



CAPE BRETON UNIVERSITY | Shannon School of Business

BACHELOR OF HOSPITALITY AND TOURISM MANAGEMENT (BHTM)

A TOP DESTINATION

Cape Breton Island is a top travel destination attracting people from all over the world. With the perfect backdrop for learning, the Bachelor of Hospitality & Tourism Management (BHTM) is built on a more than 30-year reputation for educating highly qualified personnel for the hospitality and tourism industry.

BHTM blends tourism management and practical skills to prepare you for a career in a rapidly expanding industry. Students receive an integrated education, combining the strength of a business degree with focused training in tourism development, hospitality and events management through an internship and hands-on special event implementation.

WHY STUDY BHTM AT CAPE BRETON UNIVERSITY?

- CBU is home to the first IHG Academy in Canada – a program of Intercontinental Hotels Group that provides students with an opportunity to earn a certificate from the IHG Academy for students who complete their work experiences at a participating IHG facility.
- Our graduates quickly move up the ranks into management positions. Previous graduates of BHTM are now hiring new graduates of the program!
- More and more hospitality & tourism career options are available now including sports events and conference management, within communications, folklore, and heritage fields, and in museums. There are always new opportunities cropping up to explore!
- Students graduate career-ready with both a quality education and practical industry experience through hands on experience in special events and two required 540 hour paid internships.

BHTM Degree

**This program has
two entry points, so
students can start
in September or
January.**

To learn more about the Bachelor in Hospitality and Tourism Management visit chalocanada.ca/bhtmr

BHTM COURSES

- HATM 3509 International Tourism Management
- HATM 3508 Destination Marketing Management
- HATM 3505 Hospitality/Tourism Law
- HATM 3504 Resort/Facilities Management
- HATM 3503 Meetings and Convention Management
- HATM 3125 Tourism Operation Planning

CO-OP INTERNSHIP

While earning your BHTM degree at Cape Breton University, you will also be preparing yourself through industry internships to begin a career in the exciting and fun filled fields of travel, tourism and hospitality management. The BHTM program will assist you in developing the people skills, creativity and critical thinking required for the management, marketing and operations positions in this expanding market.

The program includes two compulsory, four-month paid industry internships. Internships must meet suitable industry internship criteria. An internship coordinator will arrange recruitment presentations and provide students with the opportunity to be interviewed on campus by national, provincial and regional establishments for internship placement. All internship placements are subject to approval by the internship coordinator.

PROGRAM STRUCTURE

The BHTM program is a three-year general degree offered through the Shannon School of Business that encompasses courses spread over the hospitality, tourism, business/management, humanities, social science and English academic disciplines.

Students will receive a 3-year Canadian university degree upon the successful completion of the program.

ADMISSION REQUIREMENTS

Applicants to the program must have completed five Grade 12 advanced or academic courses including English and Mathematics, with an overall average of at least 65%. Applicants must successfully complete the IELTS exam with a score of 6.5 band average with no individual section score less than 6.0.

CAREER DEVELOPMENT SERVICES

Career Development Services will help you prepare for a successful career. Its services include individual career counselling, resume and cover letter writing, mock interviews with feedback, graduate information, labour market information and more.

CAREERS

Graduates of the BHTM degree have the skills, education, and experience they need to directly enter and succeed at their chosen careers. Examples of past employers for BHTM graduates include Fairmont Hotels and Resorts, Walt Disney World & Disney Cruise Line, and Starwood Hotels and Resorts. Careers include hotel manager, marketing executive, restaurant manager, and tourism information centre supervisor.

CBU's Bachelor in Hospitality and Tourism Management will prepare you with the education necessary for you to achieve success in this important sector.

Attention

For those students who have graduated from an Indian educational institution with a degree in this subject area, credit recognition for your Indian courses is possible.

Please contact Chalo Canada for further details.


Chalo Canada
Your Pathway to Canada

For more information contact:

e: application@chalocanada.ca
w: chalocanada.ca

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