



IMPERIAL  
HOTEL MANAGEMENT  
COLLEGE



## Advanced Diploma in International Hotel Management Program

INFORMATION PACKAGE  
APPLICATION FOR ADMISSION

---

Lower Lobby, 905 West Pender Street, Vancouver, BC Canada V6C 1L6  
Tel: 604-685-3272 Fax: 604-688-0252 Email: [info@ihmc.ca](mailto:info@ihmc.ca)  
[www.ihmc.ca](http://www.ihmc.ca)



## Advanced Diploma in International Hotel Management Program

---

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

### BACKGROUND

---

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 (EI AH&LA) or with qualifications equivalent to the EI AH&LA 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:

---

### 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

---

**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

---

**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

---

**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

---

**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

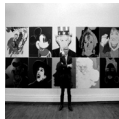
---

**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

---

**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

---

**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

Five **EI AH&LA** courses as follows:

---

- 250** | **Supervision in the Hospitality Industry**  
Module materials cover the practical approach for dealing with people in a hospitality work environment. Topics covered include effective communication, orientation and training, managing productivity, coaching, discipline, team building, managing conflict, and professional development.
- 323** | **Fundamentals of Destination Management and Marketing**  
This course offers professional insights into key issues related to destination management and marketing. Students will learn how destination management organizations depend on intertwined relationships involving hosts and guests, and suppliers and consumers, as well as complex networks of residents, government officials, and CVB leaders and employees. Global in scope, the course also features case studies.
- 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.
- 428** | **International Hotel Management**  
Today's hospitality managers must understand the international business world—no matter where their operations are. During this module students learn how to plan, develop, and manage hotels in the rapidly changing global arena. This course features extensive coverage of cultural diversity issues and strategies for attracting guests from around the world and meeting their unique needs.
- | **Plus one more elective EI AH&LA course.**
- 

Students who have completed any of the above five courses in the program they previously attended at an AH&LA 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 AH&LA courses of their interests instead, and may receive another certification from AH&LA at no extra cost. Students are required to discuss with the IHMC Registry for their individual study plans.

## 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:

---

“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 AH&LA 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

---

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 EI AH&LA
- Evaluation and assessments from the hotel department heads acknowledging students' work experience and contributions during their co-op terms

## Program Fees

---

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

---

### APPLICATION PROCEDURE

---

- 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 (EI AH&LA) or with qualifications equivalent to the EI AH&LA 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

---

### 2017

January 9, 2017  
January 30, 2017  
February 20, 2017  
March 13, 2017  
  
April 3, 2017  
April 24, 2017  
May 15, 2017  
June 5, 2017  
June 26, 2017  
  
July 17, 2017  
August 7, 2017  
August 28, 2017  
September 18, 2017  
  
October 9, 2017  
October 30, 2017  
November 7, 2017  
November 20, 2017  
December 11, 2017

### 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





## 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 :

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 :



IMPERIAL HOTEL  
MANAGEMENT  
COLLEGE

## CREDIT CARD AUTHORIZATION FORM

---

*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 :