

Cruise Line Professional

Introduction to Purser and Administration

Course Syllabus



The **ULTIMATE** Cruise Line
Training Experience



Chart YOUR course to *Success!*

Online and Onboard Training Modules

Since 1986, The American Hospitality Academy has inspired thousands of employees around the world to provide service excellence with an Amazing Hospitality Attitudes also known as “*a ha!*”. Today, created in collaboration with Maritime Holdings Group and Princess Cruise Lines, AHA is proud to offer Cruise Line Professional Course (CLP). The CLP is the first of its kind, providing an introduction to the cruising industry through a combination of online and onboard training.

CLP will introduce you to the dynamics of the modern cruise industry and will acquaint you with the essential skills and work ethics needed for a successful cruising career. Your onboard training will take place during a 7 day cruise onboard *Princess Cruise Lines*. During the shipboard training, you will have the unique opportunity to attend live training seminars presented by accomplished cruise line professionals, view and observe key cruise operations and interact with cruise line management giving you the advantage to build and foster professional relationships.

Online Modules

Module #1	Professional Development and Cultural Awareness
Module #2	Introduction to the Cruise Line Industry
Module #3	Cruise Geography and Terminology
Module #4	Hierarchy of a Cruise Ship

On Ship Modules

Module #5	Living and Working Onboard
Module #6	Administration, Accounting and Purser Office Organization
Module #7	The Front Office
Module #8	Ship Clearance/Customs and Immigration Formalities
Module #9	Accounting & Financial Procedures
Module #10	Crew Administration
Module #11	On Board Revenues/Shore Excursions
Module #12	Essential Skills at Sea

MODULE TITLE **Professional Development and Cultural Awareness****MODULE DESCRIPTION**

This module focuses on the essential skills, attributes and work ethics needed to be successful in today's hospitality industry and how they impact the provision of outstanding guest service. There is particular emphasis on the development of cultural understanding and awareness of the benefit of developing cultural competence in order to serve and effectively interact with both a diverse workforce and customer base.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Discuss essential work ethics and qualities that are highly valued in the hospitality workplace, and identify how these can be manifested in day-to-day work performance to achieve guest service excellence.
2. Discuss the value of good appearance and etiquette and describe how they can generate positive impressions and respect from co workers and guests.
3. Discuss how a positive attitude can be both developed and demonstrated in the workplace and how it improves outcomes.
4. Discuss the process of effective teamwork and identify the elements that constitute effective communication and how they can contribute to organizational performance.
5. Discuss the importance of understanding one's culture and that of others, identify the process of breaking down stereotypes and analyze how this contributes to effective performance in a culturally diverse hospitality workplace.
6. Identify ways that cultural diversity can be celebrated in the workplace and how it can be used to enrich the workplace and better the organization's outcomes.

METHODOLOGY

Online Lecture/Discussions

ASSESSMENT

Individual Study

Exam

MODULE TITLE **Introduction to the Cruise Line Industry**

MODULE DESCRIPTION

This module provides an overview of the history and development of the cruise line industry and the reasons for its success. It familiarizes students with the special features, facilities and target markets of key brands and provides an insight into the scale and scope of employment opportunities available in the industry.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Summarize the history of the cruise line industry and the evolution of recent trends
2. Identify key cruise line brands, how they differentiate themselves and what they perceive as their main purpose.
3. Discuss reasons why certain key brands are so successful at what they do.
4. Understand the factors and experiences that create a memorable cruise experience and what expectations of passengers a cruise line needs to fulfill to be perceived as successful.
5. Identify the scope of employment opportunities with the industry.

METHODOLOGY

Online Lecture/Discussions

ASSESSMENT

Individual Study

Exam

MODULE TITLE **Cruise Geography and Terminology**

MODULE DESCRIPTION

This module identifies the major oceans of the world and how geography affects and influences the destinations that cruise ships visit. Students learn Cruise Industry Terms and Nautical Terms - including the Phonetic Alphabet - the specialized language used by employees, port authorities and the shipping industry. This terminology is essential for a cruise line employee to successfully perform their duties.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Identify oceans of the world and typical geographical pathways for cruise liners.
2. Analyze geography from a cruise industry perspective and how it determines ports of call.
3. Recognize and recall the phonetic alphabet
4. Identify cruise industry terms and their meaning
5. Identify nautical terms and their meaning
6. Discuss the importance of learning and using cruise line terminology correctly in relation to the security, safety and experience of passengers and crew.

METHODOLOGY

Online Lecture/Discussions

ASSESSMENT

Individual Study

Exam

MODULE TITLE **Hierarchy of a Cruise Ship**

MODULE DESCRIPTION

This module reviews historical hierarchical structures of command and examines the differences in the organizational structure in place on a cruise ship today. It focuses on the importance of the chain of command, which exists to ensure the operational effectiveness, safety and security of the vessel and the growth of the customer services divisions within that command structure today.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Identify the differences between the historical command structure of the past and the organizational structure of the modern cruise industry.
2. Identify the chain of command on a cruise ship and discuss the rationale for that chain of command and its effect on operational effectiveness, safety and security of the vessel.
3. Identify the various roles and importance of the ships officers
4. Understand and discuss the function of the major departments onboard, how they interact with each other and their relative importance in delivering a memorable cruise experience.

METHODOLOGY

Online Lecture/Discussions

ASSESSMENT

Individual Study

Exam

MODULE TITLE **Living and Working Onboard**

MODULE DESCRIPTION

The purpose of this module is to introduce and prepare students for life on board a cruise ship. It covers the differences in the way of life, shipboard culture, expectations, rules and regulations, the discipline of working at sea and the facilities available to crew.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Identify the differences between land life and ship life and the adjustments that new crew need to make.
2. Understand and appropriately respond to shipboard culture in order to quickly integrate into life on board.
3. Outline the disciplinary procedure
4. Discuss the importance of discipline to shipboard life and to the experience of both crew and passengers.
5. Identify the most important rules and regulations on board and discuss why they are essential.
6. Identify the key services and facilities available to crew and how they support crew in their life at sea and life on land.

METHODOLOGY

Onboard Lecture/Discussions

ASSESSMENT

Supervised Practice

Role Play/ Group and Individual Practice

Case Studies

Group and Individual Study

Exam

MODULE TITLE **The Front Office**

MODULE DESCRIPTION

The focus of this module is the organization and effective operation of the front office. Students will learn about the standard operating procedures of the front office, how to maintain expected service standards, resolve customer issues and provide exemplary guest service. Students will have the opportunity to role play and interact with front office crew, putting their knowledge into practice.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Identify the types of positions within the department; distinguish between the different levels of each position and the various duties of each so as to perform or interact with each position appropriately.
2. Understand and demonstrate the implementation of standard operating procedures through training and role play.
3. Identify qualities and skills essential for effective implementation of front office functions and demonstrate such qualities/skills through role play and practical training.
4. Discuss the importance of service excellence to front office operations and role play situations that specifically demonstrate an ability to deliver service excellence in a front office role.

METHODOLOGY

Onboard Lecture/Presentations/Role Play

ASSESSMENT

Supervised Practice

Role Play/ Group and Individual Practice

Case Studies

Group and Individual Study

Exam

MODULE TITLE **Accounting & Financial Procedures**

MODULE DESCRIPTION

This module focuses on the role of accounting on a cruise ship, the various positions and responsibilities within the accounting department and the importance of security. Students also review standard operating procedures essential to the effective operation of the accounting department.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Understand the importance of the role of accounting on a cruise ship
2. Describe the various positions within the accounting department, the responsibilities of those roles and how they interact with and support each other.
3. Describe cash bookkeeping and cash flow operations with emphasis on cash security procedures and how its accurately managed and accounted for.
4. Identify cost control procedures and their importance to maintaining financial accountability.
5. Discuss the importance of accounting security and identify effective security procedures
6. Discuss the standard operating procedures applicable to the accounting department and positions.

METHODOLOGY

Onboard Lecture/Discussion

ASSESSMENT

Supervised Practice

Role Play/ Group and Individual Practice

Case Studies

Group and Individual Study

Exam

MODULE TITLE **Crew Administration**

MODULE DESCRIPTION

Cruise lines have an extended human resources responsibility and function given their crew lives on board the same vessel as its customers. This module addresses the extensive functions of crew administration in relation to management of human resources both on and off the cruise ship, adherence to legal requirements, clearance through Customs and Immigration and provision of other required support services.

MODULE OBJECTIVES

At the completion of this module, students should be able to:

1. Identify the various functions of a cruise line human resources department and the special services crew require as a result of their residence at their place of work.
2. Identify the importance of the employee screening process and the maintenance of accurate employee records.
3. Discuss the efficient clearance of Crewmembers signing on and off through Customs and Immigration by diplomatically encouraging a productive relationship with the relevant officials.
4. Discuss the coordination with shore-side support groups regarding the repatriation process for ship-board employees.
5. Describe the importance of appraisal and disciplinary forms in relation to the effective management, training and promotion of crew.
6. Discuss how to further crew welfare and the overall employment experience on board, providing crew with a pleasant and motivating work environment and maintaining high morale.

METHODOLOGY

Onboard Lecture/Discussion

ASSESSMENT

Supervised Practice

Role Play/ Group and Individual Practice

Case Studies

Group and Individual Study

Exam

MODULE TITLE **Essential Skills at Sea****MODULE DESCRIPTION**

For a successful career at sea, it is important that all crew members are able to demonstrate a range of essential skills in order to ensure guest satisfaction, work productively with fellow crew members and deal with emergency situations in the correct manner. This module reviews the key skills that all crew members must possess in order to effectively and efficiently perform their duties at sea. Students will participate in mock interviews in order to enhance their understanding of these skills.

MODULE OBJECTIVES At the completion of this module, students should be able to:

1. Identify the essential skills of a crew member
2. Analyze their own current level of skills and abilities and identify areas of improvement.
3. Describe operational requirements of crew members and areas of training most important for the development of an effective crew member.
4. Use their interview skills and techniques to effectively interview crew members, and summarize their finding, about the qualities and requirements they deem essential to their jobs.

METHODOLOGY

Onboard Lecture/Discussion/Mock Interviews

ASSESSMENT

Supervised Practice

Role Play/ Group and Individual Practice

Case Studies

Group and Individual Study

Exam