



Developing Leaders in Hospitality

## HOSPITALITY PROFESSIONAL COURSE (HPC)

### Course Overview and Syllabus

#### Overview

The Hospitality Professional Course (HPC) consists of a series of self-paced online seminars and activities that have been created for students who are studying or currently working in the hospitality industry. The overall purpose of the HPC course is to enhance your career and professional development skills. The topics and activities in HPC are designed to inspire you to deliver service excellence by developing an “a ha!” Amazing Hospitality Attitude!

No matter what your level of education or extent of work experience may be, there is always something more to learn and strive for, that will benefit your professional career. AHA’s industry focused professional seminars and activities emphasize the development of both personal and professional leadership traits needed to be successful in the hospitality industry, regardless of one’s rank or position.

The Hospitality Professional Course (HPC) provides the foundation for a successful experience and hospitality career by:

- Focusing on employability traits deemed essential by the industry
- Emphasizing personal leadership development
- Developing an understanding of other cultures, traditions and beliefs, to perform more effectively in a multicultural workplace

There are 8 HPC modules. Each module will contain the following activities which are explained in more detail below:

- ✓ Module Overview
- ✓ HPC Seminar(s)
- ✓ Seminar Assessment Quiz
- ✓ Skill Builder Activities
- ✓ Online Discussions
- ✓ “a ha!” Moments

#### Module Overview

At the beginning of each module, always start with the Overview tab. It contains a video of one of your AHA iCoaches. Download a module breakdown of requirements. Your iCoach will guide you throughout, and will help you get the most out of your online course.

#### Seminars

When you click on Seminars, you will find a corresponding seminar for each module. These are a series of self-paced, interactive sessions. Each seminar is voiced –over, so make sure the volume of your computer is turned up. You can click Pause at any time, and replay a previous slide by using the PowerPoint navigation system. We encourage all participants to take notes and use these as study material for the midterm and final exams.

#### Quizzes

Once you feel confident with the knowledge presented in the seminar, you are now ready to take the corresponding quiz. Click on Quizzes and select the quiz that is in the same Module Folder as the seminar you watched. You will have **ONLY two attempts** to pass each quiz with a passing grade of **70%**. After you have successfully completed the quiz, you can return to the course materials to begin a new seminar.

### **Skill Builder Activities**

The skill builder activities allow students to put theory into practice and build on the knowledge and skills gained from the seminars. There will be a corresponding Skill Builder for each Module. Click on the Module and follow the instructions. **Each Skill Builder is worth 5 points.** Students receive 5 points for completing them and 0 points for an incomplete activity.

### **Online Discussions**

The discussion forum allows students to reflect on their experiences and share these experiences with peers, online faculty and AHA iCoaches. There will be a corresponding Discussion for each Module and they are worth 5 points each. Click on the Module and reply to the various discussion posts. Students are required to post a reply and one response per discussion in order to earn the 5 points.

### **Module Progress**

Once you click on a module inside your HPC course, you will see a detailed overview of the required activities for each module. Some modules might have more than one requirement per activity so use this overview as a way to track your progress through each module.

### **Examinations**

Two examinations will be given for this course: the midterm examination covers Modules 1-4 and the final examination covers Modules 5-8. After you have fully completed Modules 1-4 you will find your midterm exam located on the Module 4 progress checklist. After you have fully completed Modules 5-8 you will find your final exam located on the Module 8 progress checklist. Before taking your final exam, you will be asked to complete a course evaluation to help AHA further enhance our system and courses.

Please note that your midterm and final exams are automated and **ONLY** come on when you have completed **ALL** activities. Each module must have all green checkmarks in order for the midterm and final to be activated.

### **Grading and Special Designation**

A student must have a minimum grade of 70% to earn the HPC certificate from AHA. **NOTE:** The (AHA) HPC course grade may differ from your final school grade as your school may have a different grade criteria and percentage allocation. The grade from your school is the official grade that will be seen in your Transcript of Records. Students who receive a final grade of 93% or higher will receive a special citation from the American Hospitality Academy.

Your final grade in the AHA HPC course will be computed based on the following criteria and weight distribution, for a total of 100%.

#### **Grading Scale**

Quizzes:	10%
Midterm Exam:	25%
Final Exam:	25%
Activities:	40% (Online discussions and skill builders make up this percentage)

### **“a ha!” Moments**

At the end of each seminar you will be asked to watch what we call an **“a ha!” Moment.** What is an “a ha!” Moment? It is a mini lesson within the lesson that allows you to reflect on what you have learned and inspires and motivates you to continue to embrace the right customer service attitude. After each lesson, you will find the corresponding “a ha!” Moment in this tab within your HPC classroom.

**Passport to Culture-“Inspiring Global Connections and Friendship”**  
***Your Cultural Course Lab***

The cornerstone of AHA’s programs is the study of culture. Our foremost concern is to promote understanding and respect for different cultures - an important key to successful management and leadership in today’s multicultural workplace.

Passport to Culture (PTC) can be considered your course *cultural lab* where you have the unique opportunity to travel the world with AHA enhancing your understanding and appreciation of others. Passport to Culture allows you to connect with others from around the world and participate in discussion forums that can make a difference in the way you think and feel about your global neighbors.

**Extra Credit Points**

PTC compliments your existing courses by allowing you to earn extra credit points for each stamp collected. The more activities and connections you make, the more stamps you receive in your passport. Extra credit points are earned on your final grade with AHA, based on the number of stamps you collect. Two points per stamp collected can be earned with a maximum of 12 extra credit points on your final grade.

**Successful Completion and Issuance of AHA World Campus Certificate**

Your instructor will inform you of the required completion dates. In addition, please check your homepage and course page for additional announcements regarding examination schedules. After you have completed your final exam, your score will be computed automatically and your final score will be generated. If you get a passing score, you will have the opportunity to print your online HPC certificate.

## **Getting Started!**

### **Personalized World Campus Login**

If you are having trouble logging in using the login (your email address) and password sent to you from World Campus, please check with the faculty member in charge of your section. Only students who have been previously registered by your instructor or online course monitor will have access to World Campus. Below is a description of the functions you will find on the blue navigation bar once logged in.

### **Home Page**

When you log into World Campus, you will always be taken to your Home Page. All announcements and course updates will be posted here as well as your current discussions. It is important to check your announcements often for any changes or information that pertains to your overall successful completion.

### **My Courses**

Each time you log into World Campus, you will need to click the “My Courses” tab and then click on the Hospitality Professional Course. You will then be taken to your “classroom” which consists of the 8 HPC modules and their corresponding activities and assignments, iCoach, HPC Seminars, Quizzes/Examinations, Skill Builders, Discussions and “a ha!” Moments.

### **My Account**

The My Account Tab allows you to view your transcript and update your profile. Feel free to update your profile at anytime, by adding updated information about your personal, academic and/or professional life. Please, just keep it appropriate for all faculty and student participants. After your course, take time to print your transcripts for your records.

### **My Transcript**

The My Transcript tab allows you to track your progress for each of the graded activities. All of your scores will be located in your transcript/ You are also able to print your transcript at any time for your own records.

### **Mailbox**

You are required to check your mailbox frequently for any updates from AHA, your instructor or fellow participants. It is important to understand that your World Campus mail can only send and receive mail from fellow World Campus users. You will not be able to use this with people who are not participating in this course. Every time you receive a World Campus mail, you will receive the same mail in your regular email account. Please be aware that sometimes this may go to junk mail. We suggest that you check your “spam” regularly.

### **Passport to Culture**

The Passport to Culture tab is where you easily click to enroll into the program and begin making new friends from around the world. This is also where you can track the number of stamps and extra credit points you have earned to date.

## Breakdown of Requirements

Introduction	Hospitality Professional Seminars		Module Assessment	Enhancement Activities		
	Professional Development	Cultural Awareness		Quiz	Skill Builders	Discussion
Welcome Video	Orientation	-----	Student Guide Quiz	Goal Setting	The "a ha!" Challenge!	The AHA Way
Your Success Begins with You!	Attitude Character	-----	Attitude Character	You Make a Difference	The Unexpected Extra	Secrets of the World Class  One Choice!
Catch the Spirit!	Spirit of Hospitality	Understanding Culture	Spirit of Hospitality  Understanding Culture	Our Multicultural Industry	Johnny Has SPIRIT, do you?	212 Degrees
LOOK the Part, BE the Part	Appearance and Etiquette  Time Management	-----	Appearance  Time	Image, You Are the Company	A Jar Full of Rocks	Eat that Frog!  Marty, the Richest Man in Town
Customer <b>MAGIC</b>	Elements of Service	Breaking Down Stereotypes	Elements of Service  Breaking Down Stereotypes	AHA's Standards of Service Change PDF	Your Experience so far	Customer Love!
Midterm Exam						
Making Connections	Communication	Cross Cultural Communication	Communication  Cross Cultural Communication	Communication Strengths and Weaknesses.	The Great Communicator!	First Thing Every Morning
<b>Co</b> -Operate	Cooperation	-----	Cooperation	The IDEA Method	Reflecting on your Strengths	Pulling Together
You are Onstage	Teamwork	-----	Teamwork	What Would You Do?	Raise the Bar!	The Power of Teamwork
<i>Commit</i> to Change	Embrace Change	Celebrating Diversity	Embrace Change Celebrating Diversity	Managing Change in the Workplace	Embrace Diversity	Finish Strong
<b>Final Activities</b>				<b>Final Skill Builder:</b> How Well Do You Know Yourself	Final Discussion: Inspiring Your "aha!"	
Final Exam						

## Seminar Descriptions

### 1. Spirit of Hospitality

Increasing competition within the hospitality industry has also increased the importance of the role guest service excellence plays in the success of any hospitality venue. This seminar will help you develop the kind of positive, caring guest service attitude that will enable you to shine! You will learn to recognize what constitutes and contributes to guest satisfaction and how exceeding these standards directly, correlate to the success of your future position.

### 2. Choose Your Attitude

It is not your aptitude but your attitude that will determine your success in your career. A positive attitude is the essence of providing exceptional guest service, which is why the most successful hospitality organizations hire for attitude and train for aptitude. Life produces extraordinary rewards for those who give in extraordinary ways. This seminar will show you how to soar to new heights with an “attitude of gratitude” that sees life challenges as opportunities.

### 3. Character Building

Good character does not just happen. We develop this, each and every day, by the choices we make in both our personal and professional lives. After completing this seminar, you will appreciate the importance of developing positive character traits, identify desirable traits and be able to explain their benefit in the workplace. You will also be able to recognize personality and behavior flaws that cause difficulties on the job.

### 4. Communication

To effectively communicate, it is important to make certain that the people you are talking to clearly understand both your words and your actions. The most important principle in communication is to learn how to hear what is not being said. This seminar will help you learn how to successfully “speak the same language” with people of diverse backgrounds.

### 5. Cooperation

Without cooperation, the hospitality industry will not survive, much less thrive. Ability to cooperate with co-workers is key to individual success, team success, and success of the organization. This seminar reviews the professional interactions and cooperation skills.

### 6. Attendance and Time Management

Time is always a scarce and precious resource for everyone. Those who manage their time wisely lead well-rounded lives, accomplish more personally, as well as professionally, experience less stress and feel better about themselves. This seminar helps you develop strategies for delegating tasks, prioritizing, and planning to increase your efficiency.

### 7. Appearance and Etiquette

Studies have shown that thirty seconds is all it takes for someone meeting you to form an entire list of impressions about your character and your abilities. In this seminar we will discuss the importance of appearance, grooming, hygiene and etiquette in the workplace. Once we learn to look through the eyes of the guest, we will begin to realize that our success depends not only in acting, but in looking the part as well.

### 8. Embrace Change and Fall Up!

Failure is not the falling down, but the staying down. In other words, if you stay down, you quit- you fail!

Things do not always go our way; you are going to have disappointments in your work and in your personal life. But the question that separates the best from the rest is how you are going to deal with negativity and embrace the change. This seminar will discuss how you can fall up and embrace the change around you.

**9. Elements of Service and Customer Magic**

3 C's of Customer Magic: Connect, Contribute and Conclude. This seminar will discuss how you can own and take charge of your customer interactions and deliver the "a ha!" with magic! We will discuss commitment, imagination, creativity and how you can develop customer magic skills by having an open mind and consistency.

**10. Teamwork- Wear your "a ha!" Onstage!**

The ultimate goal of any organization is to achieve overall effectiveness. In other words, the sum should be greater than its parts! Of course, we all want to succeed as individuals, but our primary focus should always be on the success of the organization as a whole. This requires teamwork. This seminar will discuss how you and your team can work together to display Amazing Hospitality Attitudes while onstage at work.

**11. Understanding Culture**

This seminar defines key terms, processes, and concepts to help you understand the general meaning of culture and how it works in our world. The central focus of this session is the relationship between "Culture in the Abstract" and "Culture in the Flesh." It is important to understand that the beliefs and behaviors of a particular culture are not arbitrary, but are part of that culture's rich history and heritage.

**12. Breaking Down Stereotypes**

This seminar focuses on the important keys to building a cross-cultural community, specifically the need for breaking down harmful stereotypes. Breaking down stereotypes requires that individuals, societies, and government institutions make a commitment to gaining new insights and perspectives through compassion, honesty, self-control, compromise and participation, with the common good in mind.

**13. Effective Cross Cultural Communication**

This seminar explains the challenges of communicating in a multi cultural workplace and introduces you to issues that may occur as a result of miscommunication. It highlights the skills needed for effective cross cultural communication and the strategies that you may implement to increase your ability to communicate in a multi- cultural setting.

**14. Celebrating Diversity**

This seminar offers you the opportunity to learn how to celebrate cultural diversity with your peers, employees or guest/clientele within the workplace. It introduces you to workplace diversity, explains the characteristics and challenges of a multi cultural workplace, and presents leadership strategies for you to practice and implement.