

# catalog

# Distance Learning

2020





## American Hotel & Lodging Association

Serving the hospitality industry for more than a century, the American Hotel & Lodging Association (AH&LA) is the sole national association representing all segments of the 1.9 million-employee U.S. lodging industry, including hotel owners, REITs, chains, franchisees, management companies, independent properties, state hotel associations, and industry suppliers.

Headquartered in Washington, DC, AH&LA provides active advocacy, clear communications, and educational empowerment for this vital industry.

- Managing over 5 million rooms
- Employing more than 1.9 million
- Welcoming 4.7 million guests every day
- Generating \$1.3 trillion in travel revenue
- Creating \$176 billion in lodging sales revenue
- Raising \$129 billion in business travel tax revenue annually



## American Hotel & Lodging Educational Institute

Established in 1953, the American Hotel & Lodging Educational Institute (AHLEI), a non-profit organization, is committed to investing in the workforce development of the hospitality industry. For over 60 years, we have provided hospitality education and training solutions to those preparing for hospitality careers and those already working in the industry.

Because we are the training and education arm of the *American Hotel & Lodging Association*, we have a clear vision of what the industry needs and how to prepare people to succeed in this vibrant field. Direct industry input goes into the development of every one of our products, ensuring that the knowledge you gain is up-to-date, practical, and accurate.

Leading hotel brands, management companies, hospitality schools, convention bureaus, and associations around the world turn to AHLEI for **hospitality education** and **training resources** and **professional certification**. More than 1,500 universities, colleges, vocational technical schools, and government agencies worldwide use AHLEI courses, textbooks, and supplemental media assets in their classroom.

As the certifying body for hospitality, several of our training programs feature **portable, stackable, industry-recognized certifications** that provide participants with tangible recognition for their skills and knowledge.

# DISTANCE LEARNING

## THE AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE (AHLEI) ADVANTAGE



### ***Why should I choose AHLEI as my source for hospitality courses?***

We ARE the hospitality industry, and our courses reflect that industry connection. Direct industry input goes into the development of every one of our courses, ensuring that the knowledge you gain is up-to-date, practical, and accurate. Leading hotel companies and thousands of properties around the world use these very same courses for their corporate management training and continuing education programs. In addition, more than 1,500 universities, colleges, vocational-technical schools, and governmental agencies worldwide use AHLEI courses and textbooks in their classrooms.

With Distance Learning, these courses are available to you through online learning. You can take advantage of AHLEI courses in the comfort of your home!

### ***Can I visit your campus and take classes at AHLEI?***

No. The Educational Institute is not a school or university, so we do not have a campus and are not able to offer on-site classes.

### ***Are the courses expensive?***

Definitely not. Distance Learning is probably the least costly form of professional hospitality training available to you. And because you aren't committed to a set classroom schedule (as you would be in a traditional residential or commuter school), it's no problem to continue working as you learn. You'll find the cost of our Distance Learning courses to be a fraction of the cost of private college tuition.

### ***I can't take time out for college, but I want to be competitive. Is this a good option for me?***

Absolutely! When you take AHLEI courses you are tapping into the same knowledge base you would get in a college that offers our courses.

### ***Must I be employed in a hotel or restaurant to take advantage of AHLEI courses?***

Certainly not! While our courses are ideal "career advancers" for people already working in the industry, they are also excellent for anyone who would like to start a hospitality career, or for anyone who would like to learn more about the industry before making a career choice or change of profession.

### ***Must I have previous training?***

No previous training or experience is necessary. Anyone who wants to learn is eligible to take AHLEI courses. In a short time, our courses can give you the knowledge that can help you prepare for a career change or advancement.

### ***What if I don't have a high school education or English is not my first language? Will I be able to successfully complete the courses?***

In all likelihood, yes. our course materials and textbooks are easy to read, easy to understand, and easy to retain. If you can read and understand the English language, and are motivated to learn, you can do it!

### ***Are Distance Learning course credits transferable to a college hospitality program?***

AHLEI does not give university credit for its classes. Successful students earn certificates of completion from the American Hotel & Lodging Educational Institute. Some post-secondary hospitality programs may give full or partial credit for AHLEI Distance Learning courses (particularly if they use AHLEI courses in their programs), but it is up to you to explore that option.

# DISTANCE LEARNING

## THE AHLEI ADVANTAGE

### ***May I retake a course if I fail to pass the first time?***

If you fail a course, you are permitted one complimentary retake examination. After that, you will be charged \$25.00 for a second retake exam. If you continue to fail the course after two retake exams, you may either attempt the Challenge Exam at a cost of \$110.00 (\$90.00 for AH&LA members), re-enroll in the course, or select a different course to meet your requirements.

### ***What are the deadlines for enrolling in Distance Learning courses?***

The Educational Institute offers OPEN ENROLLMENT for all of its courses. This means that you can begin your program when it's convenient for you; you're not limited by pre-established start dates for a new term or semester.

### ***How many clock hours is each course?***

Each AHLEI distance learning course is 40 clock hours. We allow students up to four months to complete each course; many students complete their coursework even sooner.

### ***Can AHLEI SA help me find a job after I complete my Distance Learning program?***

Yes, AHLEI SA has a network of local partners which she can support participants in securing a full-time or part-time placements.

### ***Who should I contact if I have questions about AHLEI's Distance Learning program?***

Our team would be delighted to assist you in your application process, please contact [sales@ahleisa.org](mailto:sales@ahleisa.org) or contact +966556560955

### ***Can I earn college credit for AHLEI courses?***

You may be able to earn college credit for Educational Institute courses. The American Council on Education's College Credit Recommendation Service (ACE CREDIT) has evaluated and recommended college credit for many of our courses. The American Council on Education, the major coordinating body for all the nation's higher education institutions, seeks to provide leadership and a unifying voice on key higher education issues and to influence public policy through advocacy, research, and program initiatives.

ACE CREDIT connects workplace learning with colleges and universities by helping adults gain access to academic credit at colleges and universities for formal courses and examinations taken in the workplace or other settings outside traditional higher education.

For the benefit of our students, AHLEI participates in the American Council on Education's (ACE) Transcript Service. The ACE Transcript Service offers a lifelong record for students who have successfully completed our courses that have been reviewed by ACE CREDIT. This service enables adult learners to present a nationally recognized transcript to the college or university of their choice for the potential award of academic credit.



# DISTANCE LEARNING

## THE DISTANCE LEARNING ADVANTAGE

### ***Who should take AHLEI courses?***

People who want to take charge of their future and get ahead! Our thousands of successful graduates around the world represent all walks of life:

- ***Department heads, assistant managers, and supervisors in hotels and restaurants***

People already working in the hospitality field can learn more about their own areas and also expand their knowledge about other hospitality departments. AHLEI coursework can prepare entry-level staff for supervisory positions and assistant managers for top management. Even those who have worked in the industry for many years can learn new ideas to make their jobs easier and more effective.

- ***Hotel administration graduates***

Graduates of four-year hotel and restaurant management programs can keep up-to-date by taking our courses. The areas of specialization and diploma curricula can help graduates prepare for advanced credentials such as the Certified Hotel Administrator (CHA®) or department-head level professional designations.

- ***Business administration graduates***

Business administration graduates who enter management or corporate positions within the hospitality industry can quickly learn the operational side of the business through AHLEI courses.

- ***Individuals without college degrees***

Perhaps no other group stands to gain so much from AHLEI study as those who have not earned a university degree in the hospitality area. AHLEI's areas of specialization, operations certificate, and management diploma curricula can prepare individuals to successfully compete for jobs alongside university-trained hospitality graduates.

- ***Department of Defense personnel and military veterans***

Stationed in far-reaching corners of the world, military and civilian Department of Defense personnel and veterans have discovered that Distance Learning gives them the skills they need to move ahead in a military hospitality operation. It also adds to their marketability in the civilian job market once their service commitment ends.

- ***Those who want to make an exciting career change***

Many people who are dissatisfied with their current job situation find the hospitality industry to be the ideal place to seek either part-time or full-time work. AHLEI courses help build the confidence and know-how that allow individuals to take advantage of the many opportunities in hotels, clubs, resorts, and restaurants.

### ***You set the pace for achieving your goals.***

Whether you're looking to move forward in a lodging or restaurant career or wish to learn the latest about a specific area of hospitality, AHLEI can help.

You can expand your career options through Distance Learning by building management skills or learning the technical side of different operational areas within the hospitality industry. Make yourself more valuable on the job and prepare to take on new responsibilities.

### ***Put yourself on the fasttrack.***

Compete for management positions without a four-year degree! From single courses to our management diploma, you can get the hospitality-specific training the industry demands with the advantages of distance learning:

- Learn while you earn—continue to work while you take courses.
- Learn on your own time as your schedule permits.
- Save the time and expense of traveling to class.
- Use materials that are developed by practicing industry experts and hospitality educators.
- Earn globally-recognized certificates from the American Hotel & Lodging Educational Institute.
- Gain recognition for the knowledge you already have—earn certificates by “testing out” of courses through the unique Challenge Exam option.

### ***Prepare for AHLEI professional certification or recertification.***

Distance Learning courses may count toward the education requirement for many of AHLEI's professional certification programs. Distance Learning courses also provide those who hold a professional certification with points needed for certification renewal.

# DISTANCE LEARNING

## TO ENROLL IN A COURSE OR CURRICULUM

Distance Learning Pricing	
Course/Program	Price
Single Course	\$400
5-Course Area of Specialization	\$1,600
6-Course Fundamentals Program	\$1,920
8-Course Hospitality Operations Certificate	\$2,400
12-Course Hospitality Management Diploma	\$4,000

**SUBMIT your completed enrollment application with full payment.** Payment must be made in one or two transactions to AHLEI through a bank account transaction or online payment.

Before submitting your application to AHLEI, please make sure that you have completed the following steps:

- I have filled in my name and complete mailing address. The address I have provided is the address at which I can receive packages during the day.
- If applicable, I have indicated that I am an existing AHLEI student.
- If applicable, I have decided to purchase textbook(s) in addition to being able to access the textbook(s) online.
- I have selected my course(s) or program.
- I have submitted payment.

**RECEIVE your login information to your online account via email.** We will send your login information once your application and payment have been processed. Our staff is happy to answer any questions you have about course offerings or enrollment procedures.

### **Course/Program Time Allowances and Passing Scores.**

For your convenience, generous time frames are allowed for course/program completions:

- Single course: 4 months
- Certificate of Specialization: 20 months
- Hospitality Fundamentals Program: 24 months
- Hospitality Operations Certificate: 32 months
- Hospitality Management Diploma: 48 months

**LAUNCH your final exam.** When you are ready to take your final exam, launch your final exam from your online account. Keep any notification of your final score on file, for future references; scores are entered manually into each student's account. Please allow 2- 4 weeks to receive your certificate in the mail.

Students who receive an overall score of 70 percent or more for a course will receive a Certificate of Completion. If the score is 90 percent or more, the course certificate will indicate "With Honors." Students who pass with honors on the first attempt exam, will receive a coupon good for \$30.00 off their next AHLEI Distance Learning course.

**RETAKE Policy.** If a successful score is not achieved during your first attempt at completing the examination requirement, you will be provided with an additional opportunity at no extra cost. The third attempt exam will require a retake fee. If a successful score is not achieved after three attempts, you must re-apply and submit all fees in order to continue pursuing the course.

**Curriculum Changes.** AHLEI's courses and curricula are regularly revised to reflect industry developments. You are protected from course requirement changes within a curriculum as long as your completion deadline has not passed.

### **Distance Learning Textbook Special Pricing**

- When you enroll in a Distance Learning course, you have the option to purchase a hard-copy textbook for an additional fee of \$700 each, plus shipping and handling.
- If you opted not to purchase a textbook upon enrollment, you have 30 days from the date of your order to request one at the special price. Please email [sales@ahleisa.org](mailto:sales@ahleisa.org)

# DISTANCE LEARNING

## COURSE OFFERINGS

### Introduction to Hospitality

#### 100 The Lodging and Food Service Industry

This course helps you understand the hospitality industry as a whole and see how all departments work together. Both lodging and food service are explored. Perspectives from leading hospitality professionals into the issues and challenges facing the hospitality industry today add an important dimension to this course. You'll also learn about the many career opportunities available in the industry.

#### 103 Hospitality Today: An Introduction

This course takes a management perspective in explaining the organization and structure of hotels, restaurants, casinos, cruise lines, and clubs. It includes information on franchising, management contracts, business ethics, human resources, marketing, and much more. Charts, exhibits, hospitality industry statistics, and Web site listings provide useful information that can be applied on the job.

### Rooms Division

#### 281 Hospitality Facilities Management and Design

Learn how to handle today's engineering and maintenance concerns. This course covers all major facility systems, including food service equipment and design. Non-engineers can learn how to understand and speak the language of vendors, suppliers, and maintenance/engineering staff. You'll also learn techniques to reduce expenses and increase efficiency, and also learn how the latest technology can streamline operations procedures.

#### 333 Managing Front Office Operations

Increase front office efficiency and help sales grow with the knowledge and skills gained from this course. Topics include revenue management and the latest technology applications. This course shows how front office activities and functions affect other departments and focuses on how to manage the front office to ensure your property's goals are met. Case studies and real-world examples present a practical industry focus.

#### 338 Managing Housekeeping Operations

No property can be profitable without clean rooms and efficient housekeeping operations. Learn what it takes to manage this important department. This course provides a thorough overview, from the big picture of hiring and retaining a quality staff, planning, and organizing, to the technical details for cleaning each area of the hotel. Practical information from industry experts makes the contents of this course immediately applicable to your job situation.

#### 387 Security and Loss Prevention Management

Security is one of the top concerns in today's hospitality industry. This course provides the background you need to be informed about the security issues and practices that affect your property every day. Topics include the physical security of the property, asset protection, guest protection, security equipment, emergency management and procedures, OSHA requirements, and more.

#### 468 Managing Technology in the Hospitality Industry

Today's hospitality operations rely increasingly on computer technology. This course provides a solid grounding in hospitality technology and the management of information systems. Content includes applications for all functional areas, including reservations, rooms, food and beverage, sales and event management, and accounting. You'll learn the basics of purchasing, implementing, maintaining, and managing today's information systems. This course also explores systems security and maintenance, e-commerce, and hospitality careers in information technology.

### Food and Beverage

#### 241 Management of Food and Beverage

##### Operations

Get the foundation you need to make smart decisions in food and beverage operations. This course shows how to give guests the highest priority as all details of the food and beverage operation are planned, implemented, and evaluated. You'll learn how to build business through effective marketing strategies, how to satisfy the food-quality and nutritional demands of guests, and how to increase profits by maximizing service, productivity, and technology.

#### 245 Food Safety: Managing with the HACCP System

This course presents the Hazard Analysis Critical Control Point (HACCP) method of food safety in a systematic, understandable format ideal for both staff training and classroom teaching. Clearly defined terms, detailed lists of food safety responsibilities, and checklists for all control points show students how to apply the concepts in the textbook to an actual foodservice operation.

#### 346 Managing Beverage Operations

This course prepares you to handle the challenges of managing beverage operations in a hospitality environment, including duties and responsibilities of bartenders and beverage servers, essentials of responsible alcohol service, and product knowledge of beer, spirits, and wines. The course includes preparation for AHLEI's CARE (Controlling Alcohol Risks Effectively) exam.

#### 349 Managing Service in Food and Beverage Operations

Service is the key to guest satisfaction. This course shows you how to plan for and successfully manage different types of food and beverage operations, including coffee shops, dining rooms, room service, banquets, on-site food service venues, and more. You'll gain management know-how, planning skills, and hands-on techniques for consistently delivering quality service in every type of operation. Case studies by industry experts encourage you to think critically about situations you may face on the job.

## COURSE OFFERINGS

### **464 Planning and Control for Food and Beverage Operations**

Take charge of the complexities of controlling food, beverages, labor, and sales income. This course covers standards determination, the operating budget, and income/cost control, as well as computer applications for planning and control functions. You'll learn how to exceed expected profit levels through effective budgeting and staffing and how to maximize revenue with cost-volume-profit analysis.

## **Finance and Accounting**

### **260 Hospitality Industry Financial Accounting**

This course is a comprehensive introduction to hospitality accounting. You'll learn about the responsibilities of a hotel's accounting department, advantages and drawbacks of various types of statements and reports, the role of inventory in calculating profit, and more. You do not need any prior accounting experience to take this course. It is more intensive than course 261, and covers more material. Many of the content areas presented in this course can be found in courses 261 and 362. This course may be used as a prerequisite for course 462.

### **261 Hotel and Restaurant Accounting**

This is AHLEI's introductory accounting course. You need no prior accounting experience to take this course. This course will help you develop a basic understanding of hotel and restaurant accounting procedures, with a focus on the computerized accounting used in today's hospitality accounting situations. You'll learn about taxation of business income, the role of governmental agencies, and how to read and analyze financial statements. This course is recommended as a prerequisite for course 362.

### **362 Accounting for Hospitality Managers**

Learn to understand and apply hospitality departmental accounting at the supervisory and managerial levels. This course includes information on budgeting expenses, forecasting sales, and financial decision making. It may be helpful to complete course 261 prior to attempting this course.

### **462 Hospitality Industry Managerial Accounting**

This is AHLEI's highest-level accounting course. It is recommended that students complete courses 261 and 362, or course 260, prior to taking this course, or possess some background in accounting procedures. This course provides information you would expect to use as a hospitality manager responsible for making operations decisions for which you need to interpret accounting data. You'll learn how to make effective business choices based on the numbers that affect daily operations, develop on-target budgets and control cash flow, and reach profit goals.

## **Marketing and Sales**

### **374 Revenue Management: Maximizing Revenue in Hospitality Operations**

This course provides an overview of revenue management and its importance to hotel profit maximization. You'll learn how marketing, accounting, and operations management work together to devise revenue management strategies. The course covers revenue management measurement, automation, and strategies and tactics.

### **472 Hospitality Sales and Marketing**

Discover how to build a top-flight sales team with creative, successful sales and marketing programs that really work. You'll learn new ways to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners. Industry professionals give tips on marketing strategies that work, while "Marketing in Action" sidebars show how concepts presented in the course are applied in the industry today.

### **478 Convention Management and Service**

Increase your property's convention and meeting business through improved marketing and better service. You will learn how to address meeting planners' needs and concerns confidently, creatively, and effectively. You'll also learn important strategies for servicing groups during their stay. You'll learn how to reach and promote to key group decision makers, how to increase your property's market share of the convention market, and how to follow up after the event is over.

## **Human Resources**

### **250 Supervision in the Hospitality Industry**

This course teaches the skills that can help you develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques. Resources on creating a professional development plan for your hospitality career can help you set the direction for future educational and professional endeavors.

### **357 Managing Hospitality Human Resources**

Hospitality is a people industry, and this course will help you manage the important human resources who provide services to your guests. You'll learn how to fulfill the requirements of U.S. employment and workplace laws, and discover the latest strategies for attracting employees, minimizing turnover, reducing productivity losses, and more. Case studies and Internet links provide essential information for human resource professionals.

# DISTANCE LEARNING

## AREAS OF SPECIALIZATION

A framed certificate is awarded upon completion of any of the four Specialization curricula.

### Rooms Division

- 250 Supervision in the Hospitality Industry
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 387 Security and Loss Prevention Management
- 468 Managing Technology in the Hospitality Industry

### Food and Beverage

- 245 Food Safety: Managing with the HACCP System
- 250 Supervision in the Hospitality Industry
- 346 Managing Beverage Operations
- 349 Managing Service in Food and Beverage Operations
- 464 Planning and Control for Food and Beverage Operations

### Sales and Marketing

- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 374 Revenue Management: Maximizing Revenue in Hospitality Operations
- 472 Hospitality Sales and Marketing
- 478 Convention Management and Service

### Accounting and Finance

- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 362 Accounting for Hospitality Managers
- 462 Hospitality Industry Managerial Accounting
- 468 Managing Technology in the Hospitality

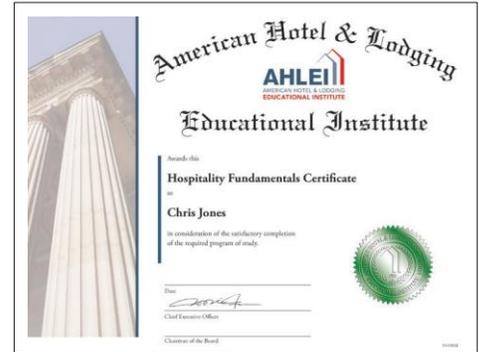


# DISTANCE LEARNING

## HOSPITALITY FUNDAMENTALS PROGRAM

A framed certificate is awarded upon completion of the Hospitality Fundamentals Program curriculum.

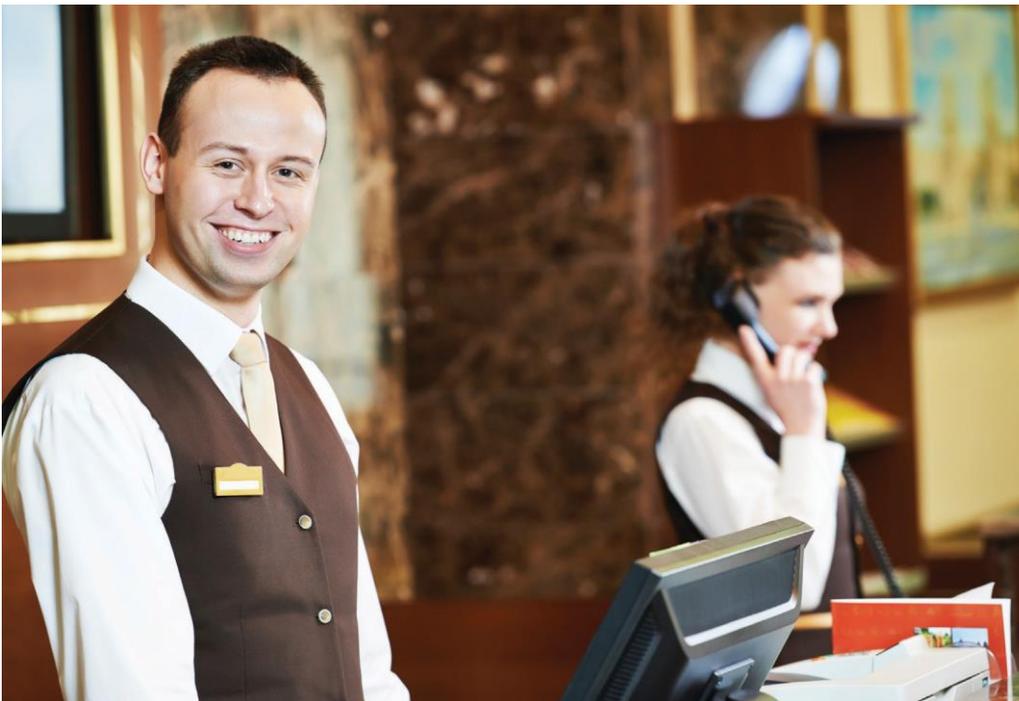
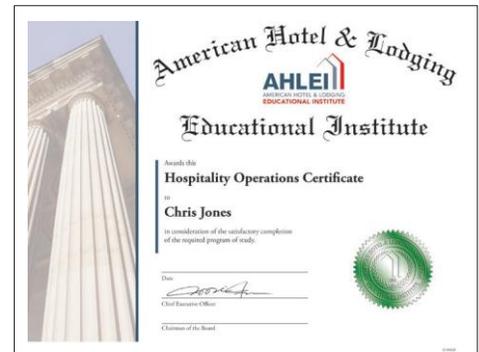
- 103 Hospitality Today: An Introduction
- 241 Management of Food and Beverage Operations
- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations



## HOSPITALITY OPERATIONS CERTIFICATE

A framed certificate is awarded upon completion of the Hospitality Operations curriculum.

- 103 Hospitality Today: An Introduction
- 241 Management of Food and Beverage Operations
- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 468 Managing Technology in the Hospitality Industry
- 472 Hospitality Sales and Marketing



# DISTANCE LEARNING

## HOSPITALITY MANAGEMENT DIPLOMA

A framed diploma is awarded upon completion of the Hospitality Management curriculum.

- 103 Hospitality Today: An Introduction
- 241 Management of Food and Beverage Operations
- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 281 Hospitality Facilities Management and Design
- 304 Leadership and Management in the Hospitality Industry
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 357 Managing Hospitality Human Resources
- 387 Security and Loss Prevention Management
- 468 Managing Technology in the Hospitality Industry
- 472 Hospitality Sales and Marketing



## Contact Us



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AHLEI Saudi Arabia

