



Developing Leaders.... *in* Hospitality



S C H O O L S C A T A L O G



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This publication does not constitute a contract with the student. It provides information about AHA International Hotel Schools (AHA-IHMS) and their programs of study. AHA-IHMS reserves the right to change at any time its rules governing admissions, tuition, fees, courses, the granting of diplomas, and other regulations that apply to the online campus community. Any such changes will be put into effect at the discretion of AHA-IHMS officials.

Published January 2012

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.

Over the years, our close working relationship with our hotel partners has provided us with valuable insights on the changing needs of the hospitality industry in the 21st Century. Driven by our pioneering spirit and determination to address these emerging needs, specifically on education and training, AHA gathered a global team of noted educators, curriculum planners and distinguished industry professionals. We challenged them to develop a *career-focused* curriculum that is responsive to the needs of the hospitality industry today.

As a result in 2006, we created AHA – International Hotel Management Schools (AHA –IHMS) a world-wide network of private career colleges aimed at providing every student at our global campuses with a unique learning experience. AHA-IHMS focuses on developing hospitality professionals who are critical thinkers and innovative leaders and can effectively lead multicultural teams. Our graduates are caring, respectful, and confident individuals with strong work ethics and a positive attitude.

Our Competitive Edge

Our curriculum is carefully designed to combine innovative, leading-edge hospitality instruction with premier, tried and tested "real-world" USA internships. The cornerstone of our educational approach is the study of culture and the ability of our students to understand and respect different cultures and beliefs. This foundation prepares them to successfully manage and lead within a multicultural workplace.

Our innovative *career-focused* programs provide our students with the competitive edge they need to embark on an exciting career in the hospitality industry. We take great pride in watching our students grow as both exceptional leaders and exceptional people who have the passion and motivation to make a positive difference in the world.

I wish you luck and much success!

Warm Regards,

Cindi Reiman
President
American Hospitality Academy



The cornerstone of our educational approach is the study of culture, and the ability of our students to understand, and respect different cultures and beliefs, in order to successfully manage and lead within a multicultural workplace.



About American Hospitality Academy

The American Hospitality Academy (AHA) was founded in 1986 and has its corporate headquarters on Hilton Head Island in South Carolina. AHA has a long history and many years of experience in providing structured training and exchange program opportunities with premier American hospitality partners including Marriott, Ritz Carlton, Hyatt, and Hilton. Today more than a thousand students from around the world participate annually in the Academy's cultural exchange and training programs. Over the last 20 years AHA has served tens of thousands of students from over 70 different countries.

In 2006, AHA established AHA-International Hotel Management Schools as a way to better serve the needs of the international community for world-class hospitality education. AHA-International Hotel Management Schools (AHA-IHMS) is a growing global network of private career colleges linked by a common vision and mission, common programs of study, educational philosophy and academic

goals and standards. AHA-IHMS schools currently operate in the Philippines, South Africa, Nepal, Turkey, India and its's USA World Campus.

The AHA-IHMS curriculum is a result of the joint efforts of AHA curriculum developers and its international Team of global educators working together to combine innovative, leading-edge hospitality instruction with practical experience through "real-world" USA internships at premier locations. This dynamic, multi-faceted educational approach ensures students receive the very best education possible and are provided with the competitive edge they need to succeed in their future careers.

The faculty are chosen for their outstanding academic credentials, their practical experience at higher levels of operation within the industry, their ability to act as outstanding role models, and their ability to operate at the highest levels of professional excellence.

AHA-IHMS students have the-unique opportunity of being able to visit and study at any of the AHA-IHMS global campuses in different parts of the world, broadening their educational base and exposing them to a diversity of cultures, traditions, beliefs, lifestyles, and business practices. This international experience is essential to an industry increasingly influenced by a growing global economy.

Licenses and Affiliations

All AHA-IHMS are recognized by the official educational authority in their respective country. AHA-IHMS is affiliated with the following associations: American Hotel and Lodging Association (AH&LA), National Restaurant Association (NRA), American Culinary Federation (ACF) and International Council of Hotel, Restaurant and Institutional Education (ICHRIE.)



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.



AHA Founders & International Advisory Board

The American Hospitality Academy's founder and President, Ms. Cindi Reiman, has spent over 25 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. As founding partner in AHA's International Hotel Management Schools (AHA-IHMS), she is joined by two outstanding academic and industry professionals, Dr. Corazon Gatchalian and Mr. Samir Thapa.

Corazon Gatchalian, Ph.D., CHE,¹ is an academic leader recognized throughout the Philippines and in the Asia Pacific region. Dr. Gatchalian is a Professor of Hospitality Management at the University of the Philippines and former Chair of the Department of Hotel, Restaurant, and Institution Management. All AHA programs have been designed and created with her expert advice, input, and leadership.

Samir Thapa, CHE,¹ is the founder and Principal of the AHA Silver Mountain School of Hotel Management in Kathmandu, 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. His experience with establishing the AHA-International Hotel Managements Schools' network has allowed a refinement of AHA's online curriculum to meet the needs of an international student body.

Dr. Gatchalian and Mr. Thapa are also active members of AHA's International Advisory Board, comprised of a culturally diverse group of academic and industry professionals representing some of the largest and most respected hospitality organizations and universities around the world.



¹Certified Hospitality Education (CHE) is a designation the American Hotel and Lodging-Educational Institute (AHL-EI) awards to those who meet the education, experience, and examination requirements to demonstrate the qualities needed to be effective hospitality educators. www.ei-ahla.org

International Advisory Board



Corazon Gatchalian, Ph.D, CHE
Founder and Partner AHA-IHMS
Past Chair of Hotel, Restaurant & Institution
Management
University of the Philippines
Philippines

Ninni Guthrie
Project Manager
Tourism and Hospitality College of Dalarna
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Linda Hoops, Ed.D, FMP
Past President, I-CHRIE
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George Brown College, Canada
Past President - (HCIMA)
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Muhsen Makhmreh, Ph.D
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of Hospitality and Tourism
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Edwin Odhuno, Ph.D.
Chair, Department of Hospitality Management
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Hein Olckers
President
American Hospitality Academy
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Ravi Pandit, Ph.D., CHE
Fulbright Scholar
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Samir Thapa, CHE, MBA
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Founder and Principal
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John Walker, DBA, FMP, CHA
Professor - Hotel Restaurant Management
University of South Florida
USA

Mike Zema
Past President
I-CHRIE
International Council on Hotel, Restaurant
and Institutional Education
USA

Burcin Zencirli
Founder /Director of Operations
USEH International Training and Educational Services
Turkey



South Africa

Welcome to AHA South Africa also known as the Private Hotel School. We're situated in Stellenbosch in the Western Cape, a province bordered by the Indian and Atlantic Oceans and that attracts millions of visitors each year. Stellenbosch boasts a Mediterranean climate and is surrounded by hills and vineyards. It is famous for its small-town friendliness, leisurely lifestyle, arts, music and theater. And for the students, in addition to the buzz of campus life, there are the sidewalk cafés and friendly meet-and-eat pubs - all within easy walking distance.

Centrally located, Stellenbosch is the ideal base from which to explore the Cape Town, Peninsula, Whale Route and West Coast. Only 45 minutes drive is South Africa's oldest city, Cape Town, affectionately known as the Mother City with a vibrant waterfront, cable car trip to the summit of Table Mountain and the bustling "flea market" at Greenmarket Square.

Our School Facilities

The Private Hotel School is located in a beautiful natural setting and offers students the chance to study in small groups in an integrated learning environment with an emphasis on individual attention and practical training. You will master high levels of very specialized knowledge and gain skills needed for a competitive hospitality environment. You will also hone your hospitality and culinary skills with work integrated learning at various guest houses, hotels or restaurants in the area.

Accreditation

The Private Hotel School is registered with South African Qualifications Authority and is accredited by South Africa's Council on Higher Education. It is one of the few private hospitality and culinary arts programs that have received this designation in the country.

“

*Understanding
Culture begins
when you can
look into
someone's eyes
and see their
heart.*

”



Turkey

Welcome to Turkey's first American Culinary and Hospitality College. AHA Turkey - known locally as "USLA-International Hospitality and Culinary Academy" - is located in the amazing city of Istanbul, Turkey's largest city. Located in the northwest of the country, it lies on the Bosphorus Strait. Extending both on the European (Thrace) and Asian (Anatolia) sides of the strait,

Istanbul is the only metropolis in the world situated on two continents. The campus is located on the European side that most tourists think about when they talk about visiting Istanbul. This side is a trade and business center, which contains the old city with Byzantine, Ottoman, Roman, Genoese and Greek forms of architecture and a wonderland of mosques, churches, museums and opulent palaces.

Our School Facilities

AHA Turkey provides world-class stylish premises and a comprehensive rounded academic experience with our state of the art kitchens, practical training and simulation rooms, classrooms, computer lab and library as well as student concierge services designed especially to serve the needs of our students. The excellent premises and attention to detail flow over into the culture and atmosphere of the school, the academic programs, quality of teaching and the overall learning experience of our students.

Approvals and Affiliations

AHA Turkey has been approved by the Minister of Education. AHA International Hotel Schools are affiliated with the American Hotel and Lodging Association (AH&LA), National Restaurant Association (NRA), American Culinary Federation (ACF) and International Council of Hotel, Restaurant and Institutional Education (ICHRIE).

“

We all smile n the same language

”



India

Welcome to AHA in India. Our school is located in Goa, a glorious slice of India hugging the country's western coastline and bounded by the Arabian Sea. It is one of the richest states and is renowned for its swaying palms, white sands, sparkling waters, churches, and temples - all of which attract over 2 million visitors annually. A Portuguese outpost in India for almost 500 years, the influence of colonial rule can still be seen in the exquisite, crumbling architecture and the East-meets-West cuisine which combines coconut milk, palm vinegar and chilies with traditional Portuguese ingredients.

You can enjoy the laid back Goan lunchtime and siesta, walk through the old city and visit the half dozen imposing churches and cathedrals among the largest in Asia. Or you can brace yourself for the invigoration of a white-water waterfall or dive off the coast to see many species of reef fish, hard and soft corals and even shipwrecks.

Our School Facilities

AHA India in Goa has been established by GESTO, a hospitality training Initiative of Emerge Learning Services Limited and that is part of one of the fastest growing Skill Development Institutions in India. GESTO is the Portuguese word for "Gesture." At GESTO these gestures signify not only physical actions but also the strength of character, the zest for life, respect for work and the personal satisfaction that comes from superb performance on the job as well as in the classroom.

Approvals and Affiliations

Gesto Culinary and Hospitality Academy is recognized by the Human Resource Development Foundation, Government of Goa and The Bharathiar University, Coimbatore from the State of Tamil Nadu, India.

“

*Kindness is
the golden
chain by which
our world is
bound
together.*

”



Nepal

Welcome to AHA Nepal also known as the Silver Mountain School of Hotel Management. Nepal is a multi-cultural, multi-linguistic and multi-religious country and is blessed with a rich cultural heritage. Culture defines the way of life for the entire Nepalese society where every aspect of life, food, clothing and even occupations are culturally classified. Nepalese are culturally warm, hospitable and affectionate hosts who place their “heart” above their “head”, which is why so many visitors love to return time and time again.

For a relatively small country Nepal has a diverse landscape, ranging from the humid Terai plains in the south to the mountainous Himalayas in the north, attracting tourists from around the world. Kathmandu is the hub of Nepal's traditional culture and arts. It's an ideal place for rest and relaxation and for easy day tours of historic temples and monuments. Kathmandu can also be enjoyed for its night life, shopping and of course for its breath-taking mountain views.

Our School Facilities

AHA Nepa is located at the heart of Kathmandu city and has state of the art classrooms with advanced teaching aids, a restaurant, bar, fully equipped culinary kitchen, reception, seminar room, meeting room, mock up housekeeping room, offices and a library. We organize frequent visits of industry experts, chefs and hospitality professionals to enhance our student's experience. We believe that personal contact with our faculty and staff creates a caring and friendly atmosphere.

Licenses and Accreditation

SMSH is the first Hotel Management School in Nepal to be granted a license from Ministry of Education and Sports to award an internationally recognized Bachelor Degree & Diploma from both the UK and USA and Post Graduate Diploma in Tourism and Hospitality from the UK. Validation by the Queen Margaret University UK in 2011 gave it the distinction of being the first school in Nepal to offer a UK degree in hospitality and tourism.

“

If you talk to a man in a language he understands, that goes to his head. If you talk to a man in his own language, that goes to his heart.

”



Philippines

Welcome to AHA Philippines. Our campus is located in the city of Makati, one of the 17 cities that make up Metro Manila. This vibrant bustling city is one of the most important financial, commercial and economic hubs in Asia and is known for its cosmopolitan culture, embassies, museums, cultural and artistic venues, cafes, restaurants and surrounding nightlife.

You can easily access spectacular shopping and entertainment amenities at one of Manila's mega malls, or take a short inexpensive flight to over 7,000 of the country's islands to enjoy breathtaking beaches, native rainforests, diving, hiking, whale-watching and luxurious, well-priced resorts. The Filipinos are a fun-loving and hospitable people, always ready to welcome foreign guests to their homes and country.

Our School Facilities

AHA Philippines is the first American School in the Philippines. It was formally inaugurated on October 22, 2006 by then US Ambassador to the Philippines Her Excellency Kristie Kenney.

AHA Philippines is also the first culinary school in the Philippines with a theatre-style demonstration room patterned after top US and European culinary schools. It has classrooms complete with modern audio-visual facilities, a rigorous, well rounded hands-on education program and a fully functional restaurant, Upper East. It provides a unique and exciting opportunity for students to hone their skills and perform at a world-class level before even completing their studies. AHA Philippines brings renown chefs from around the world to the school as guest lecturers on a regular basis.

Accreditation

AHA Philippines is accredited by the American Culinary Federation ACF in the United States.

“

I note the obvious differences between each sort and type, but we are more alike my friends than we are unlike.

”



Student Exchanges

Being enrolled in an AHA-IHMS campus gives students the opportunity to visit and study at other campuses without having to adapt to a completely different educational system. They can easily combine travel with study, immerse themselves in different cultures, and experience different working conditions in other countries through special international internship opportunities.

Whether students choose to visit South Africa, Turkey, India, Philippines, Nepal, or a combination of those schools, each AHA-IHMS campus is founded and focused on the same impeccable professional standards that have made the AHA a world leader in hospitality internships: quality in education, commitment to excellence, leading edge teaching and practical training methods, and an emphasis on cultural diversity and leadership.

Students also have the opportunity to experience international faculty who may be invited from AHA-IHMS schools in other countries as visiting lecturers.

“

Prejudice is being down on something you're not up on.

”



Educational Approach

Development of an International Curriculum

The global presence of AHA International Hotel Management Schools (AHA-IHMS) has made us acutely aware of the diversity of educational systems, cultures, standards and expectations around the world as well as the specific needs and challenges of the hospitality industry in the 21st Century.

AHA provides students with a strong academic foundation and the practical training, teamwork, leadership, and cultural understanding skills they need to function effectively from day one in the workplace, anywhere in the world.

AHA's unique multi-faceted approach has been developed by our Global Team of Educators, comprised of a culturally diverse group of academics representing a wide range of universities and colleges around the world. They are joined by industry professionals from various respected hospitality organizations dedicated to the education of future hospitality professionals.

Their combined experience and guidance concerning new practices, research, analysis, and trends in the hospitality industry together with the extensive experience of our professional curriculum developers has enabled the creation of our world-class, comprehensive, career-focused educational programs and customized learning materials.

Active Learning

At AHA- IHMS, classrooms are active learning centers, where the integration of knowledge and practical skills occurs through the use of varied instructional methods that include lecture, demonstration, and participation.

Materials are presented visually through the use of Power Point presentations, DVD's, live internet access, and other visual aids. Instructors and students are constantly engaged

in bringing lecture materials to life through participatory teaching/learning methodologies that include active listening, questioning, discussion, role-plays, individual and group activities. Additional instructional methods includes the completion of special projects, individual and group presentations, research, quizzes, essays, critical thinking exercises and debates, participation in labs, insightful questioning of guest speakers and other similar methodologies.

AHA-IHMS's integrated educational approach is complemented by a supportive learning environment, positive reinforcement, constructive feedback, and a genuine desire to not only grow great professionals, but great people.

World Campus

World Campus is AHA-IHMS's online learning and program management system that allows students at all AHA-IHMS campuses around the world undertaking the same programs of study to interact with each other, participate in video chats, share information, complete course work, and work on projects together.

This unique online community provides students with a truly international experience, strengthens their communication and teamwork skills, increases their ability to work in multi cultural settings, and assists them in developing a greater understanding, appreciation, and respect of other cultures, traditions, and beliefs.

World Campus exposes students to a wide range of faculty members internationally and to experts in other parts of the world. This unique ability to actively engage with students and faculty world-wide gives a depth, richness, and immediacy of learning not usually available through traditional forms of content delivery.

“

We not only provide students with a strong academic foundation but also give them the practical training, teamwork, leadership and cultural understanding skills they need to function effectively from day one in the workplace, anywhere in the world.

”

Academic Programs

Programs of Study

AHA-IHMS programs operate on both a quarter and semester system. The two main programs of study offered are:

- ★ Diploma in International Hospitality Management (DIHM)
- ★ Diploma in International Culinary Arts (DICA)

The Diploma in International Hospitality Management covers operational courses in Rooms Division, Food and Beverage, and Housekeeping. The Diploma in International Culinary Arts equips aspiring chefs with the fundamentals of cooking and baking, covering the principles, procedures, and techniques in the preparation of different types of food.

Each program offers students a balance of academic and practical skills learning built on a foundation of strong work ethics, positive attitude, values, understanding culture and a desire for excellence, all which are then applied to real world situations through an internship at one of AHA-IHMS industry partner properties.

Diversity in the teaching staff, student body, curriculum and learning opportunities at other schools within the AHA-IHMS global network provides students with an international experience. This experience prepares them to adapt to changing circumstances and supports them in working successfully in multi cultural environments. These abilities are highly valued employability traits within the hospitality industry.

Upon successful completion of the programs, it is expected that graduates will have developed:

- ★ The knowledge and practical skills necessary for a career in the hospitality industry.
- ★ The technical skills and product knowledge required in their chosen field.
- ★ An understanding and application of basic supervisory management skills.

- ★ The ability to think logically and communicate clearly.
- ★ An inter-disciplinary approach to problem-solving and decision-making.
- ★ Teamwork and leadership skills relevant to managing a culturally-diverse workforce.
- ★ A strong work and service ethic, positive attitude, sense of responsibility and integrity.
- ★ A global perspective on the operations of the industry with the ability to think globally and act locally.



Diploma in International Hospitality Management (DIHM)

CODE	COURSE NAME	CREDITS	HOURS
HM 101	SERVICE BASICS	4	40
HM 102	HOSPITALITY AND TOURISM TODAY	4	40
CA 101	INTRODUCTION TO CULINARY ARTS	4	40
MA 101	APPLIED MATH	4	40
CS 100	COMMUNITY SERVICE	1	10
P 101	PRACTICAL		30
TOTAL QUARTER 1		17	200
SOC101	INTRODUCTION TO CULTURE	4	40
COM 101	BUSINESS COMMUNICATION	4	40
HM 103	FUNDAMENTALS OF FOOD AND BEVERAGE	4	40
CA 102	FOOD SANITATION AND SAFETY	4	40
P 102	PRACTICAL		30
TOTAL QUARTER 2		16	190
HM 104	ROOMS DIVISION OPERATIONS	4	40
HM 105	PURCHASING AND PRODUCT IDENTIFICATION	4	40
HM 106	NUTRITION IN FOOD SERVICE	4	40
HM 107	SERVICE MANAGEMENT	4	40
P 103	PRACTICAL		40
TOTAL QUARTER 3		16	200
HM 108	LODGING MANAGEMENT	4	40
HM 109	EVENT MANAGEMENT	4	40
HM 110	WINE AND BAR MANAGEMENT	4	40
HM 111	REVENUE AND MENU MANAGEMENT	4	40
P 104	PRACTICAL		40
TOTAL QUARTER 4		16	200
HM 112	SALES AND MARKETING MANAGEMENT	4	40
HM 113	HUMAN RESOURCE MANAGEMENT	4	40
HM 114	FACILITIES MANAGEMENT	4	40
HM 115	SERVICE LEADERSHIP	4	40
P 105	PRACTICAL		40
TOTAL QUARTER 5		16	200
TOTAL		81	990
HM 200	HOSPITALITY INTERNSHIP	4	400
TOTAL		85	1390

Diploma in International Hospitality Management (DIHM) Practicals

P 101

GUEST SERVICE SCENARIOS / ROLE PLAYS
THE HOTEL SYSTEM

P102

RESTAURANT AND FOOD AND BEVERAGE SERVICE EQUIPMENT
FOOD AND BEVERAGE SERVICE ROLES

P103

TELEPHONE SKILLS
FRONT OFFICE
RESERVATIONS
PBX

P104

GUEST SERVICES
LAUNDRY
HOUSEKEEPING

P105

CONCIERGE
ENGINEERING

“

*It's your attitude, not your aptitude
that determines your altitude.*

”



Diploma in International Culinary Arts (DICA)

CODE	COURSE NAME	CREDITS	HOURS
HM 101	SERVICE BASICS	4	40
HM 102	HOSPITALITY AND TOURISM TODAY	4	40
CA 101	INTRODUCTION TO CULINARY ARTS	4	40
MA 101	APPLIED MATH	4	40
CS 100	COMMUNITY SERVICE	1	10
P 101	PRACTICAL		30
TOTAL QUARTER 1		17	200
SOC101	INTRODUCTION TO CULTURE	4	40
COM 101	BUSINESS COMMUNICATION	4	40
HM 103	FUNDAMENTALS OF FOOD AND BEVERAGE	4	40
CA 102	FOOD SANITATION AND SAFETY	4	40
P 102	PRACTICAL		30
TOTAL QUARTER 2		16	190
CA 105	PROFESSIONAL COOKING 1	4	40
HM 105	PURCHASING AND PRODUCT IDENTIFICATION	4	40
HM 106	NUTRITION IN FOOD SERVICE	4	40
HM 107	SERVICE MANAGEMENT	4	40
P 103	PRACTICAL		40
TOTAL QUARTER 3		16	200
CA 106	PROFESSIONAL COOKING II	4	40
HM 109	EVENT MANAGEMENT	4	40
HM 110	WINE AND BAR MANAGEMENT	4	40
HM 111	REVENUE AND MENU MANAGEMENT	4	40
P 104	PRACTICAL		40
TOTAL QUARTER 4		16	200
CA 107	PROFESSIONAL BAKING AND PASTRY	4	40
CA 108	CUISINES AROUND THE WORLD	4	40
HM 113	HUMAN RESOURCE MANAGEMENT	4	40
HM 115	SERVICE LEADERSHIP	4	40
P105	PRACTICAL		40
TOTAL QUARTER 5		16	200
TOTAL		81	990
CA 200	CULINARY INTERNSHIP	4	400
TOTAL		85	1390

Diploma in International Culinary Arts (DICA) Practicals

P 101

KNIFE SKILLS
PRINCIPLES OF COOKING
LOCAL CUISINE

P102

STOCKS AND SAUCES
SOUPS
LOCAL CUISINE

P103

MEAT, POULTRY, FISH
EGGS AND BREAKFAST

P104

GARDE MANGER,
CAN INCLUDE BUT NOT LIMITED TO:
FRUITS
VEGETABLES
DRESSING
SALADS

P105

BAKING
BREADS
DESSERT
EUROPEAN CAKES AND PASTRIES



“

*Every job is a self portrait of the person who did it.
Autograph yours with EXCELLENCE!*

”



Course Descriptions

HM101 Service Basics 4

The American Hospitality Academy has identified 10 service basics work ethics or principles that are essential for any service professional to develop and demonstrate in order to provide outstanding service to their customers, work effectively with others and secure leadership positions. This course covers each of the work ethics in detail, focusing on the personal development of these principles and attributes and, from a management and leadership perspective, how to facilitate their development in the workplace.

HM102 Hospitality and Tourism Today 4

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.

HM103 Fundamentals of F&B Service 4

This course allows students to gain familiarity with different service tools, equipment and procedures, and demonstrate the ability to perform exemplary service in both formal and informal food and beverage operations, thereby providing guests with a wholesome and satisfying dining experience.

HM104 Rooms Division Operations 4

This course provides students actual exposure to the different units/functions under rooms division, i.e. front office, reservations, bell service, PBX operations and concierge. Students gain insight in the performance of various tasks/functions in these units, and at the same time are required to demonstrate guest service skills.

HM105 Purchasing and Product Identification 4

This course focuses on the principles, standards, and procedures for the selection and acquisition of food and non-food materials for food service operations. Students are provided with field exposure and hands-on learning experience with food quality standards, market forms, food sources, and suppliers.

HM106 Nutrition in Food Service 4

This course covers nutrition concepts, principles and tools for planning and serving nutritious meals towards the promotion of health, safety and well being of individuals and groups.

HM107 Service Management 4

This course covers the four functions of management: Planning, Organizing, Directing, and Controlling. It teaches participants how to organize employees, define their tasks and roles, create efficient systems and measure performance to ensure the effective use of human and physical resources to accomplish goals.

HM 108 Lodging Management

This course covers basic managerial activities (i.e. budgeting, accounting, financial reporting and control, housekeeping and guest safety) involved in running a lodging facility. Current trends and practices in ownership and management, such as franchising and management contracting, are also discussed.

HM 109 Event Management

This course involves the application of management principles in carrying out functions and events that meet the needs and requirements of target clientele, and provide a satisfying experience that exceeds their expectations.

HM 110 Wine and Bar Management

This course focuses on bar and beverage operations as well as production, marketing and service operations. It also includes legal concerns and responsibilities regarding alcohol service, along with control systems needed in bar and beverage operations. Students will also have the opportunity to gain product knowledge essential to successful bar and beverage operation management.



HM 111 Revenue and Menu Management

This course focuses on the importance of the menu and principles of effective menu planning, as a means for generating revenue and controlling expenses. It emphasizes the importance of knowing the customers, their needs and preferences, menu trends, methods of menu pricing and merchandizing and the principles of menu layout and design. The course also covers the different methods of evaluating menu effectiveness.

HM 112 Sales & Marketing Management

This course provides an overview of marketing theories, principles, and concepts as applied to the hospitality and tourism industry. The basic procedures and activities for which the sales and marketing department is responsible and contemporary issues and trends are discussed. Students gain insights on real life marketing problems through case studies, projects, and research papers.

HM 113 Human Resource Management

This course focuses on the principles of management as applied to the acquisition, development, motivation and maintenance of human resources in the hospitality workplace. Contemporary issues, ethical practices, and pertinent laws are discussed. Case studies provide insights on real life situations in the hospitality workplace.

HM 114 Facilities Management

This course enables students to identify essential building systems and their functions and provides knowledge of facilities management and security and safety procedures.

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

HM 115 Service Leadership

This course focuses on understanding human behavior, developing peoples' potential, managing challenging interactions between diverse peoples and groups, creating positive workplace cultures and establishing progressive organizations that are competitive in the global marketplace. Participants also learn how to create and deliver powerful presentations, in order to inspire and motivate others and to communicate their vision to a wider audience.

HM 200 Hospitality Internship

Internships offer the students the chance to work in the field under the supervision of industry professionals in order to practice and hone the skills learned in class. Internship must be completed and documented before a student may graduate.

CA 101 Intro to Culinary Arts

This course covers the fundamental principles of food preparation and hands on application of these principles, including safe and correct use of kitchen equipment, basic workplace skills, and different cooking methods, with emphasis on the preparation of safe, appealing and healthy food.

CA 102 Food Sanitation & Safety

This course emphasizes the importance of providing safe food with focus on food safety hazards, how hazards can be avoided, and the role and responsibility of the food handler in managing these hazards.

CA 105 & 106 Professional Cooking I & II

These courses provides a strong foundation for a student to become a culinary professional while simultaneously facilitates opportunities for future growth. It forms the basis for culinary specialization and incorporates study areas such as technology, science, food safety, nutrition, arts and cultural awareness. This course ensures that each graduate will have a sound underpinning of high-quality knowledge and will be able to apply these skills across a range of techniques and using a broad variety of commodities.

CA 107 Professional Baking and Pastry

The aim of this course both in the theoretical and practical components, is to understand bakery principles and develop knowledge and skills in producing a range of bakery products, hot and cold desserts and puddings as well as cakes and chocolate.

CA 108 Cuisines of the World

This course will introduce classic techniques and cuisines of specific cultures to generate a deeper understanding of the "origin and future" of world cuisine.

CA 200 Culinary Internship

Internships offer students the chance to work in the field under the supervision of industry professionals in order to practice and hone the skills learned in class. The internship must be completed and documented before a student may graduate.



CS100 Community Service

All students undertaking Diploma programs of study are expected to undertake at least one community service project of at least 10 hours duration during the course of their studies that must be documented to gain the appropriate credit.

SOC101 Introduction to Culture

This course is focused on the influence of culture on human behavior in social and work settings, with emphasis on understanding, accepting and respecting differences in values, beliefs and practices, to build harmonious interpersonal relationships in the hospitality workplace.

MA101 Applied Math

This course covers basic mathematical principles and their application in analyzing and solving commonly encountered problems in the hospitality workplace. It gives an overview of the function of mathematics and its importance in every individual's personal and professional life.

COM101 Business Communication

This course covers different modes of formal communication in the hospitality workplace, as applied to planning, managing, evaluating and problem solving functions. It includes appropriate use of various forms of written and oral communication, and the use of appropriate technology.

“

*Be the change
you want to see
in the world .*

~ Mahatma Gandhi

”



Local and International Internship

Local Internship

AHA's structured internship is an integral part of all of AHA-IHMS schools and provides AHA graduates with a competitive advantage. Our program is the result of 25 years of providing experiential education for thousands of students worldwide. The internship allows students to apply the knowledge and skills learned in the classroom to real-life situations. It provides them with instant feedback regarding their strengths and weaknesses and allows time for improvement before facing the real-world challenge of competing for a job.

All students must complete a local internship of at least 400 hours at an approved organization within the hospitality industry. The internship must be structured according to the training plans and competencies provided by AHA. These competencies have been identified by industry leaders as being the skills and work functions essential for a successful career in hospitality.

AHA assists students with a letter of introduction and a detailed student guide. The guide outlines the role and responsibilities of the internship property, the purpose and expected outcomes of the program, and how student performance is evaluated.

International Internships

AHA Graduates will have preferred placements at some of the most prestigious hotels and resorts in the world. Since 1986, AHA has been placing 1000's of students from around the world in luxury brands including: Marriott, Hilton, Hyatt, Ritz Carlton and Sheraton.

Utilizing AHA's 25 years of internship placement experience and its' global network of industry partners around the world, AHA is in an ideal position to support students beyond graduation, paving their way into a successful career in the hospitality industry through career placement and counseling services.

The Internship is a vital part of a student's program of study, allowing students to apply the knowledge and skills learned in class to a "real-life" working environment and be treated as regular employees.



Career Services

The rapid growth of the hospitality industry world-wide has led to an increased demand for well trained hospitality professionals. This growth provides an ideal opportunity for AHA-IHMS graduates to secure excellent positions upon graduation. During their programs of study AHA-IHMS supports students by including job search, resume writing and interview skills as part of their coursework. Beyond graduation, AHA supports students through career placement and counseling services.

Although AHA-IHMS cannot guarantee employment or any specific level of compensation following completion of its programs, our placement rate is exceptional and our efforts are designed to ensure our students hear the two most important words they want to hear upon graduation “You're Hired!”

The reason for our confidence is our extensive track record since 1986 in successfully providing internships and job placement opportunities to thousands of students from around the world at premier resort destinations worldwide including the Ritz Carlton, Marriott, Sheraton, Hyatt and Hilton.

This career placement network is made available to all AHA-IHMS graduates and maximizes our students' chances for employment. AHA-IHMS hosts job fairs in certain regions and invites industry partners to meet and interview students in person. Additionally, AHA-IHMS placement officials disseminate graduates résumés to prospective employers who contact AHA.



Admission Requirements & Procedures

AHA-IHMS campuses operate on both a quarter system and semester system based on country's standard academic calendar. Most AHA-IHMS schools accept students for admission twice a year in either the spring and fall or summer and winter. Please refer to the country specific academic calendar you are most interested in for exact starting dates. AHA-IHMS schools accept applications up to the day before the term starts; however, admission cannot be guaranteed for last minute applicants.



AHA-IHMS recommends that applicants submit materials as early as possible. International students in particular should allow sufficient lead time for the visa process. An Enrollment Agreement will be sent to each student on receipt of their application form and completion of the admission requirements. It will outline the program of study, all applicable fees and charges and cancellation and refund policies.

AHA-IHMS does not discriminate based on race, creed, color, gender, sexual orientation, national origin, non-disqualifying handicap or age.

Application Requirements for International Students

Note: An international student is considered a student applying to an AHA-IHMS school outside of their normal residency.

- ★ A completed, signed original application form.
- ★ \$150 Application Fee.
- ★ Official secondary school, university or college transcripts with (a) an official English translation of the transcript and (b) a grading guide that gives equivalent U.S. grades.
- ★ Proof of English competency. AHA-IHMS will accept as proof a TOEFL (Test of English as Foreign Language) score of at least 500 or sufficient documentation of a significant level of English instruction. An IELTS score of 5.5 is also accepted.

All programs are delivered in English, so students' English abilities will be measured by an English Entrance Test administered before they enter the academic program. Should students fail this test, AHA-IHMS shall recommend they take remedial English or an ESL course (English as a Second Language) either before starting their academic program or as part of their first term's course work.

Deferred Admission

Should a student accepted by AHA decide to defer his/her start date, he/she must make the request in writing to the Director of Admissions.

Accuracy of Information

Each applicant must provide genuine and legitimate documentation and must complete the application form and answer any questions throughout the admissions process truthfully and accurately. Should false or misleading information be provided, the applicant may be refused admission, have a prior acceptance for admission cancelled, or be terminated from the program.

Interviews and Campus Tours

Prospective students are welcome to make an appointment in person or by phone with faculty or administrative staff in order to acquaint themselves with AHA-IHMS campuses. They may ask any questions that may assist them in their decision-making and admissions process.



“

*The world is a mirror,
frown at it and it will frown back.
Smile and it will smile back.*

”

Tuition and Enrollment

Tuition Policy

Students are responsible for all tuition and fees related to their program's required course of study. Tuition and fees are subject to change and any changes shall be published as they occur. Please refer to the individual course catalog of the AHA-IHMS school to which you are interested in applying for their updated tuition fees.

Payment Due Dates

Generally, tuition and fees for new students undertaking the first term of study are due thirty (30) days prior to entry. For each succeeding term all tuition and fees must be paid on or before registration for each term unless prior arrangements have been made with the School.

Enrollment Months

For exact enrollment dates, please refer to the individual school calendar.

	Spring/Summer	Fall/Winter
South Africa	July	January
Turkey	N/A	September
India	June	September
Philippines	June	October
Nepal	N/A	September



Tuition and Fees per Campus

Non Resident Students

SOUTH AFRICA

TURKEY

PHILIPPINES

(DICA Only)

	DIHM	DICA	DIHM	DICA	6 Month	18 Month
Tuition Year One	\$9285	\$9285	\$8500	\$11000	\$7000	\$4800
Tuition Year Two	\$8265	\$9330	\$8500	\$11,000	N/A	\$4800
Total Tuition	\$17,550	\$18,615	\$17,000	\$22,000	\$7000	\$9600
Other Fees						
Application Fee	\$150	\$150	\$150	\$150	\$150	\$150
Uniforms	\$473	\$473	\$300	\$300	\$200	\$200
Books and Material	\$1048	\$907	\$350	\$350	\$250	\$250
Hospitality Kit	\$281	N/A	\$350	N/A	N/A	N/A
Culinary Kit	\$0	\$281	N/A	\$640	\$300	\$350
Total	\$1952	\$1811	\$1150	\$1440	\$900	\$950

INDIA

NEPAL

	DIHM	DICA	DIHM	DICA
Tuition				
Year One	\$2188	\$2645	\$1832	\$2125
Year Two	\$1300	\$1750	\$1832	\$2125
Total Tuition	\$3488	\$4395	\$3665	\$4250
Other Fees				
Application Fee	\$380	\$380	\$150	\$150
Uniforms	\$150	\$90	\$150	\$150
Books and Materials	\$285	\$285	\$200	\$200
Hospitality Kit	\$60	N/A	\$150	N/A
Culinary Kit	N/A	\$60	N/A	\$350
Total	\$875	\$815	\$650	\$850



Refund Policy

Assuming a student has made full payment for the first term, a full refund will be made if:

- The applicant is not accepted by the AHA-IHMS school.
- The student cancels the enrollment agreement in writing within 72 (seventy-two) hours of signing the enrollment agreement. The notice may be e-mailed to the registrar. If the written cancellation notice is mailed, it will become effective as of the date of the postmark, if properly addressed with proper postage.
- If the services for which the student enrolled will no longer be offered.

A full refund minus the US\$150.00 application fee will be paid if:

- The student requests cancellation more than 72 (seventy-two) hours after signing the enrollment agreement but before the commencement of classes.

Cancellation in the first term of enrollment after the commencement of classes must be requested in writing and will result in a pro-rated refund based on how much of the term has elapsed when the cancellation notice is received.

- No refund will be made if a student's date of withdrawal is after the 60 percent point (in time) in the period of enrollment for which the student has been charged



“

*What lies behind us and
what lies before us
are tiny matters compared
to what lies within us.*

”

Student and Industry Testimonials

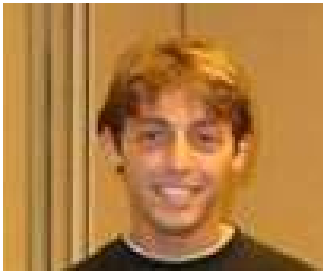


I am so glad I chose AHA to pursue my Hospitality Career. Thanks to both the education and internship at the Ritz Carlton in the USA, I am now a Sous Chef at Ritz Carlton in Ireland.

Michael Figdor -Philippines

My education with AHA prepared me for the real world of hospitality. Not only did I learn the practical side of the industry, but I was taught how to get along with people of different backgrounds and cultures. I am now working as a supervisor at the Radisson.

Orina Manandar – Nepal



After going through AHA's program, I gained the soft skills and confidence I needed to succeed in the hospitality industry. I am now front office Supervisor at the le Royal Hotel Lebanon. Thank you AHA.

Marcelino 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



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Corporate Headquarters

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