



Photo: Vancouver, BC, Canada



Photo: UFV campus,
Abbotsford BC, Canada

About UFV

Nestled in the beautiful Fraser Valley just east of Vancouver, in B.C., UFV is a fully accredited, public university that enrolls more than 16,000 students each year. UFV has campuses in Abbotsford, Chilliwack, and Mission along with regional centres in Hope and Agassiz, and a growing presence in Chandigarh, India.

UFV strives to be a place of learning that recognizes, respects and includes indigenous ways of knowing. Our Fraser Valley locations are in the traditional territory of the Stó:lō peoples.

UFV is committed to exceptional post-secondary instruction and a nurturing learning environment. We are large enough to offer variety, yet small enough to offer the personal attention that our students need to thrive. Our small class sizes and focus on teaching allow our students to get to know their instructors and learn in a hands-on setting.

We offer a wide range of educational options, including two master's degrees, 15 bachelor's degrees (with majors, minors, and extended minors in more than 30 subject areas), almost 100 diploma and certificate programs, and more than a dozen trades and technology credentials. We believe that anyone who wants to go to university should be given the chance, so our admission policies are flexible, and we provide university prep courses and high school completion options. There are many options for learning: full-time, in class, online, as part of a structured program or one tailored specifically to your interests.

Many of our programs "ladder" into one another, allowing students to keep their options open. Our international programming makes for a culturally diverse student body and great opportunities to study abroad, while our continuing studies offerings make learning a lifelong experience.

UFV is recognized nationally for student success, an excellent learning environment, creative integration of programming, and our work with our local communities. Get to know us better at ufv.ca.



The information contained in this document is subject to change. Please refer to ufv.ca for up-to-date information. UFV reserves the right to cancel courses and programs.



Hospitality

POST-DEGREE CERTIFICATE

Why earn a Post-Degree Certificate in Hospitality?

The World Travel Organization predicts that the hospitality industry will triple in size by the year 2020, making it one of the largest industries worldwide. This growth will provide many employment opportunities for people with the right attitude, qualifications, and education.

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A career in the hospitality and event management industry can offer opportunities in areas such as events, food and beverage, accommodation, incentive travel, and many more. With the anticipated international growth of the hospitality event management sector there is high demand for strong leadership in the industry. UFV's one-year post-degree certificate program, focusing on hospitality leadership, is an excellent "capstone" credential. Combined with skills acquired in your previously earned degree and work experience, it will prepare you to be a leader in this sector. The cohort-based certificate (learning as a group with a number of other motivated students) will provide you with the skills and knowledge to confidently enter an exciting, fast-paced industry, anywhere in the world.



"We put a real business focus on this program and the industry support has been amazing. We have businesses knocking on our doors, hoping to hire our students before they've even graduated."

— NANCY BARKER,
UFV instructor, Hospitality
Event Planning program.

Hospitality

Photo: Vancouver, BC, Canada



Photo: Fraser Valley, BC, Canada



WHAT KIND OF CAREER CAN I EXPECT?

The opportunities are endless, both in British Columbia and abroad. The hospitality industry is all about attitude. Employers are looking for keen, customer-service-oriented individuals. Most graduates start at a supervisory level in one of the five sectors of tourism: accommodation, food and beverage, transportation, attractions and events, or travel services. With the right attitude and education, graduates can expect to move up in seniority rapidly. The job market is very active and growing quickly.

British Columbia, home of the Vancouver 2010 Olympics and Paralympic Winter Games, is Canada's westernmost province, set between the Pacific Ocean in the west and the magnificent Rocky Mountains in the east. BC is home to geographical diversity that lends itself to a vast array of activities and adventures. You can experience outdoor adventure, cosmopolitan culture, and world-class exhibitions and events.

UFV Hospitality Post-Degree Certificate capitalizes on British Columbia's tourism diversity by taking advantage of the many opportunities in our own backyard, as well as the sophistication of Vancouver and the surrounding area as a world-class travel destination.

I'M INTERESTED. WHERE CAN I GET MORE INFORMATION?

The best place to start is our hospitality web page at ufv.ca/hospitality, where you will find details about the program and career options. If you have specific questions, feel free to contact the International Education department at **604-854-4544** or international@ufv.ca.

WHAT EXACTLY WILL I BE LEARNING?

As a Hospitality student at UFV, you will acquire the skills needed to lead a team of hospitality professionals to plan, execute, and manage events. You will also gain the required knowledge to open your own hospitality-related business.

In consultation with industry partners, UFV's courses have been designed with a focus on strong leadership skills, internal and external customer service, cultural values and bottom-line results. This is what the hospitality industry is asking for in our graduates.

You will also learn about Canadian law and industry regulations, as well as accounting practices directly related to the Hospitality Event Management business.

WHAT DO I NEED TO GET IN?

Entrance requirements for the post degree certificate:

- A bachelor's degree in any subject from a recognized institution
- Applicants must satisfy the English language proficiency requirement.

For details on how this requirement may be met, see English language proficiency requirement in the Admissions section of the UFV calendar.

HOW LONG WILL IT TAKE FOR ME TO EARN MY CERTIFICATE?

The program runs as a cohort from September through April with a three-month internship which runs from May through July, the peak of our hospitality season.

WHAT COURSES WILL I TAKE?

Fall Semester (Sept-Dec)

Principles of Tourism — A Canadian Perspective
Hospitality Accounting and Financial Management
E-Business and Technology Systems
Marketing Management for Hospitality and Tourism
Organizational Behaviour and Leadership

Winter Semester (Jan-Apr)

Hospitality Operations
Customer Relations Management
Canadian Hospitality Employment Law
Events Management

Summer Semester (May – July)

Hospitality and Events Internship

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