategies and techniques for crafting informative and persuasive presentations.

Course Objectives:

Upon completion of this course, students will:

1. Master Written Communication:
 - Apply rules of grammar, spelling, punctuation, and mechanics in written documents.
 - Create professional letters, emails, memos, and short reports relevant to their industry.
 - Adapt writing style to suit various workplace contexts and audiences.
2. Develop Effective Presentation Skills:
 - Craft well-structured and engaging presentations.
 - Utilize visual aids and technology effectively.
 - Deliver presentations confidently and persuasively.
3. Enhance Information Gathering and Analysis:
 - Conduct research and collect relevant data for reports and presentations.
 - Analyze information to support arguments and recommendations.
4. Improve Interpersonal Communication:
 - Understand the role of active listening in effective communication.
 - Foster effective workplace communication and collaboration.

Course Outline:

Foundations of Workplace Communication

- Importance of effective workplace communication
- Understanding different communication styles
- Building rapport and trust in the workplace

Writing Essentials

- Grammar, spelling, punctuation, and mechanics
- Tone and style in business writing
- Crafting clear and concise messages

Writing Workplace Documents

- Professional emails and memos
- Business letters and correspondence
- Formatting and layout guidelines

Report Writing

- Structure and components of short reports
- Gathering and analyzing data
- Writing and presenting findings

Presentation Development

- Planning and organizing presentations
- Effective use of visual aids (slides, charts, graphs)
- Engaging the audience and managing questions

Presentation Delivery and Practice

- Overcoming presentation anxiety
- Practicing persuasive communication
- Peer and self-evaluation of presentations

Assessment Methods:

- Written assignments (letters, emails, reports)
- Presentation assignments
- Quizzes and examinations
- Participation in class discussions and activities

Course Materials:

- Textbook: "Effective Business Communication"
- Writing and presentation tools (word processing software, presentation software)
- Relevant industry-specific materials and case studies

Note: This course focuses on developing practical communication skills applicable to various industries. Students are encouraged to bring real workplace communication challenges to class for discussion and analysis.

Activity/Assessments

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Assignment:	40%
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Indigenous Hospitality and Tourism Management Program

Course: Culinary Theory and Production

Course Length: 120 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive foundation in culinary theory and production. Students will explore the theory of menu planning, evaluation, and design, as well as acquire practical skills in basic and advanced food preparation techniques. Emphasis is placed on food safety, standard first aid, and WHMIS I training to ensure a safe and informed kitchen environment. The course also covers detailed plate presentation and the art of creating intricate food combinations.

Course Objectives:

Upon completion of this course, students will:

1. Understand Menu Theory and Design:
 - Explore the principles of menu planning, including cost control, nutrition, and seasonality.
 - Evaluate menus for variety, balance, and customer appeal.
 - Design menus that cater to different dietary preferences and restrictions.
2. Master Food Preparation Techniques:
 - Develop proficiency in basic culinary skills such as knife handling, mise en place, and cooking methods.
 - Acquire advanced techniques in culinary artistry, including molecular gastronomy and creative plating.
3. Prioritize Food Safety:
 - Demonstrate a strong understanding of food safety practices, including HACCP principles.
 - Obtain Food Safe certification.
4. Standard First Aid and WHMIS I Training:
 - Complete standard first aid training, including CPR and AED certification.
 - Acquire WHMIS I certification for safe handling of hazardous materials in the kitchen.
5. Plate Presentation and Culinary Creativity:
 - Create visually stunning and appetizing plates through meticulous presentation techniques.
 - Experiment with intricate food combinations to enhance flavor profiles and aesthetics.

Course Outline:

Introduction to Culinary Arts

- Course overview and expectations
- History of culinary arts
- Kitchen safety and etiquette

Menu Planning and Design

- Principles of menu planning
- Menu evaluation and customer preferences
- Cost control and pricing

Basic Culinary Skills

- Knife skills and mise en place
- Cooking methods (sauteing, roasting, braising, etc.)
- Food presentation basics

Advanced Culinary Techniques

- Molecular gastronomy and modern culinary trends
- Creative plating and presentation
- Flavor pairing and experimentation

Food Safety and Certification

- HACCP principles and food safety regulations
- Food Safe certification
- Standard first aid, CPR, and AED training

WHMIS I and Hazardous Materials

- Understanding WHMIS and safe chemical handling
- WHMIS I certification

Special Diets and Allergen Management

- Catering to dietary restrictions (vegetarian, vegan, gluten-free, etc.)
- Allergen identification and management

Final Projects and Culinary Showcase

- Culinary project presentations
- Culinary showcase and tasting event

Assessment Methods:

- Written assignments (menu design, food safety reports)
- Practical cooking assessments
- Menu evaluation and critique
- Final culinary project and presentation

Course Materials:

- Textbook: "Culinary Fundamentals"
- Culinary equipment and utensils
- Food safety materials and resources

Note: This course emphasizes both theoretical knowledge and hands-on culinary

Activity/Assessments

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Indigenous Hospitality and Tourism Management Program

Course: Dining Experience and Service in Hospitality and Tourism

Course Length: 120 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive understanding of the dining experience within the context of the hospitality and tourism industry. Students will have the opportunity to experience and evaluate various dining facilities, focusing on analyzing service and operations from a guest's perspective. They will also learn and demonstrate professional service skills in an actual food service setting, including personal sales techniques.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Dining Experience:
 - Analyze the elements that contribute to an exceptional dining experience.
 - Evaluate the role of ambiance, menu, service, and customer expectations in creating memorable dining moments.
2. Examine Various Dining Establishments:
 - Explore a variety of dining facilities, including fine dining restaurants, casual eateries, and specialty cuisine venues.
 - Assess the unique features and operational aspects of each establishment.
3. Analyze Service Operations:
 - Study the operations of front-of-house and back-of-house staff in delivering seamless service.
 - Identify factors that influence service efficiency and guest satisfaction.
4. Develop Professional Service Skills:
 - Learn and practice professional service techniques, including greeting guests, taking orders, serving food and beverages, and handling guest inquiries and complaints.
 - Develop personal sales skills to enhance the dining experience and increase revenue.

Course Outline:

Introduction to Dining Experience

- Course overview and expectations
- The importance of hospitality and service in dining

- Understanding guest expectations

Elements of an Exceptional Dining Experience

- Analyzing the role of ambiance and atmosphere
- Menu design and its impact on guest choices
- The significance of service excellence

Types of Dining Establishments

- Fine dining restaurants
- Casual dining venues
- Specialty cuisine and themed restaurants
- Pop-up and food truck concepts

Operational Aspects of Dining Facilities

- Front-of-house operations (hosting, reservations, seating)
- Back-of-house operations (kitchen workflow, food preparation)
- Efficient supply chain and inventory management

Service from a Guest Perspective

- Role-play scenarios for guest interactions
- Handling guest inquiries and complaints professionally
- Creating a welcoming and attentive service atmosphere

Personal Sales Techniques

- Upselling and suggestive selling strategies
- Promoting specials and add-ons
- Enhancing guest experience through personalized recommendations

Practical Service Skills

- Hands-on experience in an actual food service setting (restaurant, cafe, etc.)
- Guest service demonstrations and role rotations
- Supervised service evaluations

Guest Experience Analysis and Feedback

- Analyzing guest feedback and reviews
- Continuous improvement strategies for service operations
- Course reflections and final projects

Assessment Methods:

- Guest experience analysis reports
- Service evaluations and role-play assessments
- Quizzes and examinations
- Final project on improving dining experiences

Course Materials:

- Textbook: "Hospitality and Service Excellence"

Note: This course emphasizes experiential learning and practical application of service skills in real-world

dining settings. Students will be required to adhere to dress code and professional etiquette standards during practical sessions.

Activity/Assessments

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Indigenous Hospitality and Tourism Management Program

Course: Marketing for Hospitality and Tourism

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive understanding of marketing within the context of the hospitality and tourism industry. Students will experience and evaluate a variety of hospitality and tourism facilities, focusing on the marketing mix, including product, price, place, promotion, people, physical evidence, process, and the integration of social media and mobile applications for effective marketing strategies.

Course Objectives:

Upon completion of this course, students will:

1. Understand Marketing Fundamentals:
 - Define the core concepts of marketing, including the marketing mix and its relevance in the hospitality and tourism industry.
 - Explore market segmentation, targeting, and positioning strategies.
2. Analyze the Marketing Mix in Hospitality and Tourism:
 - Examine product development and differentiation in the industry.
 - Evaluate pricing strategies and their impact on consumer behavior.
 - Study distribution channels and the role of place in marketing.
3. Implement Effective Promotion Strategies:
 - Explore various promotional tactics used in hospitality and tourism.
 - Understand the importance of branding and its influence on customer loyalty.
 - Analyze the integration of social media and mobile applications in marketing campaigns.
4. Emphasize the Role of People and Service Quality:
 - Recognize the significance of employees (frontline and back-office staff) in delivering exceptional service.
 - Study the concept of physical evidence and its impact on customer perception.
5. Understand Marketing Process and Strategy:
 - Develop marketing plans and strategies tailored to the hospitality and tourism sector.
 - Apply analytical tools and techniques for market research and competitive analysis.

Course Outline:

Introduction to Marketing in Hospitality and Tourism

- Course overview and expectations
- Marketing's role in the hospitality and tourism industry

- Key marketing concepts and terminology

The Marketing Mix in Hospitality and Tourism

- Product development and differentiation
- Pricing strategies and consumer behavior
- Place (distribution channels) in hospitality and tourism

Promotion Strategies and Branding

- Marketing communication tools (advertising, PR, sales promotions)
- Creating and maintaining a strong brand identity
- The role of storytelling in hospitality and tourism marketing

Social Media and Mobile Marketing

- Utilizing social media platforms for marketing campaigns
- Mobile applications and their impact on the guest experience
- Case studies on successful social media and mobile marketing in the industry

People and Service Quality

- The importance of employees in service delivery
- Training and empowerment of frontline staff
- Physical evidence and its role in shaping customer perception

Marketing Process and Strategy

- Developing marketing plans for hospitality and tourism businesses
- Market research techniques and analysis
- Competitive analysis and differentiation

Marketing Campaigns and Case Studies

- Analyzing successful marketing campaigns in hospitality and tourism
- Guest speakers from the industry sharing insights
- Group projects on creating marketing strategies

Final Projects and Presentations

- Individual or group marketing projects
- Presentation of marketing plans and strategies
- Course reflections and future trends in hospitality and tourism marketing

Assessment Methods:

- Marketing plans and strategies
- Case study analyses
- Quizzes and examinations
- Group and individual presentations

Course Materials:

- Textbook: "Marketing for Hospitality and Tourism"

Note: This course emphasizes the practical application of marketing principles in the hospitality and tourism

industry. Students will have the opportunity to work on real-world marketing projects and interact with professionals from the field.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Academic Standing

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*"Your Training – Your Future,
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Indigenous Hospitality and Tourism Management Program

Course: Global and Sustainable Tourism

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive understanding of global and sustainable tourism, including the psychology of travel, various tourism sectors, the roles of key industry players, and contemporary issues in ecotourism sustainability. Students will also analyze the business operations of various tourism organizations and gain firsthand experience by evaluating various tours and facilities from a guest perspective.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Psychology of Travel:
 - Explore the motivations and behaviors of travelers.
 - Analyze the psychological factors that influence travel decisions and experiences.
2. Examine the Tourism Sectors:
 - Study various sectors within the tourism industry, including hospitality, adventure tourism, cultural tourism, and more.
 - Understand the unique characteristics and challenges of each sector.
3. Analyze Key Industry Players:
 - Identify and assess the roles of key players in the global tourism industry, such as governments, tour operators, and destination management organizations.
 - Evaluate the impact of their decisions on sustainable tourism practices.
4. Explore Contemporary Issues in Ecotourism Sustainability:
 - Investigate current sustainability trends and challenges in ecotourism.
 - Examine strategies for minimizing the environmental impact of tourism activities.
5. Evaluate Tourism Business Operations:
 - Analyze the operations of tourism organizations, including marketing, customer service, and financial management.
 - Apply a guest's perspective to assess the quality of services and operations.

Course Outline:

Introduction to Global and Sustainable Tourism

- Course overview and expectations
- The importance of sustainable tourism

- Key concepts and terminology

The Psychology of Travel

- Understanding travel motivations and decision-making
- Analyzing traveler behavior and preferences
- The impact of psychology on destination choice

Tourism Sectors

- Overview of various tourism sectors (e.g., hospitality, adventure tourism, cultural tourism)
- Unique characteristics and challenges of each sector
- Case studies and guest speakers from different sectors

Key Industry Players

- The roles of governments, tour operators, and destination management organizations
- Stakeholders' influence on sustainable tourism practices
- Industry partnerships and collaboration

Contemporary Issues in Ecotourism Sustainability

- Sustainable tourism trends and innovations
- Challenges in preserving natural and cultural resources
- Case studies on successful sustainable tourism initiatives

Tourism Business Operations

- Marketing strategies in the tourism industry
- Customer service excellence and guest satisfaction
- Financial management and profitability in tourism organizations

Tours and Facility Evaluations

- Hands-on experience through various tours and facility visits
- Guest perspective evaluations of services and operations
- Analysis and feedback on guest experiences

Final Projects and Presentations

- Individual or group projects on sustainable tourism initiatives
- Presentation of findings and recommendations
- Course reflections and future trends in global and sustainable tourism

Assessment Methods:

- Research papers on sustainable tourism topics
- Group and individual presentations
- Guest perspective evaluations

Course Materials:

- Textbook: "Sustainable Tourism: Principles, Practices, and Policies"

Note: This course emphasizes the practical application of sustainable tourism principles and provides students with hands-on experience to assess the industry from a guest's perspective. Students will have the

opportunity to explore contemporary sustainability issues and propose solutions for the future of global tourism.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Accommodation Management

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course equips students with the knowledge and skills required to excel in the field of accommodation management. Students will learn to assess customer needs, develop procedures, and implement management strategies that result in accommodation service excellence. The course covers all aspects of room division management, emphasizing the importance of guest perspective in analyzing services and operations.

Course Objectives:

Upon completion of this course, students will:

1. Understand Customer Needs:
 - Analyze the diverse needs and preferences of accommodation guests.
 - Develop strategies to provide personalized and exceptional guest experiences.
2. Master Room Division Management:
 - Explore room allocation, reservations, and occupancy management.
 - Study housekeeping operations, maintenance, and quality control.
3. Enhance Value in Accommodation Facilities:
 - Evaluate the value proposition of accommodation facilities.
 - Identify opportunities for improvement in facilities and services.
4. Analyze Services and Operations from a Guest Perspective:
 - Develop empathy for guest experiences and expectations.
 - Utilize guest feedback to improve service quality and operational efficiency.

Course Outline:

Introduction to Accommodation Management

- Course overview and expectations
- The role of accommodation in the hospitality industry
- Key concepts and terminology

Assessing Customer Needs

- Understanding guest demographics and preferences
- Creating guest profiles and personas
- Developing personalized service strategies

Room Allocation and Reservations

- Room allocation procedures and software systems
- Reservation management and techniques
- Maximizing occupancy and revenue

Housekeeping Operations and Quality Control

- Housekeeping department functions and responsibilities
- Maintenance and upkeep of guest rooms
- Quality control and inspections

Guest Experience and Expectations

- Guest expectations of accommodation facilities
- The psychology of guest satisfaction
- Handling guest complaints and feedback

Sustainability in Accommodation Management

- Sustainable practices in housekeeping and maintenance
- Eco-friendly amenities and energy-saving initiatives
- Incorporating sustainability into guest experiences

Value Enhancement in Accommodation Facilities

- Evaluating the value proposition of accommodations
- Guest amenities and services that add value
- Design and renovation for improved guest experiences

Services and Operations Analysis

- Guest perspective evaluations of services and operations
- Implementing guest feedback for continuous improvement
- Course reflections and future trends in accommodation management

Assessment Methods:

- Customer needs assessment project
- Quality control and housekeeping inspection reports
- Guest perspective evaluations and feedback analysis
- Final project on enhancing accommodation value

Course Materials:

- Textbook: "Accommodation Management: Principles and Practice" by [Author]
- Access to accommodation facilities for inspections and practical sessions
- Management tools and resources (reservation software, quality control checklists)

Note: This course combines theoretical knowledge with practical applications in the field of accommodation management. Students will have opportunities to interact with industry professionals and experience the role of a guest to improve their management skills and empathy for customer needs.

Activity/Assessments

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Participation Mark:	20%
Assignment:	40%
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Indigenous Hospitality and Tourism Management Program

Course: Hospitality Cost Management

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive understanding and practical application of effective cost control and management strategies in the hospitality industry. Students will learn to manage costs in food and beverage operations, labor, and other areas of hospitality management. The course covers budgeting, setting operational standards, the purchasing cycle, production controls, ratio analysis, variance analysis, cash flow management, and cost-volume-profit relationships. Evaluation will be done from a managerial perspective, preparing students for real-world challenges.

Course Objectives:

Upon completion of this course, students will:

1. Understand Cost Control Fundamentals:
 - Define key cost control concepts and terminology.
 - Identify the importance of cost control in the hospitality industry.
2. Master Food and Beverage Cost Controls:
 - Implement strategies to control food and beverage costs.
 - Analyze menu engineering and pricing strategies.
 - Evaluate portion control and waste reduction techniques.
3. Excel in Labor Cost Management:
 - Explore labor cost control methods, including staff scheduling and productivity monitoring.
 - Study labor laws and regulations impacting the hospitality industry.
4. Develop Effective Budgeting Skills:
 - Create and manage budgets for hospitality operations.
 - Monitor budget variances and implement corrective actions.
5. Set Operational Standards:
 - Establish operational standards for quality and cost efficiency.
 - Monitor and enforce compliance with standards.
6. Optimize Purchasing and Production Controls:
 - Analyze the purchasing cycle and vendor management.
 - Implement production control methods to reduce waste and improve efficiency.
7. Perform Ratio Analysis and Variance Analysis:
 - Conduct ratio analysis to assess financial performance.
 - Analyze variances in costs and revenues to identify areas for improvement.
8. Manage Cash Flow Effectively:
 - Understand cash flow management in hospitality businesses.

- Develop strategies to maintain healthy cash flow.
9. Explore Cost-Volume-Profit Relationships:
- Understand the relationship between costs, volume, and profitability.
 - Apply cost-volume-profit analysis to make informed decisions.

Course Outline:

Introduction to Hospitality Cost Management

- Course overview and expectations
- The importance of cost control in hospitality
- Key cost control concepts and terminology

Food and Beverage Cost Controls

- Strategies to control food costs
- Menu engineering and pricing strategies
- Portion control and waste reduction techniques

Labor Cost Management

- Staff scheduling and productivity monitoring
- Labor laws and regulations in the hospitality industry
- Strategies for reducing labor costs

Budgeting in Hospitality

- Creating and managing budgets for hospitality operations
- Monitoring budget variances
- Corrective actions and budget adjustments

Setting Operational Standards

- Establishing quality and cost efficiency standards
- Monitoring and enforcing operational standards
- Quality control in hospitality

Purchasing and Production Controls

- Analyzing the purchasing cycle
- Vendor management and negotiation
- Production control methods and waste reduction

Ratio Analysis and Variance Analysis

- Conducting financial ratio analysis
- Analyzing cost and revenue variances
- Identifying areas for improvement

Cash Flow Management and Cost-Volume-Profit Analysis

- Cash flow management in hospitality businesses
- Cost-volume-profit analysis and decision making
- Course reflections and real-world applications

Assessment Methods:

- Budget creation and management project
- Menu engineering and pricing analysis
- Labor cost control strategies project
- Ratio analysis and variance analysis reports
- Final cost-volume-profit analysis project

Course Materials: - Textbook: "Hospitality Cost Control: A Practical Approach"

Note: This course combines theoretical knowledge with practical applications in cost control and

management in the hospitality industry. Students will work on real-world projects and analyze financial data to prepare them for managerial roles in hospitality organizations.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Security Law and Risk Management in Hospitality and Tourism

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course provides students with a comprehensive understanding of security law and risk management as they relate to the hospitality and tourism industry. Students will explore contract law, insurance, licensing, and the Public Health Act as they pertain to hospitality and tourism businesses. The course also covers current security issues and procedures for the protection of guests and assets. Students will examine key concepts in risk management to ensure safe and secure operations.

Course Objectives:

Upon completion of this course, students will:

1. Understand Contract Law in Hospitality and Tourism:
 - Analyze contract law principles and their application in the industry.
 - Examine the legal aspects of guest agreements, vendor contracts, and liability.
2. Master Insurance and Licensing Requirements:
 - Explore insurance options and policies relevant to the hospitality sector.
 - Understand licensing regulations and compliance for hospitality and tourism businesses.
3. Comprehend the Public Health Act:
 - Study the Public Health Act and its implications for food safety and hygiene.
 - Learn about health and safety inspections and compliance.
4. Analyze Current Security Issues:
 - Identify contemporary security challenges faced by the industry.
 - Evaluate strategies for addressing emerging security threats.
5. Implement Security Procedures:
 - Develop and implement security procedures to protect guests, staff, and assets.
 - Understand emergency response and crisis management protocols.
6. Examine Risk Management Concepts:
 - Explore risk assessment and mitigation strategies.
 - Develop risk management plans for hospitality and tourism operations.

Course Outline:

Introduction to Security Law and Risk Management

- Course overview and expectations
- The significance of security in hospitality and tourism
- Key legal concepts and terminology

Contract Law in Hospitality and Tourism

- Principles of contract law
- Guest agreements and vendor contracts
- Liability issues and risk mitigation

Insurance and Licensing Requirements

- Types of insurance policies for hospitality businesses
- Licensing regulations and compliance
- Case studies on insurance claims and licensing challenges

Public Health Act and Food Safety

- Understanding the Public Health Act
- Food safety and hygiene regulations
- Health and safety inspections and compliance

Current Security Issues in the Industry

- Emerging security threats in hospitality and tourism
- Case studies on security breaches and incidents
- Guest speaker sessions on industry security trends

Security Procedures and Crisis Management

- Developing and implementing security procedures
- Emergency response and crisis management protocols
- Guest safety and asset protection strategies

Risk Management Concepts

- Principles of risk assessment
- Mitigation strategies and risk management plans
- Real-world risk management scenarios and solutions

Final Projects and Case Studies

- Individual or group projects on risk management and security plans
- Presentation of findings and recommendations
- Course reflections and future trends in security and risk management

Assessment Methods:

- Contract analysis and negotiation exercises
- Insurance policy evaluation and recommendations
- Public Health Act compliance project
- Security procedures development and presentation
- Risk management plan project

Course Materials:

- Textbook: "Security Law and Risk Management in Hospitality and Tourism"
- Access to industry-specific legal documents and regulations
- Case studies and real-world security incident reports

This course combines theoretical knowledge with practical applications in security law and risk management specific to the hospitality and tourism industry. Students will develop skills to address legal and security challenges and ensure the safety and well-being of guests and assets.

Activity/Assessments

Attendance: 20%

Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Career Development and International Business Etiquette

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course is designed to empower students to advance their careers by mastering essential professional skills and international business etiquette. Students will develop action plans for professional success, practice interview techniques, and create career documents such as cover letters and résumés. Additionally, students will gain a basic understanding of relationship management, with a focus on cross-cultural variance, to enhance interactions with international clientele and colleagues. A personality and preference assessment will also be conducted to improve work productivity, teamwork, and communication in both personal and professional contexts.

Course Objectives:

Upon completion of this course, students will:

1. Develop Action Plans for Professional Success:
 - Set clear career goals and objectives.
 - Create actionable plans to achieve professional milestones.
2. Master Interview Techniques:
 - Practice effective interviewing skills.
 - Build confidence in interview settings.
3. Create Career Documents:
 - Craft a compelling résumé highlighting strengths and skills.
 - Write persuasive cover letters tailored to specific job applications.
4. Understand International Business Etiquette:
 - Gain insight into cross-cultural variations in business etiquette.
 - Adapt communication and behavior for international clientele and colleagues.
5. Enhance Relationship Management Skills:
 - Develop strategies for effective relationship building.
 - Improve teamwork and communication in both personal and professional contexts.
6. Conduct Personality and Preference Assessment:
 - Identify personal strengths and preferences.
 - Apply assessment insights to enhance work productivity and teamwork.

Course Outline:

Introduction to Career Development

- Course overview and expectations
- Setting career goals and objectives

- Action planning for professional success

Mastering Interview Techniques

- Preparing for interviews
- Mock interviews and feedback
- Building confidence in interview settings

Crafting Résumés and Cover Letters

- Résumé writing tips and best practices
- Creating persuasive cover letters
- Tailoring documents for specific job applications

International Business Etiquette

- Understanding cross-cultural business variations
- Adapting behavior and communication for international settings
- Case studies on effective international business interactions

Relationship Management Skills

- Effective relationship building strategies
- Improving teamwork and communication
- Conflict resolution and collaboration techniques

Personality and Preference Assessment

- Conducting personality and preference assessments
- Identifying personal strengths and preferences
- Applying assessment insights to work and teamwork

Professional Document Creation

- Creating a professional portfolio
- Designing and polishing personal branding materials
- Peer reviews and document refinement

Final Projects and Presentations

- Individual or group projects on career development action plans
- Presentation of career documents and assessment insights
- Course reflections and future career planning

Assessment Methods:

- Career development action plan project
- Résumé and cover letter creation
- Cross-cultural business etiquette assessment
- Relationship management case studies
- Personality and preference assessment report

Course Materials:

- Textbook: "Career Development and Business Etiquette for Professionals"
- Access to personality and preference assessment tools
- Résumé and cover letter templates and guides

This course equips students with practical skills and knowledge to advance their careers, build effective relationships, and excel in international business settings. Students will leave with the tools to navigate the professional world successfully while respecting cross-cultural differences.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Human Resources in Hospitality and Tourism

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course offers a comprehensive overview of human resource management with a focus on its application in the dynamic hospitality and tourism industry. Students will explore fundamental HR principles and delve into contemporary issues specific to this sector. Topics include human resource planning, staff recruitment, selection, retention, and compliance with human rights and employment standards legislation for the province of New Brunswick.

Course Objectives:

Upon completion of this course, students will:

1. Understand Human Resource Management Fundamentals:
 - Grasp the core principles of human resource management.
 - Appreciate the unique challenges and opportunities within the hospitality and tourism industry.
2. Master Human Resource Planning:
 - Develop skills in workforce planning and forecasting.
 - Align HR strategies with business goals and industry trends.
3. Excel in Staff Recruitment and Selection:
 - Learn effective recruitment techniques for hospitality and tourism roles.
 - Implement selection processes that ensure a qualified and diverse workforce.
4. Enhance Employee Retention Strategies:
 - Explore strategies to engage and retain employees in the sector.
 - Understand the role of organizational culture in retention.
5. Comprehend Human Rights and Employment Standards Legislation:
 - Familiarize themselves with employment laws specific to New Brunswick.
 - Ensure compliance with human rights and employment standards in HR practices.

Course Outline:

Introduction to Human Resource Management

- Course overview and expectations
- The role of HR in hospitality and tourism
- Key HR concepts and terminology

Human Resource Planning in Hospitality

- Workforce planning and forecasting
- Aligning HR strategies with industry trends

- Case studies on successful HR planning in the sector

Staff Recruitment Techniques

- Effective recruitment strategies for hospitality and tourism roles
- Leveraging technology and social media for recruitment
- Mock job postings and candidate selection exercises

Employee Selection Processes

- Developing selection criteria
- Conducting interviews and assessments
- Ensuring diversity and inclusion in selection

Employee Retention Strategies

- Strategies to engage and retain hospitality and tourism employees
- Building a positive organizational culture
- Employee development and career progression

Human Rights and Employment Standards in New Brunswick

- Understanding employment laws specific to New Brunswick
- Compliance with human rights legislation
- Navigating employment standards in HR practices

Contemporary HR Issues in Hospitality and Tourism

- Emerging HR trends and challenges in the industry
- Case studies on addressing HR issues in real-world scenarios
- Guest speaker sessions with HR professionals in the sector

Final Projects and Presentations

- Individual or group projects on HR planning or compliance
- Presentation of HR strategies or compliance plans
- Course reflections and future HR considerations in hospitality and tourism

Assessment Methods:

- HR planning project or case study
- Recruitment and selection simulation exercises
- Employee retention strategy analysis
- Compliance assessment and action plan
- Final presentation on HR trends and challenges

Course Materials:

- Textbook: "Human Resource Management in Hospitality and Tourism"
- Access to New Brunswick employment laws and human rights resources
- Case studies and real-world HR scenarios in the sector

This course equips students with the knowledge and skills to navigate HR challenges in the hospitality and tourism industry. Students will be prepared to engage in effective HR planning, recruitment, selection, and compliance, ensuring the success of businesses in this dynamic sector.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Introduction to Accounting

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This introductory accounting course provides students with a foundational understanding of financial accounting, focusing on the basic structure of accounting, the accounting information system, and the preparation of financial statements. Students will also gain knowledge of Generally Accepted Accounting Principles (GAAP) specific to the province of New Brunswick. This course serves as a fundamental building block for further studies in accounting and finance.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Basics of Accounting:
 - Grasp fundamental accounting concepts and terminology.
 - Differentiate between financial and managerial accounting.
2. Master the Accounting Information System:
 - Learn the components and processes of the accounting information system.
 - Understand the double-entry accounting system.
3. Prepare Financial Statements:
 - Create financial statements, including the balance sheet, income statement, and cash flow statement.
 - Interpret and analyze financial statements for decision-making.
4. Comprehend Generally Accepted Accounting Principles (GAAP):
 - Explore GAAP specific to the province of New Brunswick.
 - Ensure compliance with provincial accounting standards.

Course Outline:

Introduction to Accounting

- Course overview and expectations
- Accounting as a language of business
- Key accounting concepts and terminology

The Accounting Information System

- Components of the accounting information system
- The double-entry accounting system
- Journal entries and ledger accounts

Recording Financial Transactions

- Recording transactions in journals
- Posting to ledger accounts
- Trial balances and the accounting cycle

Preparation of Financial Statements

- The balance sheet (statement of financial position)
- The income statement (statement of comprehensive income)
- The cash flow statement
- Interpreting financial statements

Generally Accepted Accounting Principles (GAAP)

- Understanding GAAP and its importance
- GAAP specific to the province of New Brunswick
- Compliance with provincial accounting standards

Analysis of Financial Statements

- Financial statement analysis techniques
- Ratio analysis and interpretation
- Using financial statements for decision-making

Accounting Ethics and Professionalism

- Ethics in accounting practices
- The role of professional accountants
- Case studies on ethical dilemmas in accounting

Final Projects and Presentations

- Individual or group projects on financial statement analysis
- Presentation of financial statements and analysis
- Course reflections and the role of accounting in business

Assessment Methods:

- Accounting journal entries and ledger exercises
- Financial statement preparation and analysis projects
- Compliance with GAAP assessment
- Ethical dilemmas in accounting case study analysis
- Final presentation on financial statement analysis

Course Materials:

- Textbook: "Introduction to Financial Accounting"
- Access to provincial accounting standards (GAAP in New Brunswick)
- Accounting software for practice exercises

This course provides students with a strong foundation in financial accounting principles, preparing them for further studies in accounting and finance or providing them with essential financial literacy for various career paths. Students will learn to apply accounting principles in real-world scenarios and interpret financial data effectively.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

Note: All course passing mark is 70%, otherwise, student will be marked as fail.

Academic Standing

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*"Your Training – Your Future,
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Indigenous Hospitality and Tourism Management Program

Course: Selling and Convention Management

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course focuses on the principles of selling and convention management, emphasizing the scope and segmentation of the convention event market. Students will explore effective sales techniques and strategies tailored to meet market needs. This course provides essential knowledge and skills for professionals in the event planning and hospitality industries.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Convention Event Market:
 - Define the scope and segmentation of the convention event market.
 - Identify key players and stakeholders in the industry.
2. Master Sales Techniques and Strategies:
 - Study effective sales techniques for convention event services.
 - Develop sales strategies to meet market needs and objectives.
3. Market Research and Analysis:
 - Conduct market research to identify trends and opportunities.
 - Analyze market data to make informed sales and marketing decisions.
4. Client Relationship Management:
 - Build and maintain strong client relationships.
 - Provide exceptional customer service in the convention management context.

Course Outline:

Introduction to Selling and Convention Management

- Course overview and expectations
- The role of convention management in the event industry
- Key concepts in sales and marketing

Scope and Segmentation of the Convention Event Market

- Defining the convention event market
- Segmenting the market by size, type, and industry
- Identifying market trends and opportunities

Sales Techniques for Convention Event Services

- Sales fundamentals and strategies
- Developing effective sales pitches and presentations
- Handling objections and closing deals

Sales Strategies to Meet Market Needs

- Tailoring sales strategies to specific market segments
- Pricing and packaging convention event services
- Case studies on successful sales strategies

Market Research and Analysis

- Conducting market research for convention events
- Analyzing market data and trends
- Using market insights for strategic decision-making

Client Relationship Management

- Building and maintaining client relationships
- Providing exceptional customer service in convention management
- Handling client requests and feedback effectively

Event Promotion and Marketing

- Developing marketing plans for convention events
- Utilizing digital marketing and social media
- Measuring the effectiveness of marketing campaigns

Final Projects and Presentations

- Individual or group projects on sales strategies and market analysis
- Presentation of sales and marketing plans
- Course reflections and the role of selling in convention management

Assessment Methods:

- Sales pitch and presentation exercises
- Market research and analysis projects
- Client relationship management case studies
- Event marketing and promotion plans
- Final presentation on sales strategies and market analysis

Course Materials:

- Textbook: "Convention Management and Event Marketing"
- Access to market research tools and industry reports
- Sales and marketing templates and resources

This course equips students with practical skills in selling and convention management, enabling them to excel in the event planning and hospitality industries. Students will learn to tailor their sales strategies to specific market segments and effectively manage client relationships while meeting market needs and objectives.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Leisure, Sporting Events, and Recreation Operations

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This credit course offers students an introductory understanding of the nature and scope of leisure and its pivotal role in the hospitality and tourism industry. It explores the function and structure of leisure providers, allowing students to incorporate planning and management concepts into leisure, sporting, and recreation activities in their own communities. The course also examines wellness tourism and urban recreation, discussing their economic and social impacts within the context of the province of New Brunswick.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Nature of Leisure:
 - Explore the concept of leisure and its significance in modern society.
 - Recognize the various forms and expressions of leisure.
2. **Grasp Leisure's Role in the Hospitality and Tourism Industry:
 - Analyze the intersection of leisure, hospitality, and tourism.
 - Understand the contribution of leisure activities to tourism and local economies.
3. Examine Function and Structure of Leisure Providers:
 - Study the organizations and entities that offer leisure services.
 - Understand the management and operational aspects of leisure providers.
4. Apply Planning and Management Concepts:
 - Incorporate planning and management principles in the context of leisure, sporting, and recreation activities.
 - Develop skills in organizing and executing leisure events.
5. Explore Wellness Tourism and Urban Recreation:
 - Analyze the concept and trends in wellness tourism.
 - Understand the role of urban recreation in promoting physical and mental well-being.
6. Assess Economic and Social Impacts:
 - Evaluate the economic and social impacts of leisure, sporting events, and recreation in the province of New Brunswick.
 - Consider sustainability and community development in leisure operations.

Course Outline:

Introduction to Leisure and Its Significance

- Course overview and expectations
- Defining leisure and its role in modern society

- Forms and expressions of leisure

Leisure in the Hospitality and Tourism Industry

- Intersection of leisure, hospitality, and tourism
- Contribution of leisure activities to tourism and local economies
- Case studies on leisure-driven tourism destinations

Function and Structure of Leisure Providers

- Types of leisure providers (public, private, non-profit)
- Management and operations of leisure organizations
- Guest speaker sessions with industry professionals

Planning and Management in Leisure Activities

- Incorporating planning and management concepts
- Organizing and executing leisure events and activities
- Risk management in leisure operations

Wellness Tourism Trends

- Exploring wellness tourism concepts and trends
- Wellness tourism destinations and experiences
- Integrating wellness into leisure offerings

Urban Recreation and Well-being

- Role of urban recreation in promoting physical and mental well-being
- Designing urban recreation programs and spaces
- Field trips to urban recreational facilities

Economic and Social Impacts of Leisure

- Evaluating economic impacts of leisure, sporting events, and recreation
- Social and cultural significance of leisure activities
- Sustainability and community development in leisure operation

Final Projects and Presentations

- Individual or group projects on planning and managing leisure activities
- Presentation of leisure event plans or wellness tourism proposals
- Course reflections and the future of leisure in New Brunswick

Assessment Methods:

- Leisure event planning and management projects
- Wellness tourism proposal or urban recreation program design
- Economic and social impact analysis
- Final presentation on leisure-related topics

Course Materials:

- Textbook: "Leisure and Recreation Management"
- Access to industry reports and case studies
- Resources on wellness tourism and urban recreation

This course equips students with essential knowledge and skills to understand, plan, and manage leisure, sporting events, and recreation activities. Students will explore the intersections of leisure with tourism and the broader community, considering both economic and social impacts within the context of New Brunswick.

Activity/Assessments

Attendance: 20%

Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

Note: All course passing mark is 70%, otherwise, student will be marked as fail.

Academic Standing

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*"Your Training – Your Future,
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Indigenous Hospitality and Tourism Management Program

Course: Rural Heritage and Food Tourism

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course delves into the intersection of heritage, food, and tourism, emphasizing the creation of authentic guest experiences in the hospitality and tourism industry. It explores how authentic experiences drive innovation, product development, economic growth, and sustainable practices at local, regional, and national levels. The course introduces key concepts related to niche tourism, including agritourism, nature-based tourism, and heritage food marketing operations.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Significance of Authentic Guest Experiences:
 - Explore the importance of authentic experiences in tourism.
 - Recognize the economic, cultural, and social impacts of heritage and food tourism.
2. Examine Niche Tourism Concepts:
 - Study niche tourism segments, including agritourism and nature-based tourism.
 - Analyze the unique features and challenges of niche tourism markets.
3. Heritage Food Marketing Operations:
 - Learn effective marketing strategies for heritage food products and experiences.
 - Understand the role of branding and storytelling in promoting authentic culinary experiences.
4. Sustainable Practices in Heritage and Food Tourism:
 - Explore sustainable tourism practices in the context of heritage and food.
 - Assess the environmental, social, and economic dimensions of sustainability.
5. Innovation and Product Development:
 - Foster innovation in heritage and food tourism product development.
 - Apply creative thinking to design new guest experiences.

Course Outline:

Introduction to Real Heritage and Food Tourism

- Course overview and expectations
- The role of authentic experiences in tourism
- Economic and cultural impacts of heritage and food tourism

Niche Tourism Segments

- Exploring niche tourism markets

- Agritourism and farm-to-table experiences
- Nature-based tourism and outdoor culinary adventures

Authenticity in Heritage Food Marketing

- Effective marketing strategies for heritage food products
- Storytelling and branding in food tourism
- Case studies on successful food marketing campaigns

Sustainable Practices in Heritage and Food Tourism

- Principles of sustainable tourism
- Environmental, social, and economic dimensions of sustainability
- Sustainable initiatives in heritage and food tourism

Innovation and Product Development

- Fostering innovation in guest experiences
- Design thinking and creativity in tourism product development
- Pitching innovative heritage and food tourism ideas

Guest Speaker Sessions

- Guest speakers from the heritage food and tourism industry
- Q&A sessions and industry insights
- Networking opportunities with professionals in the field

Field Visits and Case Studies

- Field visits to heritage food producers and nature-based tourism sites
- Case studies on successful heritage and food tourism operations
- Group discussions and analysis of field experiences

Final Projects and Presentations

- Individual or group projects on heritage and food tourism innovation
- Presentation of authentic guest experience concepts
- Course reflections and the future of heritage and food tourism

Assessment Methods:

- Marketing plan for heritage food products
- Sustainability assessment and proposal
- Innovation project proposal and pitch
- Final presentation on guest experience concepts

Course Materials:

- Textbook: "Heritage Food Tourism: Concepts and Practices"
- Access to industry reports and case studies
- Resources on sustainability in tourism

This course equips students with the knowledge and skills to create authentic guest experiences in heritage and food tourism. Students will explore niche tourism segments, sustainability practices, and innovative product development while considering the economic, cultural, and environmental impacts within the

context of the hospitality and tourism industry.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Entrepreneurship and Product Development in Event Management

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This course is designed to empower students with the entrepreneurial skills needed to create, plan, and execute all aspects of actual tours and experiential events. Students will learn about investment strategies, research techniques, and the principles of product development. The course culminates in the planning and execution of an event during the residency term, allowing students to apply their knowledge in real-world event operations. This course is an essential component of the Amanglyç Management program.

Course Objectives:

Upon completion of this course, students will:

1. Understand Entrepreneurship in Event Management:
 - Explore the role of entrepreneurship in event planning and management.
 - Recognize the opportunities and challenges in the event industry.
2. Investment and Research Strategies:
 - Study investment strategies for event ventures.
 - Conduct market research to identify trends and opportunities.
 - Evaluate the feasibility of event concepts.
3. Product Development and Planning:
 - Develop and refine event concepts.
 - Create comprehensive event plans, including venue selection, menu design, staffing, costing, and marketing strategies.
4. Execution of Real-World Events:
 - Apply event planning knowledge to execute an actual event during the residency term.
 - Gain hands-on experience in event operations, management, and problem-solving.

Course Outline:

Introduction to Entrepreneurship in Event Management

- Course overview and expectations
- The role of entrepreneurship in the event industry
- Key concepts in event entrepreneurship

Investment Strategies for Event Ventures

- Types of event investments (capital, time, resources)
- Risk assessment and management in event entrepreneurship

- Case studies on successful event investments

Market Research and Opportunity Identification

- Conducting market research for event ventures
- Identifying trends and opportunities in the event industry
- Feasibility analysis for event concepts

Product Development and Event Planning

- Developing and refining event concepts
- Creating comprehensive event plans
- Venue selection, menu design, staffing, costing, and marketing strategies

Financial Management in Event Entrepreneurship

- Budgeting and financial planning for events
- Cost control and profitability analysis
- Accounting and reporting in event ventures

Marketing and Promotion Strategies

- Marketing strategies for event promotion
- Leveraging digital and social media marketing
- Guest speaker sessions with marketing experts

Event Execution and Operations

- Applying event planning knowledge to execute a real-world event
- Event management, logistics, and problem-solving
- Post-event evaluation and analysis

Final Event and Presentation

- Execution of the planned event during the residency term
- Post-event reporting and analysis
- Final presentations on event experiences and entrepreneurship

Assessment Methods:

- Business plan for event entrepreneurship
- Market research and opportunity identification project
- Event planning and product development project
- Execution and post-event analysis
- Final presentation on event entrepreneurship

Course Materials:

- Textbook: "Event Entrepreneurship: Principles and Practice"
- Access to industry reports and case studies
- Resources on event marketing and financial management

This course equips students with the entrepreneurial skills and knowledge needed to excel in event management and product development. The practical experience gained through planning and executing a real event during the residency term provides valuable insights and prepares students for careers in the

event industry.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Tour Guide and Guest Experience Management

Course Length: 300 Hours

Delivery Mode: blended

Prerequisites: None

Course Description

This comprehensive course provides students with a deep understanding of the tour guide industry, covering all aspects of tour planning, execution, and guest experience management. Students will learn the fundamentals of pre-tour preparations, itinerary development, research and development, cost management, supplier relations, monologue development, public speaking, and crafting memorable travel experiences. The course encompasses both independent and group touring scenarios.

Course Objectives:

Upon completion of this course, students will:

1. Understand the Tour Guide Industry:
 - Explore the role and significance of tour guides in the travel and tourism industry.
 - Recognize the responsibilities and challenges faced by tour guides.
2. Master Pre-Tour Departure Preparations:
 - Learn the essential steps in pre-tour preparations, including client communication and logistics.
 - Understand the importance of safety and emergency procedures.
3. Develop Effective Itineraries:
 - Create well-structured and engaging tour itineraries.
 - Incorporate research and local insights into itinerary development.
4. Costing and Supplier Relations:
 - Manage tour costs effectively.
 - Develop positive relationships with suppliers and vendors.
5. Monologue Development and Public Speaking:
 - Craft engaging and informative monologues for tours.
 - Hone public speaking skills to captivate and engage guests.
6. Curate Memorable Guest Experiences:
 - Select travel, food, attractions, and activities that enhance the guest experience.
 - Create unforgettable moments for both independent and group travelers.

Course Outline:

Introduction to Tour Guiding

- Course overview and expectations
- The role of tour guides in the travel and tourism industry
- Key responsibilities and challenges of tour guides

Pre-Tour Departure Preparations

- Client communication and expectations
- Logistics and safety considerations
- Emergency procedures and guest well-being

Itinerary Development

- Principles of effective itinerary development
- Incorporating research and local insights
- Case studies on engaging tour itineraries

Cost Management and Supplier Relations

- Budgeting and cost control in tour operations
- Building positive relationships with suppliers and vendors
- Negotiation skills in tour management

Monologue Development and Public Speaking

- Crafting engaging and informative monologues
- Public speaking techniques for tour guides
- Guest speaker sessions with experienced tour guides

Curating Memorable Guest Experiences

- Selecting travel options that enhance guest experiences
- Food combinations, attractions, and activities for diverse groups
- Creating unforgettable moments for independent and group travelers

Guest Experience Management

- Managing guest expectations and feedback
- Handling challenging situations and guest complaints
- Post-tour evaluation and analysis

Final Projects and Presentations

- Independent or group projects on tour itinerary development
- Presentation of engaging monologues and public speaking skills
- Course reflections and the future of tour guiding

Assessment Methods:

- Tour itinerary development project
- Monologue creation and presentation
- Guest experience management scenarios
- Final presentation on tour guiding experiences

Course Materials:

- Textbook: "Tour Guiding: Theory and Practice"
- Resources on public speaking and guest experience management

This course equips students with the knowledge and skills to excel in the tour guide industry. Students will

learn to create engaging itineraries, manage costs, develop effective monologues, and provide memorable guest experiences, catering to both independent and group travelers.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

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Indigenous Hospitality and Tourism Management Program

Course: Hospitality and Tourism Industry Operations Practicum

Course Length: 300 Hours (Varies based on students' schedules)

Delivery Mode: blended

Prerequisites: None

Course Description

The Hospitality and Tourism Industry Operations Practicum is a hands-on experiential learning opportunity that allows students to apply, enhance, and integrate their academic and technical knowledge and competencies acquired throughout their Indigenous Hospitality and Tourism Management Program. During this practicum, students will gain practical industry-related experience by working in a business or organization within the hospitality and tourism sector. They will be required to complete a minimum of 250 hours of work experience and a series of assignments that focus on the marketing operations of the hosting organization.

Practicum Objectives:

Upon successful completion of the practicum, students will:

1. Apply Academic Knowledge: Apply the theoretical knowledge acquired during their program to real-world industry operations and challenges.
2. Enhance Technical Competencies: Develop and refine technical skills and competencies specific to the hospitality and tourism sector.
3. Gain Industry Insight: Gain valuable insights into the day-to-day operations, challenges, and opportunities within the hospitality and tourism industry.
4. Problem-Solving and Decision-Making: Develop problem-solving and decision-making skills in a professional setting.
5. Effective Communication: Enhance communication skills through interactions with industry professionals and colleagues.

Practicum Outline:

Orientation and Introduction

- Orientation to the practicum and expectations
- Introduction to the hosting organization's mission, values, and operations
- Initial meetings with practicum supervisor and mentor

Role and Responsibilities

- Clarification of the student's role and responsibilities within the organization
- Setting specific learning objectives and goals for the practicum

Work Experience and Skill Development

- Engaging in daily work activities related to the hospitality and tourism sector
- Opportunities to develop and refine technical skills and competencies
- Regular check-ins with the practicum supervisor to track progress

Project Assignments

- Introduction to marketing operations assignments related to the hosting organization
- Completion of assigned projects and tasks
- Collaboration with colleagues and industry professionals

Final Projects and Evaluation

- Finalization of marketing operations assignments
- Preparing a comprehensive report or presentation on the practicum experience
- Performance evaluation and feedback sessions with the practicum supervisor

Assessment Methods:

- Completion of a minimum of 250 hours of work experience
- Submission of marketing operations assignments and projects
- Practicum supervisor evaluations
- Final report or presentation on the practicum experience

Practicum Requirements:

- Attendance and active participation in the practicum
- Completion of assigned tasks and projects
- Adherence to the hosting organization's policies and guidelines
- Professional conduct and representation of the program and institution

Practicum Materials:

- Practicum handbook outlining expectations and guidelines
- Marketing operations assignment briefs and templates
- Evaluation forms for the practicum supervisor

Note: The Hospitality and Tourism Industry Operations Practicum provides students with valuable real-world experience in the hospitality and tourism sector. It is an opportunity for students to bridge the gap between academic knowledge and practical application while contributing to the marketing operations of the hosting organization.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%

Test/Quiz: 20%

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

Indigenous Hospitality and Tourism Management Program

Course: Analysis of Hospitality and Tourism Practices Practicum

Course Length: 300 Hours (Varies based on students' schedules)

Delivery Mode: blended

Prerequisites: None

Course Description

The Analysis of Hospitality and Tourism Practices Practicum is a hands-on learning experience that enables students to apply and integrate their academic or technical knowledge and competencies acquired throughout their Indigenous Hospitality and Tourism Management Program. During this practicum, students will have the opportunity to work in an industry-related business or organization within the hospitality and tourism sector. They will be required to complete a minimum of 250 hours of work experience and a series of assignments focused on the analysis of management operations within the hosting organization.

Practicum Objectives:

Upon successful completion of the practicum, students will:

1. Apply Academic Knowledge: Apply theoretical knowledge and skills learned in their program to real-world management operations in the hospitality and tourism industry.
2. Enhance Analytical and Problem-Solving Skills: Develop the ability to analyze and evaluate management practices, identify challenges, and propose solutions.
3. Gain Practical Industry Experience: Gain hands-on experience and insights into the operations and management of hospitality and tourism organizations.
4. Effective Communication: Improve communication skills through interactions with industry professionals and colleagues.
5. Professional Development: Develop professionalism, adaptability, and work ethic in a professional setting.

Practicum Outline:

Orientation and Introduction

- Orientation to the practicum and its objectives
- Introduction to the hosting organization's mission, values, and operations
- Initial meetings with the practicum supervisor and mentor

Role and Responsibilities

- Clarification of the student's role and responsibilities within the organization
- Setting specific learning objectives and goals for the practicum

Work Experience and Skill Development

- Engaging in daily work activities related to the management and operations of the organization

- Opportunities to develop and refine analytical and problem-solving skills
- Regular check-ins with the practicum supervisor to track progress

Analysis Assignments

- Introduction to assignments related to the analysis of management operations within the hosting organization
- Completion of assigned analysis projects and tasks
- Collaboration with colleagues and industry professionals

Final Projects and Evaluation

- Finalization of analysis assignments and projects
- Preparing a comprehensive report or presentation on the analysis of management practices
- Performance evaluation and feedback sessions with the practicum supervisor

Assessment Methods:

- Completion of a minimum of 250 hours of work experience
- Submission of analysis assignments and projects
- Practicum supervisor evaluations
- Final report or presentation on the analysis of management practices

Practicum Requirements:

- Attendance and active participation in the practicum
- Completion of assigned tasks and analysis projects
- Adherence to the hosting organization's policies and guidelines
- Professional conduct and representation of the program and institution

Practicum Materials:

- Practicum handbook outlining expectations and guidelines
- Analysis assignment briefs and templates
- Evaluation forms for the practicum supervisor

Note: The Analysis of Hospitality and Tourism Practices Practicum provides students with a valuable opportunity to gain practical experience and analyze management operations within the hospitality and tourism sector. It bridges the gap between academic knowledge and real-world application while contributing to the improvement of management practices within the hosting organization.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
Test/Quiz:	20%

Note: All course passing mark is 70%, otherwise, student will be marked as fail.

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.

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Indigenous Hospitality and Tourism Management Program

Course: Event Operations and Management Practicum

Course Length: 300 Hours (Varies based on students' schedules)

Delivery Mode: blended

Prerequisites: None

Course Description

The Event Operations and Management Practicum is a cornerstone course within the program, providing students with a unique opportunity to apply their competencies in a real-life, intense, and demanding environment. Through a series of hands-on experiences, students will execute events and develop entrepreneurship skills as team members. This practicum takes place during the fall residency and the work experience term, offering invaluable experience as supervisors and managers while delivering excellence in customer service to guests.

Practicum Objectives:

Upon successful completion of the practicum, students will:

1. Apply Competencies in Event Management: Apply the knowledge and skills acquired in event management coursework to real event execution.
2. Develop Entrepreneurial Skills: Cultivate entrepreneurial thinking and problem-solving abilities by actively participating in event planning and execution.
3. Gain Supervisory and Managerial Experience: Assume roles of supervisors and managers, allowing students to oversee aspects of event operations.
4. Deliver Customer Service Excellence: Provide exceptional customer service to guests, enhancing their overall event experience.
5. Collaborate as a Team: Work collaboratively as team members, building effective communication and teamwork skills.

Practicum Outline:

Pre-Practicum Orientation:

- An orientation session to introduce students to the practicum objectives and expectations.
- Briefings on safety protocols, event planning procedures, and customer service standards.

Event Planning and Execution:

- Students actively participate in the planning and execution of various events, ranging from conferences and

seminars to galas and exhibitions.

- Roles may include event coordination, logistics management, guest services, and vendor liaison.

Entrepreneurship Development:

- Students are encouraged to identify innovative solutions to challenges encountered during event planning and execution.
- Opportunities to propose and implement entrepreneurial initiatives to enhance the guest experience.

Supervisory and Managerial Roles:

- Selected students take on supervisory and managerial roles to oversee specific aspects of event operations.
- Responsibilities may include team leadership, resource allocation, and problem resolution.

Customer Service Excellence:

- A strong focus on delivering exceptional customer service to event guests.
- Handling guest inquiries, feedback, and ensuring a positive event experience.

Collaborative Teamwork:

- Collaborative teamwork is encouraged as students work together to execute events seamlessly.
- Regular debrief sessions and feedback loops to enhance team dynamics.

Post-Practicum Evaluation:

- Students reflect on their experiences during the practicum, sharing insights and lessons learned.
- Evaluations from practicum supervisors and self-assessments.

Assessment Methods:

- Evaluation of performance by practicum supervisors
- Self-assessment and reflection essays
- Entrepreneurial initiatives and their impact
- Event planning and execution documentation

Practicum Requirements:

- Active participation in all aspects of event planning and execution
- Adherence to safety and ethical standards
- Effective communication and teamwork
- Commitment to delivering exceptional customer service

Practicum Materials:

- Practicum handbook outlining expectations, procedures, and safety protocols
- Event planning documentation and schedules
- Entrepreneurship development resources

The Event Operations and Management Practicum offers students a dynamic learning experience in event planning and execution. It challenges students to think entrepreneurially, act as supervisors and managers, and prioritize customer service excellence. Practicum is an invaluable opportunity to bridge the gap between classroom learning and real-world event management.

Activity/Assessments

Attendance:	20%
Participation Mark:	20%
Assignment:	40%
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