



Developing Leaders.... *in* Hospitality



C O U R S E C A T A L O G



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NOTE: Students may contact CHE at the above address and telephone number at anytime with problems or concerns.

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A MESSAGE from the President



As founder and president of the American Hospitality Academy, Cindi has spent 20 years perfecting the art of hospitality training. Her practical methodologies, inspirational philosophies, and dedication to excellence have earned her the respect and admiration of hospitality industry leaders, hospitality educators, and literally thousands of young people around the world.

“
*It's your attitude,
not your aptitude
that will determine
your altitude!*
”

Dear Prospective Student,

WELCOME to the most exciting and fastest growing industry in the world! Since 1986, the American Hospitality Academy (AHA) has been working with premier hotel partners in the United States, including Marriott, Ritz Carlton, Hyatt, Sheraton and Hilton, and has since become one of the world's most well-known and respected providers of structured training programs in the USA.

For over 25 years, the American Hospitality has specialized in hospitality education and training for thousands of students worldwide. We are now bringing our years of experience to this new online teaching medium through our custom designed World Campus.

Now through AHA's World Campus, students around the world can participate in AHA's programs and gain the professional development skills needed to succeed in today's global marketplace!

World Campus is at the heart of AHA's vision of creating global classrooms and a campus that transcends all geographical, social, cultural and economic boundaries. It provides students with a unique international experience allowing them to travel the world without leaving home while earning an American certificate.



Your Competitive Edge

AHA's online certificate courses provide students with a strong hospitality foundation while inspiring and teaching work ethics, cultural understanding and the leadership skills needed to function effectively anywhere in the world. AHA's industry focused professional seminars and activities emphasize the development of both personal and professional leadership traits needed to be successful in the hospitality industry.

All certificate programs are delivered online through World Campus - AHA's custom designed learning management system. World Campus provides participants with a unique multi cultural learning experience, adding to their ability to effectively lead in today's diverse workplace.

I wish you luck and much success!

Warm Regards,

A handwritten signature in black ink that reads "Cindi Reiman". The signature is fluid and cursive.

Cindi Reiman
President
American Hospitality Academy

Mission and Vision

Our Mission

The travel and tourism industry is the world's number one employer and today, on average, around the world more than 1 in 12 jobs is in the tourism and hospitality field (United Nations World Tourism Organization). The World Travel and Tourism Council expect travel and tourism to be the world's largest industry, by the year 2020.

As the industry grows, so does its demand for highly-skilled hospitality professionals who can provide outstanding service to guests from a variety of countries with different expectations and world views.

The AHA's mission, therefore, is to provide tomorrow's hospitality industry leaders with the knowledge, practical training, leadership, and multicultural skills necessary to succeed in today's global economy while fostering international goodwill and friendship.

Our Vision

To create a better world through education, integrity, and cultural understanding.

Our Core Values

To realize our mission and vision, AHA champions these core values and guiding principles:

- **Motivated by our vision:** We aim to create a better world through education, integrity, and cultural understanding.
- **International-mindedness:** We promote and celebrate diversity and understanding among students, academia, industry partners, and our communities.
- **Quality:** We value our reputation for high standards.
- **Work values and ethics:** We continually emphasize the importance of positive work values and ethics throughout our students' theoretical and practical training.
- **Partnerships:** We achieve our goals by working together.
- **Integrity and ethical decision-making:** We take pride in making all decisions based on honesty.
- **Public Service:** We promote public service as part of our educational process, encouraging students, staff, and faculty to participate in activities that meet a community or world need.



Application, Fees and Refund Policy

Online Application and Enrollment

Students may enrol at anytime by completing AHA's online application found on their website. Students will complete the application form and then be asked to review the course catalog and refund policy and acknowledge they agree to the terms. They will then be asked to remit the appropriate course fees for which they are applying. Once the course fees are remitted, they will be automatically enrolled into World Campus and be sent detailed log in information.

NOTE: All courses are delivered in English. It is expected that students have a sufficient level of English to successfully complete the course.



Individual Course Fees

Introduction to Hospitality \$250
Hospitality Professional Certificate (HPC) \$250
Hospitality Supervisor Certificate (HSC) \$275
Hospitality English and Communication (HEC) \$250
Managing Diversity (MDC) \$325

Refund Policy

Students are responsible for full payment for each individual course prior to being enrolled into World Campus. A full refund will only be issued if a student notifies AHA in writing prior to them beginning the course and logging into World Campus. Accordingly, AHA will refund course fees based on the following criteria:

Module 1	90%	Module 2	80%
Module 3	70%	Module 4	60%
Module 5	50%	Module 6	40%

No refunds will be issued after a student has completed more than 60% of the modules in any course.

Transfer of Credits

As in any educational institution, crediting of courses taken in these programs for purposes of pursuing further studies in other academic institutions is the sole discretion of the receiving institution. The American Hospitality Academy does not imply, promise or guarantee transferability of its credits to any other institution.

AHA also does not guarantee or make any claims about job placement or employment upon completion of a certificate program.

“
*We all smile in the
same language.*
”

Course Requirements and Grading

Course Overview

All courses are designed to be 3 credit hours and can be completed at a student's own time and own place. Each course is divided up into modules and each module contains the following activities:

- ★ Module Overview
- ★ Voiced Over power point seminar
- ★ Seminar Assessment Quiz
- ★ Skill Builder Activities
- ★ Online Discussions
- ★ "a ha!" Moment

Attendance Policy

Weekly attendance is mandatory in all online courses. Students are expected to log into their online course(s) at least twice a week. Progress towards satisfactory completion of modules is expected on a weekly basis.

Student Conduct

AHA reserves the right to exclude from online classes any student whose conduct, behavior, or actions are detrimental to his or her progress or the progress of other students. AHA will not tolerate any form of sexual harassment, discrimination, bullying, or behavior that violates the law or is in any way offensive, dangerous, threatening or intimidating.

Technical Requirement

As this is an online program, participants must:

- ★ Have access to a computer and high speed internet.
- ★ Be familiar with working in Microsoft Word, uploading and downloading documents on your computer and simple email functions.
- ★ Be familiar with accessing and using the internet to search information.

Examinations

Both a mid term and final examination are given for each course. The mid term is completed online after completion of 50% of the course. The final exam is completed once all modules and the mid term exam have been completed.

Grading and Special Designation

A student must have a minimum grade of 70% to earn a certificate from AHA. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final course grade will be computed based on the following criteria and weight distribution, for a total of 100%.

Grading Scale

Quizzes:	10%
Midterm Exam:	25%
Final Exam:	25%
Activities:	40%

Extra Credit Points-Passport to Culture

AHA created Passport to Culture to compliment your existing courses by allowing you to earn extra credit points for each stamp collected. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect. Two points per stamp collected can be earned with a maximum of 12 extra credit points on your final grade. *Learn more about Passport to Culture on the next page.*

Successful Completion and Issuance of Certificate and Transcript

After you have completed your final exam, your score will be computed automatically and your final score will be generated. If you get a passing score, you will have the opportunity to print your online certificate as well as your online transcript.

Passport to Culture

Inspiring Global Connections and Friendship

Overview

Passport to Culture (PTC) was developed primarily to inspire global connections and foster international understanding among you - our program participants. Learning to embrace diversity and showing respect for individual differences, bring about more effective interpersonal skills - considered as essential traits that all great leaders possess.

PTC compliments your existing courses and allows you to travel the world with AHA, as you learn about different countries and cultures while earning passport stamps along the way. The more activities and connections you make, the more stamps you receive in your passport. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect.

Passport Stamps

Friendship Connection

With AHA's Passport to Culture program, making friends and connecting with others from around the world has never been so easy! Earn your friendship connection stamp by connecting with one or more participants.

Cultural Spotlight

This activity allows you to share your culture with others - where you are from, your interests, family and traditions. Earn a stamp by submitting one cultural spotlight

International Recipe Book

Submit your favorite dish in our international recipe book and earn your stamp.

Pop Culture Forums

Use the global forums to build friendships with others from around the world. To earn a stamp you must reply to one or more different forum topics and use a minimum of 30 words.

Test Your CQ

What is your Cultural Intelligence? Challenge yourself to learn and understand more about other cultures. Earn one stamp for every Test Your CQ quiz you pass.

Global "a ha!"

Global "a ha!" is a mini lesson within the lesson that allows you to reflect on diversity, respect and tolerance. Use this activity to stay culturally motivated and learn to accept and respect others from around the world. To earn a stamp you must reply to two or one or more discussion topics with a minimum of 30 words



“
*Each of shines in a
different way but that
doesn't make our
light less bright.*

”

Course Descriptions

Introduction to Hospitality

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields. At the completion of this course, students should be able to:

- ★ Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
- ★ Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
- ★ Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
- ★ Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
- ★ Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

Hospitality Professional Certificate (HPC)

No matter what level of education, work experience, position or role a person may be in, there is always something to learn and strive for in the pursuit of one's professional career. AHA's hospitality professional seminars emphasize the development of both personal and professional leadership traits needed to become a successful hospitality practitioner.

The Hospitality Professional Certificate provides students with the competitive edge they need to succeed in the industry by:

- ★ Focusing on employability traits deemed essential by the industry through soft-skills training
- ★ Emphasizing personal leadership development within a global perspective
- ★ Developing understanding of other cultures, traditions and beliefs and the ability to work with and manage a multi cultural workplace
- ★ Acknowledging that participants possess the skills and competencies required for success in their position
- ★ Demonstrating how their actions show a commitment to a career in hospitality



Course Descriptions

Hospitality Supervisor Certificate (HSC)

Today's successful hospitality supervisors must understand the difference between being an employee and taking on a new supervisory role. They need to manage the transition and understand their new responsibilities and how to best implement them. They need to have effective skills such as leadership, time management, cultural understanding and communication. They must keep pace with change, improve their knowledge, and grow daily through their work experiences. The HSC provides a basic foundation for new supervisors or students wishing to get ahead of the game and learn some basic supervisory skills.

The Hospitality Supervisor Certificate (HSC) consists of a series of eight (8) modules which are self-paced online seminars with corresponding quizzes and activities that have been developed for students and hospitality professionals. Students will also be required to take a final exam.



Managing Diversity in the Workplace Certificate (MDC)

The Managing Diversity in the Workplace Certificate (MDC) was developed for current and future professionals who want to move up the ladder, or are looking for that first management position. The MDC's objective is simple: to increase participants' ability to understand, develop and practice the most important managerial skill there is - achieving specific objectives through working with people.

The course takes a "people centered" approach to management and focuses on the functions of management, the basic principles of effective communication, cultural understanding, creating a culturally sensitive and respectful workplace, conflict management, team work, and motivation.

Hospitality English and Communication (HEC)

In an increasingly globalized world, English has become a universal language for hospitality professionals and a necessity for career advancement. The Hospitality English and Communication Certificate (HEC) course was specially designed to assist individuals, who are or will be in the hospitality industry, with improving their ability to express themselves in English when dealing with guests and co-workers.

It covers a wide range of hospitality situations and the vocabulary, phrases, expressions and common courtesies that are appropriate to those situations. HEC is not an ESL program, but rather has been specifically designed for people who already have a basic to intermediate level of English fluency and who wish to enhance their ability and gain confidence in using English appropriately in hospitality settings.



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