

Corporate Training Programs



Hospitality Training
For the 21st Century

“a ha!” **University**

Inspiring **a**mazing **h**ospitality **a**ttitudes



American Hospitality Academy

The American Hospitality Academy (AHA) headquartered in Hilton Head Island, South Carolina was established in 1986. For over 25 years, AHA has specialized in developing thousands of students worldwide for employment and leadership positions in the hospitality industry.

In 2009 in response to industry needs and the development of effective and cost efficient learning and training technologies, AHA launched World Campus. World Campus is a unique online training center and professional development and community forum designed specifically for the hospitality industry.



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“a ha!” University - Corporate Training for the 21st Century

"a ha!" University is not just a learning management system, it is an online global learning community that incorporates customer service training with motivation and communication. For 25 years the American Hospitality Academy has had one singular pursuit, "to inspire employees to deliver excellent service and achieve an *amazing hospitality attitude*". Through "a ha!" University, companies can now take advantage of AHA's proven teaching methodologies and customer service programs.

“a ha!” University is a function of AHA's leading-edge online education and training platform, World Campus. It allows you to customize and tailor your own organization’s training programs and centralize your training functions for easy and universal access online. Our global presence has made us acutely aware of the specific needs and challenges of the hospitality industry in the 21st Century. As companies grow and expand, their expenditure on education and training significantly increases, as does the negative effect of down-time when staff undergo training. The traditional approach to education and training may not always provide the most efficient and cost-effective solution.

Custom Designed for Hospitality Industry

“a ha!” University is exclusively dedicated to careers in hospitality and all programs and features of World Campus have been developed with specific functions that support the needs of education and training in our industry.

"a ha!" University operates entirely online and is a safe, secure, easy-to-use and robust online learning environment that was specially developed by AHA.

World Campus is a full-service education and training platform that, from one central location online, can deliver some of the most comprehensive hospitality education, training, networking and professional support services in the world today. We have an in-house curriculum development team and global team of hospitality educators along with industry professionals that can assist with custom designing any of your training needs.

Our approach puts *you* in the driver’s seat!

We provide you with an extensive “menu” of programs and services that can be delivered totally or partially online as well as onsite. AHA’s professional team works hand-in-hand with your training division to assist you in choosing the best combination for your requirements, resulting in a customized training plan for your organization. This training plan is then programmed by AHA’s technology team to become accessible online through our World Campus portal, providing your organization with your own centralized online “a ha!” University Training Center.

Your “a ha!” University Training Center is always “open for business” 24 hours a day and becomes the heart of your company’s training and communication network. Professional development activities and a vast array of training management and delivery needs can be met company-wide. AHA provides training for your employees and facilitators in how to use World Campus and all its online features and functions. With all this capability, AHA’s World Campus is still a very easy to use, affordable and cost-effective solution to your training and development needs.

World Campus: Your Customized Online Training Center

Once AHA has developed your special web-based portal to your customized “a ha!” University training center we can include all of your organization’s online education and training programs and create the framework for your online community. AHA will also provide you with the opportunity to choose from additional programs and services to facilitate your training objectives. These additional services will be described in detail on the following pages.

“a ha!” University provides your organization with far more than just the ability to deliver courses online. Through World Campus’s extensive programming and features, we can create a central education and “meeting place” for all of your organization’s employees while also providing a central communication hub for the dissemination of training related information. “a ha!” University establishes a strong foundation and the opportunity for your organization to expand its use of the online medium for future training of employees and for the expansion of company-wide communication related to education and training.

Your customized “a ha!” University Training Center features are outlined below:

- ✓ 24/7 access for all your employees to access World Campus
- ✓ A customized home page with log in for trainers, employees, management/corporate staff involved in the training process and/or for access by other designated personnel.
- ✓ Ability to upload and store all training program content and related materials online for easy access by participants and trainers.
- ✓ Ability for trainers to enroll participants into online training programs.
- ✓ Ability to send/receive reports on progress and evaluation of participants.
- ✓ Ability to access World Campus’s internal email system for communication functions.
- ✓ Ability for each participant to set up their own profile which includes a photo and a short paragraph about themselves, their position and a few details about their professional life they wish to share with other program participants.
- ✓ Ability to access AHA training experts and 24/7 technical assistance.
- ✓ Ability to access to AHA’s global community and discussions.

Corporate Training Programs

In addition to using all the World Campus features outlined on the previous page, AHA provides organizations with a variety of programs and services to further enhance their customized online training center. These services include:

- ✓ Customized Training Curriculum and Courses
- ✓ Development of Hybrid Training Plans
- ✓ AHA Certificate Courses

Customizing Training Curriculum and Courses

With over 25 years of experience in creating industry relevant curriculum, AHA has the experience, expertise and a team of educators who can develop new curriculum or customize current company programs for your specific needs. In line with your training objectives and in consultation with your company, AHA can develop the following:

- ✓ Adaptation of current face-to-face training materials and content for online delivery
- ✓ Content and materials for short training sessions, training modules, individual courses, longer-term programs, professional development seminars and workshops
- ✓ Course materials including PowerPoint presentations, assignments, supplementary materials
- ✓ Various methods of assessment, short quizzes, online examinations
- ✓ Training evaluations as a feedback mechanism for quality assurance

All materials will be prepared for delivery and programmed into your “a ha!” University Training Center for 24/7 access by employees and trainers. AHA’s expertise covers the full range of hospitality and service related topics, from service excellence, soft skills, communication and teamwork to operational training for various divisions of hotel and hospitality establishments.

Development of Hybrid Training Plans

With the assistance of AHA, you also have the opportunity to create “hybrid training” where for a specific course or program you schedule both face-to-face sessions as well as online components. This form of learning can reduce costs and keep your workforce operational during business hours and is particularly useful when providing skills-based training, where online classes are followed by practical training in the field.

We will work hand-in-hand with your training division to adapt any of your existing programs to the hybrid training model, develop new programs or adapt existing “a ha! University curriculum to meet your needs.

AHA Online Certificate Courses

AHA has created professional development courses that can be implemented or adapted as part of a Company's training program. AHA customizes training as per client needs. These programs are either self-study online programs or facilitated by AHA online through World Campus. They can also be delivered in a traditional classroom setting. All AHA courses provide a certificate of course completion.

Hospitality Professional Certificate (HPC)

Self Paced

The recruitment thrust of leading hotel companies is most often to hire for attitude and train for aptitude. The Hospitality Professional Certificate course trains the attitude! This is AHA's most popular certificate course and is suitable for any service-oriented organization wishing to instill a strong customer service attitude providing the foundation of a service excellence culture throughout their organization.

Hospitality Supervisor Certificate (HSC)

Self Paced

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 or current supervisors .

Hospitality English Certificate (HEC)

The HEC is a series of self-paced online seminars developed for hospitality professionals who are non-native speakers of English at an intermediate level, wishing to improve and gain confidence in their use of English in hospitality settings. Participants review and practice vocabulary, phrases and expressions used in typical hospitality service situations and learn the principles of effective service and communication to more effectively serve guests and provide outstanding customer service.

Managing Diversity in a Multicultural Workplace (MDC)

This supervisory course explores the concept of culture to better understand differences in people's values, beliefs and practices and how they impact the workplace. MDC prepares your managers and supervisors to better understand and serve the needs of both their employees and guests. This course provides them with the essential knowledge, skills and competencies to effectively manage today's diverse workforce.

Cost and Fees

The following services and programs will need to be priced according to the customization needs of your organization.

- ✓ Development of Customized Training Curriculum
- ✓ Hybrid Learning and Program Development

Customized Online Training Center

Set up and One Time Fee	\$15,000
Hosting per month	No Charge

AHA Certificate Courses

Hospitality Professional Course (HPC)

Hospitality Supervisor Course (HSC)

Hospitality English Certificate (HEC)

Managing Diversity in a Multi Cultural Workplace (MDC)

Number of Employees Enrolled in Certificate Courses	Cost Per Course
1-100	\$250
101-500	\$175
501-1000	\$125
1001+	\$75



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