



# Diploma *in* SERVICE LEADERSHIP



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



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# A MESSAGE from the President



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 developing thousands of students worldwide for employment and leadership positions in the hospitality industry. All programs have been specifically designed for students and industry professionals who aspire to manage and lead effectively in the 21st century.

Now through AHA's online World Campus, students around the world can participate in AHA's certificate and diploma programs and earn an American credential.

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.

## 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.

AHA 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,

Cindi Reiman  
President  
American Hospitality Academy

“  
*A leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. He does not set out to be a leader, but becomes one by the quality of his actions and the integrity of his intent. In the end, leaders are much like eagles... they don't flock; you find them one at a time.*  
”



# Leadership Team

## **Cindi Reiman, President, AHA**

The American Hospitality Academy's founder and President, Ms. Cindi Reiman, has spent over 30 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 AHA graduates around the world.



## **Corazon Gatchalian, Ph.D. CHE**

Corazon Gatchalian is an academic leader recognized throughout the Philippines and in the Asia Pacific region. Dr. Gatchalian was the former Chair of the Department of Hotel, Restaurant, and Institution Management at the University of the Philippines, the country's premier university. Dr. Gatchalian was also past President of the Council of Hotel and Restaurant Educators of the Philippines and was a member of the Technical Panel on HRM and Tourism with the Commission on Higher Education. All AHA programs have been designed and created with her expert advice, input and leadership. Dr. Gatchalian is also a founding partner of AHA's International Hotel Management School network.



## **Samir Thapa, CHE**

Samir Thapa, CHE is the founder and Principal of the Silver Mountain School of Hotel Management in Kathmandu, the premier hotel school in Nepal. He was the first Certified Hospitality Educator (CHE) in Nepal, an industry recognized qualification that enables him to teach hospitality management worldwide, and holds an MBA in Hospitality Management from Trinity University, San Antonio, Texas, USA. Mr. Thapa is also a founding partner of the AHA-International Hotel Managements Schools' network.



## **Katie A. Huffstetler, AHA Director of Training and Curriculum Development**

Katie holds a degree in Hospitality Management from the University of Kentucky, Lexington, Kentucky. She has worked in the hospitality industry for over 20 years. She is a Certified Hospitality Supervisor (CHS) and Certified Hospitality Trainer (CHT), two internationally recognized certifications that qualified her to take on a senior managerial role and train industry personnel. In 1997, after working with the Hyatt Hotel Corporation, she joined AHA. In her current position as Director of Training and Curriculum Development for AHA corporate, she oversees the development and implementation of all AHA online training programs.



# 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.



# Diploma in Service Leadership

The Diploma in Service Leadership is a unique program designed to meet the greatest challenges that 21st century leaders face – the ability to successfully lead a culturally diverse workforce, maintain a strong sense of integrity and provide a quality product or service in a business climate characterized by rapid changes and globalization

The Diploma in Service Leadership's goal is to develop leaders who lead from a greater place of understanding of the world and the different people and cultures within it. Participants will learn how to inspire and motivate people of various backgrounds to achieve common goals while acting locally and thinking globally.

The Diploma in Service Leadership will be awarded upon successful completion of 39 unit credits of academic courses with a grade of 2.0 (or its equivalent) or better, and satisfactory internship performance. Requirements are broken down as follows:

- ★ 12 credit units of AHA online courses, at 3 unit credit per course namely: Introduction to Hospitality , Hospitality Professional, Hospitality Supervisor and Managing Diversity in a Multi Cultural Workplace
- ★ 9 credit units of postsecondary English, Math and Social Science earned from an accredited post secondary institution.
- ★ 15 credit units from courses in your chosen major or discipline of study earned from an accredited university or college.
- ★ Completion of a minimum of 200 hours of hospitality internship with 3 credit hours and with a minimum performance rating of Satisfactory.

To qualify for a Diploma, candidates must have obtained a grade of C (2.0) or better in all of the above listed courses or a grade point average of 2.0 or better without a failing mark in any of the courses to be credited.

Candidates must submit a letter of reference from both the school and internship provider attesting to the candidate's leadership and positive work attitude.

“

*Leadership has less to do with position as it does with disposition.*

”



# World Campus & Passport to Culture

## World Campus

AHA's required courses for successful completion of the diploma program will be conducted online through AHA's online learning management system called World Campus. World Campus is the portal to all of AHA's online learning programs. It is at the heart of AHA's vision of creating global classrooms and a world campus that transcends all geographical, social, cultural and economic boundaries. It is an important step in changing the paradigm of learning from "local" to "global" and redefines how education is accessed and delivered in the 21st Century.

## Benefits of World Campus

- ★ World Campus provides AHA with a vital point of difference by linking students and faculty around the world for both educational and social networking purposes - a unique combination of "hospitality education" meets "Facebook".
- ★ Students can develop their own profiles and connect with fellow students in different parts of the world. This international connection broadens their educational base and exposes them to a diversity of cultures, traditions, beliefs, lifestyles, and business practices. Such exposure is essential to an industry increasingly influenced by a growing global economy.
- ★ Our online classroom is designed to fit the student's schedule. Students can log on to World Campus 24/7 from home, the office or an Internet café - anywhere they can find a connection - and complete weekly course work at a time that suits them.
- ★ The interactive learning environment encourages higher levels of student participation and often results in higher levels of academic performance than traditional classroom learning.
- ★ Students are exposed to a wide range of faculty members internationally and to industry experts in the United States.

## PASSPORT *to* CULTURE

*Inspiring Global Connections and Friendship*

The cornerstone of AHA's programs is the study of culture. Our foremost concern is to promote understanding and respect for different cultures - an important key to successful management and leadership in today's multicultural workplace.

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.



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



# Course Descriptions (Electives)

## 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.

“

*The difference between ordinary and extraordinary is that little extra.*

”

## Hospitality English and Communication

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.





# Course Descriptions

## 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

## Hospitality Supervisor Certificate

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.

## Managing Diversity in the Workplace Certificate

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.



# Course Requirements

## English Requirements

All World Campus course are conducted in English. If you are not a native speaker of English, have not been schooled in English or if English is not your second language, then you are expected to have an intermediate to advanced level of fluency in English to undertake any course. You must have the ability to read and comprehend English as well as being able to express yourself in writing at an intermediate to advanced level in order to successfully complete any course.

## 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.

Should you be using the internet café or computer at a local library you should be able to stay online for a continuous period of a minimum of 45-60 minutes at a time.

## 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.

## Cultural Diversity

You will have classmates from around the world participating in AHA courses. Please be culturally sensitive and use this opportunity to learn about and gain a greater appreciation of other cultures, traditions and beliefs. This is vital training as most students will at some time in their career find themselves working in a diverse workplace serving clients from all over the world.

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



# Grading and Diploma Issuance

## Individual Course Overview

Each of AHA's leadership 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 and Orientation
- ★ Voiced Over power point seminar
- ★ Seminar Assessment Quiz
- ★ Skill Builder Activities
- ★ Online Discussions
- ★ "a ha!" Moment

## Grading and Special Designation

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

## 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.

## Issuance of Individual Course Certificates

After you complete each individual course and have taken the 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.

## Issuance of Diploma in Service Leadership

Upon successful completion of all 4 of the required AHA courses, students are eligible to apply for the Diploma in Service Leadership. Students will need to upload the following documents to earn their Diploma as well as fulfill all of their financial obligations to AHA.

- ★ Transcripts from an accredited institution verifying the additional required courses and grade point average
- ★ One letter of reference from your school and internship supervisor
- ★

Upon receipt of the additional required documents, AHA will verify the information and then process your diploma. AHA will mail the hard copy of the diploma along with a letter of reference and an AHA lapel pin. Please allow 30 days for processing and shipping.



“  
Leaders are originals  
not duplicates.  
”



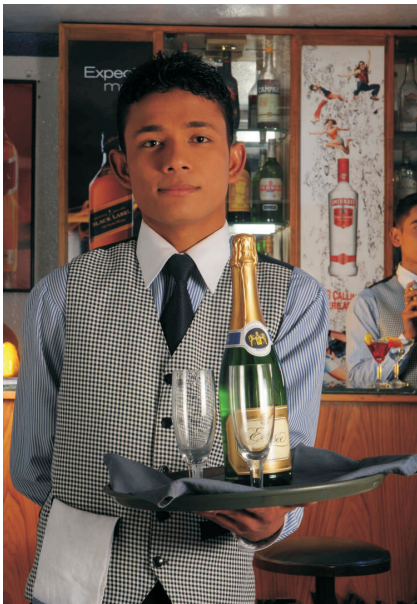
# Application, Tuition and Refund Policy

## Online Application and Enrollment

Students may enroll at anytime by completing AHA's online application found on the website. Students will complete the application form and then will 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.

## Individual Course Fees (3 Credit Hours)

Introduction to Hospitality	USD 250
Hospitality Professional Certificate	USD 250
Hospitality Supervisor Certificate	USD 275
Hospitality English & Communication	USD 250
Managing Diversity	USD 325



## Diploma In Service Leadership

USD 1450

*This fee includes:*

AHA's Four leadership courses (12 credit hours total), processing your completed application, verifying your transcripts and letters of reference and mailing the hardcopy of your diploma and AHA lapel pin.

## Global Study Grants

The American Hospitality Academy is committed to providing universal access to an American education and to assisting in the economic development of countries by supporting the growth of their hospitality and tourism industries. Accordingly, we have developed a Global Study Grant and Scholarship program and that will provide financial assistance to deserving students from many different countries around the world.

## Refund Policy

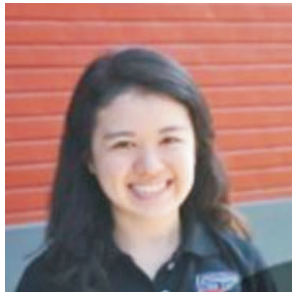
Students are responsible for full payment for each individual course prior to being enrolled into World Campus. A full refund will only be issued if a student notifies AHA in writing prior to them beginning the course and logging into World Campus. Accordingly, AHA will refund course fees based on the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

“  
*You can't climb the ladder of success  
with your hands in your pocket.*  
”

# Student and Industry Testimonials



*AHA's course not only taught me about leadership, it taught me the importance of attitude, the industry itself, teamwork and cooperation. I also learned how to cope with diversity, changes, time management and stress. But most importantly, I discovered and learned more about myself.*

Vincii Gutierrez  
PHILIPPINES

*Aha's online course helped me gain confidence and courage. I learned both professional development and cultural awareness skills through the Passport to Culture program. My experience with AHA was so much more than I expected.*

Atulesh Borkar  
INDIA



*After going through AHA's program, I gained the leadership skills and confidence I needed to succeed in the hospitality industry. I also met new people from around the world and was able to share my culture while learning about others. It was an amazing experience.*

Michel Salameh  
LEBANON



*Thank you AHA for an experience of a lifetime. Not only did I learn the leadership skills needed to succeed in my career, I learned how to understand and communicate with people from all different backgrounds and cultures. Thanks to this experience, I am now the Director of Human Resources at Sandburg College.*

Dylana Carlson  
UNITED STATES



*I have been a Human Resources expert in the hospitality industry for years and have hired thousands of front-line staff in my career. I can tell you that AHA's emphasis on cultural awareness and soft skills training gives their students a unique advantage in today's global marketplace.*

**Carol Hogue**  
Director of Human Resources  
Casa Marina and Reach Resorts, LXR Resorts,  
Waldorf Astoria Collection  
USA

*I love that AHA instills and inspires strong work ethic and a positive attitude through all their courses—these character traits are rarely addressed by any other school that I know.*

**Rodrigo Alvarez Y Jimenez**  
General Director,  
Luxury Boutique Hotel Casareyna  
MEXICO

*It is wonderful to see a hospitality program that bridges the gap between theory and practice, teaching both the hard and soft skills one needs to provide exceptional customer service.*

**Marcia Dmochowski**  
General Manager,  
Hilton Tampa  
USA

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



**AMERICAN HOSPITALITY ACADEMY**

**Corporate Headquarters**

**20 Ridgewood Lane**

Hilton Head Island, South Carolina 29928 USA

Phone: 843-290-5009

Toll free in the USA: 1-888-859-5293

email: [info@americanhospitalityacademy.com](mailto:info@americanhospitalityacademy.com)