



ONLINE
World Campus

DEVELOPING TOMORROW'S LEADERS TODAY



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

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Licensure indicates that minimum standards have been met; it is not an endorsement or guarantee of quality. Licensure is not equivalent to or synonymous with accreditation by an accrediting agency recognized by the U.S. Department of Education.

NOTE: Students may contact AHA at anytime by calling 843-290-5009 with any problems or concerns.

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A MESSAGE FROM THE **PRESIDENT**

As founder and president of the American Hospitality Academy, Cindi has spent 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 people around the world.

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 30 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 certificate courses 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 courses 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,



Cindi Reiman
President, American Hospitality Academy.

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

MISSION & 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.

COURSE REQUIREMENTS & 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

Participants to AHA World Campus certificate courses 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 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 can be accessed after completion of all module requirements and the mid-term examinations.

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%

Successful Completion and Issuance of Certificate & 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.



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.

Eligibility

Students must have a high school diploma and have a sufficient level of English to complete the course.

Individual Course Fees \$250

# of Course	Cost per Course	Total Cost
1	\$250	\$250
2	\$250	\$500
3	\$250	\$600
4	\$250	\$800
5	\$250	\$1000

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 and Job Placement

As in any educational institution, crediting of courses taken from AHA World Campus, 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 course.

Student Complaint Procedures

The South Carolina Commission on Higher Education is the final authority to investigate/resolve all matters. In absence of mitigating circumstances, students must submit a complaint to :

South Carolina Commission on Higher Education

1122 Lady Street, Suite 300, Columbia SC 29201,
Telephone (803) 737-2260.

Complaints should be submitted to the Commission within two calendar years of exhausting the appeals process at the institution.

Step 1: If a student has concerns related to classroom situations or administrative actions, he/she should contact the faculty or staff member(s) with whom he/she has a conflict. It may be possible to resolve the concerns without the need for formal institutional action. However, if the student's complaint is not resolved satisfactorily, or if the complaint cannot be resolved by contacting the faculty or staff member(s), the student should proceed to Step 2.

Step 2: The student should file a complaint through the institution's complaint process. Information about the process can usually be found in the institution's academic catalog, student handbook, or website. Many institutions have an ombudsman to mediate on behalf of the student. If the student is still unable to resolve the complaint, the student should proceed to Step 3.

Step 3: Investigate to where assistance may be available from other entities. Found on the **Student Complaint form**.

Step 4: If the complaint cannot be resolved through the above channels, the student may file a complaint with the Commission. Complete and submit the Commission's complaint form **found here**.

COURSE DESCRIPTIONS



All certificate courses are 3 credit hours and take approximately 40 hours to complete. The course structure for each certificate course consists of 10-12 individual online modules that include a seminar, discussion forums, various module activities, an aha Moment, a module quiz, mid-term and final exam. Note: There is no minimum number of students required in a course.

Business Communication in Hospitality and Tourism

This online hospitality course is focused on the formal business communication processes commonly used in the hospitality and tourism workplace. It covers verbal and nonverbal means of business communication strategies, the use of technology in communication, the correct format of various business communication tools as well as public speaking. Emphasis is given to channels of communication, the different mediums and business communication tools, and how each can be used to achieve effective communication in the workplace.

Business Communication: Verbal and Non Verbal

This business course covers areas of communication currently used in conducting business effectively. It provides an overview of the channels of communication and elements of communication - both verbal and nonverbal. This course covers the different ways by which business communication is undertaken, where specific skills need to be developed as necessary tools for business success. These include: making effective presentations, written communication, business correspondence, the art of listening and reading comprehension.

Career Essentials and Service

The business course gives emphasis to the key employability traits as well as multicultural skills needed to succeed in today's diverse workplace. It emphasizes the importance of personal leadership development - the need to lead oneself before one can lead others. This course identifies the basic work ethics essential for success in the 21st Century workplace, the development of positive attitude, strong character, an appreciation for the benefits of effective communication and cultural understanding.



COURSE DESCRIPTIONS

Introduction to Hospitality & Tourism

This hospitality course provides an introduction and overview of the global hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to professional hospitality career opportunities and the employability skills needed to succeed in specific hospitality career. Key factors responsible for the growth and development of hospitality and tourism are discussed. It also includes identifying current trends and challenges faced by the hospitality and tourism industry, understanding hotel classifications and the different types of hotel ownership and development.

Hospitality Professional

This hospitality course is designed for students who are preparing to start their hospitality career or anyone currently working in the service and tourism industry. It is focused on developing the employability traits deemed essential for success and directed towards enhancing one's personal and professional development. This course guides and inspires young industry professionals to develop key personal and professional traits to be able to deliver service excellence, armed with their "a ha!" Amazing Hospitality Attitude!



Hospitality Supervisor

This course gives emphasis to the soft skills needed for effective workplace supervision and ensure a positive work environment in the hospitality industry. Supervisors are expected to demonstrate the "hard skills" to improve the system, and the "soft skills" to improve people – these being essential for success in a high-performance workplace. A supervisor is expected to acquire and develop these skills to maintain and lead a winning team. As supervisors in the hospitality workplace are trained to deal with hard issues, such as poor quality, low productivity, absenteeism and unacceptable customer service, the underlying cause of hard issues is often found in the soft issues - people issues, rooted on the fundamental attitudes or mindsets of everyone in the workplace which directly impact on effective supervision.



Managing Diversity in the Workplace

This course highlights the importance of developing leadership skills that transcend cultural boundaries, given the worldwide direction towards globalization, where the ability to work effectively with people from different cultural backgrounds has become a necessity. It focuses on the development of a range of core skills and values that can be applied in different situations, particular the importance of treating others with respect and inspiring others towards effective co-operative action to achieve a common goal.

COURSE DESCRIPTIONS

Supervision in the Workplace

This course is designed for supervisors in the 21st century workplace and covers the development of both the soft skills and the hard skills, to effectively perform and gain competitive advantage in a challenging, multicultural environment. Supervisors need to possess the soft skills to improve people and the hard skills to improve systems. Whereas in the past, focus was on the hard skills to cope with workplace concerns such as poor quality, low productivity, absenteeism, and poor customer service, with little concern for the soft skills. Presently, more attention is given to the soft issues, such as those arising from fundamental attitudes or mindsets of employees.



Advanced Hospitality Leadership Certificate

This certificate course consists of AHA's 5 hospitality courses and is designed to meet the 21st century challenges of hospitality leaders. The main focus is the development of key business and hospitality leadership skills that are vital for success in a multicultural workplace.

Completion of the following courses enables a student to earn an Advanced Hospitality Leadership Certificate:

- Business Communication in Hospitality and Tourism
- Introduction to Hospitality and Tourism
- Hospitality Supervisor
- Hospitality Professional
- Managing Diversity in a Multicultural Workplace

Altogether, this combination of courses addresses concerns related to: cultural diversity, technology, and the development of personal and professional leadership traits all of which are important for success in today's global workplace.

STUDENT & INDUSTRY

TESTIMONIALS



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.

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.

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 Saleme, 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. ”



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