



IMPERIAL  
HOTEL MANAGEMENT  
COLLEGE



## Advanced Diploma in International Hotel Management Program

INFORMATION PACKAGE  
APPLICATION FOR ADMISSION

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## Advanced Diploma in International Hotel Management Program

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*(With an emphasis on **Culture Studies**)*

### BACKGROUND

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This is a 12-month full time program. The objective of this program emphasizes the importance of cultural expectations in the measurement of quality service in the hospitality industry. It aims at providing students/managers-to-be with the necessary knowledge and understanding of the cultural components in the services offered by the high standard (luxury) hotels worldwide.

The creation of this program was initially aimed for young hotel executives to gain a better understanding of their client base, and to provide better service. The Culture Studies portion of this program has expanded as an excellent field of study for young professionals; it helps them gain insight into the customs and traditions that will prepare them for their careers.

Applicants to this program should have completed the 12-course Hospitality Management Diploma program from the Educational Institute of American Hotel and Lodging Association (AHLEI) or with qualifications equivalent to the AHLEI diploma, have had certain hospitality industry related work experience, and be approved by the Academic Committee from IHMC.

## Academic Study Component

The academic study portion of this program consists of twelve courses, categorized into two groups:

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### Group A

Seven **Culture Studies** courses, in **Travel, Cuisine, Leisure, Entertainment, Style, Art,** and **Film** respectively, will be taught as the cultural study portion.

#### 501



#### Travel

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**Hotels :** Where rating the hotel experience brings knowledge of luxury and design that help understand the demands of world travelers.

**Architecture Styles :** What it means to find out how a specific building was made and the techniques that determine the age of similar styles.

**World Heritage Sites :** Why the United Nations determination of a world heritage site supports and drives the tourism and leisure industry.

#### 502



#### Cuisine

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**Introduction to World Cuisine :** When the introduction to basic cooking techniques, food safety and cooking terms is essential to better living.

**Contemporary Cuisine :** Where current food trends are going and the Far East influenced cuisine with the advent of Fusion and Pan-Asian cuisines.

**Classical Cuisine :** What the study of French and Italian cuisines and their far-reaching global influence have sustained for many generations.

#### 503



#### Leisure

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**Wine Appreciation :** What the introduction to grape varietals, wine tasting, and the pairing of wine with certain foods require to become more confident.

**Spas and Resorts :** Why discerning between various levels of resort and spa environments is important and the ways they vary significantly.

**Restaurants :** Who has the hottest restaurants today and what makes them great beyond the phenomenon of celebrity chefs.

504



## Entertainment

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**Dance :** What the cultural importance for dance is and the significance it has for certain age groups to maintain a consistent appreciation.

**Theatre :** When the understanding of film is applied to theatre and how it also affects other arts such as set design all the way to the selection of the principal actors.

**Music :** Where music is played and the central role in it occupies in defining culture and lifestyles for a global economy.

505



## Style

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**Fashion :** Who in the history of fashion provides the creativity and knowledge for dressing appropriately in the principal cities around the world.

**Luxury Goods :** What sophisticated technologies from the marketplace meet to create a demand for nonessential goods.

**Design :** Why the importance of the marketplace requires well designed products and new technologies to create them.

506



## Art

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**Classical Art :** Why the art forms of the ancient world come together and create a vast appreciation of diverse civilizations.

**Contemporary Art :** Who the specialists are that make up this professional community and the infinite ways they influence our lives.

**Museums & Auction :** When the importance of the museum creates a valuable quantifiable industry that is at work in the fine art auction marketplace.

507



## Film

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**Hollywood :** Where the North America film industry makes a global influence and how it develops techniques to identify its strategies.

**European Cinema :** Why the impact of the Hollywood blockbuster affects other western cultures and most significantly Europe.

**World Cinema :** What the films from diverse cultures provide toward a better understanding of more complex societies.

## Group B

choose one out of three options for courses from group B

### Rooms Division

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- 250 | Supervision in the Hospitality Industry
- 333 | Managing Front Office Operations
- 338 | Managing Housekeeping Operations
- 387 | Security and Loss Prevention Management
- 281 | Hospitality Industry Facilities Management and Design

### Food & Beverage Specialization

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- 250 | Supervision in the hospitality industry
- 349 | Managing Service in Food & Beverage Operations
- 464 | Planning and Control for Food and Beverage Operations
- 346 | Managing Beverage Operations
- 241 | Management of Food and Beverage Operations

### Sales and Marketing Specialization

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- 250 | Supervision in the hospitality industry
  - 374 | Revenue Management: Maximizing Revenue in Hospitality Operations
  - 472 | Hospitality Sales and Marketing
  - 478 | Convention Management and Service
  - 261 | Hotel and Restaurant Accounting
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Students who have completed any of the above five courses in the program they previously attended at an AHLEI recognized institute may transfer the credits in to this Advanced Diploma Program. In this case, the students may choose to take the same number of other AHLEI courses of their interests instead, and may receive another certification from AHLEI at no extra cost. Students are required to discuss with the IHMC Registry for their individual study plans.

## Group B

Course description:

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250

### **Supervision in the Hospitality Industry**

This course focuses on the successful elements of a beverage operations, based on research to identify those that are thriving. The topics include supervision, management and leadership practises specific to a beverage operation.

346

### **Managing Beverage Operations**

This course prepares students to handle the challenges of managing beverage operations in a hospitality environment, including duties and responsibilities of bartenders and beverage servers, essentials of responsible alcohol service, and product knowledge of beer, spirits, and wines. The course includes preparation for AHLEI's CARE (Controlling Alcohol Risks Effectively) exam.

333

### **Managing Front Office Operations**

Module is designed to teach students to understand, organize, perform, and evaluate the front office functions that are critical to the success of a hotel. Course covers information about numerous aspects of front office operations. It examines complex relationships between departments, technological advances, and unique front office tools.

478

### **Convention Management and Service**

This course provides students with the most current and comprehensive coverage of the convention and meetings industry, with an in-depth look at conventions and meetings marketing, how to successfully sell to groups, and how to service their business after the sale.

464

### **Planning and Control for Food and Beverage Operations**

This essential management course introduces students to the control processes used to reduce costs and increase efficiency in food and beverage operations. The house explores how planning how planning and control functions can help operations work smarter, compete for market share, and provide value to guests.

349

### **Managing Service in Food and Beverage Operations**

This course introduces how food-service professionals create and deliver guest-driven service, enhance value, build guest loyalty, and promote repeat business. There is an emphasis on how learning to think and act like an owner enhances an operation's value for everyone involved-owners, managers, staff, and guests. It also includes information on the latest F&B trends such as food trucks and pop-up restaurants; extensive revisions to the menu chapter, including new information on menu trends; new material on F&B-related technology such as online ordering and restaurant apps.

374

### **Revenue Management: Maximizing Revenue in Hospitality Operations**

This course will give students basic understanding of the revenue management process. It addresses the proper use and importance of revenue management in hospitality operations.

## Co-op Work Experience Component

This IHMC Advanced Diploma in International Hotel Management Program is a Co-op program. The term “Co-op” is defined by the Canadian Association for Co-operative Education as follows:

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“Co-operative Education Program means a program, which alternates periods of academic study with periods of work experience in appropriate fields of business, industry, government, social services and the professions in accordance with the following criteria:

- i. each work situation is developed and/or approved by the co-operative educational institution as a suitable learning situation;
- ii. the co-operative student is engaged in productive work rather than merely observing;
- iii. the co-operative student receives remuneration for the work performed;
- iv. the co-operative student’s progress on the job is monitored by the co-operative educational institution;
- v. the co-operative student’s performance on the job is supervised and evaluated by the student’s co-operative employer;

the time spent in periods of work experience must be at least thirty per cent of the time spent in academic study.”

Students who have registered with and are qualified for this Co-op program will take a full-time co-op work term after their completion of the first section of the academic studies, namely completion of the Culture Studies courses, from the 22nd week to the 36th week of their program duration, then continue their academic study for the AHLEI courses. Minor adjustments may be made under the arrangement between the employer and IHMC in a student’s co-op work schedule based on a position’s availability.

## Credentials

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Upon completion of this program, graduates will receive:

- An Advanced Diploma in International Hotel Management from Imperial Hotel Management College
- A Departmental Specialization Certificate in International Hotel Management from AHLEI
- Evaluation and assessments from the hotel department heads acknowledging students' work experience and contributions during their co-op terms

## Program Fees

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Application Fee (non-refundable) :	<b>\$100</b>
Entrance/Registration Fee :	<b>\$50</b>
Tuition Fee :	<b>\$11,000</b>
Books/Course Material Fees :	<b>\$1,000</b>
Co-op enrollment and arrangement fee :	<b>\$500</b>

Please contact us for further information:

**Imperial Hotel Management College**

Lower Lobby, 905 West Pender Street, Vancouver, BC Canada V6C 1L6

**Telephone** : +1-604-685-3272

**Facsimile** : +1-604-688-0252

*For admissions inquiries :*

**Office of Admissions and Recruitment**

**Email** : admissions@ihmc.ca

*For general inquiries :*

**Office of Administration**

**Email** : info@ihmc.ca



## Admissions

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### APPLICATION PROCEDURE

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- 1 ■ Applicants to this program should have completed the 12-course Hospitality Management Diploma program from the Educational Institute of American Hotel and Lodging Association (AHLEI) or with qualifications equivalent to the AHLEI diploma, have had certain hospitality industry related work experience, and be approved by the Academic Committee from IHMC.
  
- 2 ■ Applicants who have English as a second language, should submit proof of a TOEFL score of 500 and above, or an equivalent (e.g. TOEFL CBT 173, TOEFL IBT 61, IELTS 6, TOEIC 600, or CAEL 50) or pass the IHMC language proficiency evaluation.
  
- 3 ■ Submit your application form along with the application/entrance fee. The application fee (non-refundable) is CAD\$100, and the entrance fee is CAD\$50, for all students.  
  
Be sure to complete every section of the application form. For students applying from outside of Canada, you may fax the application to +1-604-688-0252, email it to [admissions@ihmc.ca](mailto:admissions@ihmc.ca) or submit the application form online at  
  
<http://www.ihmc.ca/apply>
  
- 4 ■ Applicants must submit two reference letters. The reference letters may be from a variety of sources such as from professors, instructors, employers, volunteer project managers or coaches. The reference letters can be submitted using the referee's own stationery.
  
- 5 ■ Once applicants have submitted the above documents and if the application is approved, IHMC will issue a conditional letter of acceptance and an invoice.
  
- 6 ■ Upon receiving the conditional letter of acceptance and the invoice from the school, you may then submit your program fees (see above banking information), together with the following documents:
  - Photocopy of your passport or birth certificate. If you are submitting a copy of your birth certificate, please submit a copy of a piece of photo ID along with it.
  - Photocopy of your transcripts and/or diplomas from previous educational institutions.
  - Proof of medical insurance.
  - 2 passport sized photos for your student ID.
  
- 7 ■ A formal acceptance letter will be issued to you upon receiving the program fees and above documents. For international students, you should use this formal letter of acceptance to apply for your student visa. Please contact our office of admissions for additional information regarding visa application, or you may visit a Canadian visa office in your home country: Please refer to the following link for more information about study visa applications:  
  
<http://www.cic.gc.ca/english/offices/missions.html>
  
- 8 ■ For international students, submit a copy of your study visa. International students who are already in Canada may submit a copy of the current study visa.

# ADMISSIONS

## START DATES

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### 2018

January 1, 2018  
January 22, 2018  
February 12, 2018  
March 5, 2018  
March 26, 2018  
  
April 16, 2018  
May 7, 2018  
May 28, 2018  
June 18, 2018  
July 9, 2018  
July 30, 2018  
  
August 20, 2018  
September 10, 2018  
October 1, 2018  
October 22, 2018  
  
November 12, 2018  
December 3, 2018  
December 24, 2018

### 2019

January 14, 2019  
February 4, 2019  
February 25, 2019  
March 18, 2019  
  
April 8, 2019  
April 29, 2019  
May 20, 2019  
June 10, 2019  
  
July 1, 2019  
July 22, 2019  
August 12, 2019  
September 2, 2019  
September 23, 2019  
  
October 14, 2019  
November 4, 2019  
November 25, 2019  
December 16, 2019





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## APPLICATION FOR ADMISSION

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*\* required field*

### Advanced Diploma in International Hotel Management Program

#### APPLICANT INFORMATION

\* First Name :

\* Last Name :

\* Address :

\* City :

\* Province :

\* Country :

\* Postal Code :

\* Telephone :

Cell :

\* Email Address :

Fax :

\* Date of Birth :

\* Citizenship :

\* Passport, SIN or Social Security No. :

Emergency Contact :

Relationship :

Address :

Telephone :

Fax :

Email Address :

List here any medical conditions that may interfere with your work experience :

Are you on any medication ?

Yes

No

If so, what kind ?

## START DATE

Advanced Diploma in International Hotel Management Program

\* Preferred Program Start Date :

## INTERNATIONAL STUDENTS<sup>†</sup>

If you choose to use an education consultant please include their contact information here:

Name of the Consultant :

IELTS / TOEFL score (if available) :

Language spoken at home :

## PAYMENT

\* Form of payment attached with this Application Form :

Cheque

Bank Wire / Deposit

Cash

Credit Card

*(Please fill out the Credit Card Authorization Form on next page)*

### *Note:*

*An application/entrance fee must accompany this submission. The application fee (non-refundable) is CAD\$100, and the entrance fee is CAD\$50, for all students.*

<sup>†</sup>

*International applicants who have English as a second language, must submit proof of a TOEFL score of 500 and above, or equivalent, or pass the IHMC language proficiency evaluation.*

*I certify that the above information is correct to the best of my knowledge.*

Signature :

Date :



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## CREDIT CARD AUTHORIZATION FORM

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*Please note: If you select to pay by credit card, there will be a small surcharge from 3.55% to 3.63% depending on the type of credit card one uses.*

Date :

From :

To : **Imperial Hotel Management College**

Amount :

Notes :

### METHOD OF PAYMENT

( Please check one )

VISA

MasterCard

American Express

Card Number :

Expiry Date :

Cardholder's Name :

\* Security Code :

*\* It is a 3-digit/4-digit code at the back of your credit card, which usually follows the last four digits of your credit card number.*

By signing this Authorization, the Cardholder will pay the total amount shown herein to the Card Issuer according to Cardholder agreement.

Cardholder's signature :

Applicant's/student's signature :