

# Destination Resort Management Co-op Diploma Program Profile 2011-2012

**LENGTH OF PROGRAM: 16 Months**

**START DATE: September 2011**

**FINISH DATE: December 2012**

<b>FALL TERM – SEPTEMBER 2011 - Context Setting</b>		<b>CREDITS</b>
TOUR 137	Hospitality Operations & Food and Beverage Management	3.0
TOUR 160	Introduction to Resort Management	3.0
TOUR 112	Tourism Marketing	3.0
REC 149	Computer Applications for Outdoor Recreation & Tourism	3.0
CMNS 154	Communications in Outdoor Recreation & Tourism	3.0
		<b>18.0</b>
<b>SPRING TERM – JANUARY 2012 - Resort Operations</b>		
TOUR 212	Tourism Sales & Promotions Management	3.0
TOUR 113	Human Resource Management in Tourism	3.0
REC 152	Environmental Stewardship I	3.0
TOUR 116	Financial Planning In Tourism I	3.0
TOUR 152	Event Administration	3.0
TOUR 159	Tourism Geography in Destination Resort Environments	3.0
		<b>15.0</b>
<b>SUMMER TERM I – MAY 2012 - Applied</b>		
TOUR 210	Strategic Management: Resort Case Study	3.0
TOUR 225	Entrepreneurship	3.0
		<b>6.0</b>
<b>SUMMER TERM II- JUNE –MID SEPTEMBER 2012 - Applied</b>		
TOUR 165	Resort Management Co-op	
		<b>6.0</b>
<b>FALL TERM – SEPTEMBER 2012 - Resort Leadership</b>		
REC 245	Organizational Leadership	3.0
TOUR 208	Risk Management for Tourism & Outdoor Recreation	3.0
TOUR 233	Cross Cultural Tourism	3.0
TOUR 154	Marketing & Public Relations for Events	3.0
TOUR 261	Resort Financial Management	3.0
		<b>15.0</b>
<b>GRAND TOTAL:</b>		<b>60.0</b>
<b>Note:</b>		
<p>As part of the program, students are required to complete 40-hours of selective skills            TOUR 112 is a pre-requisite for TOUR 212 – Sales &amp; Promotions Management            TOUR 116 is a pre-requisite for TOUR 261 – Resort Financial Management            TOUR 116 and TOUR 160 are pre-requisites for TOUR 225- Entrepreneurship            Completion of 30 credits is required for TOUR 165- Resort Mgmt. Co-op            Completion of 27 credits is required for TOUR 210- Strategic Mgmt. A Resort Case Study</p>		