

Distance Learning Catalog

2012



The Next Generation of Hospitality

Distance Learning Scholarships

Scholarships Promote Hospitality Careers

Professionals seeking Educational Institute certification or completion of course materials through EI Distance Learning have generous resources available to them. Scholarships from Ecolab and American Express are offered quarterly.

Certification Scholarships From Ecolab

Generous funding from Ecolab helps professionals seek the following certifications:

- CHA Certified Hotel Administrator
- CLM Certified Lodging Manager
- CEOE Certified Engineering Operations Executive
- CHHE Certified Hospitality Housekeeping Executive

The scholarship includes the cost of the certification study guide (if applicable), examination fee, and the certification fee. The applicant is asked to submit the application for certification as an attachment to the Ecolab scholarship application. American Hotel & Lodging Educational Foundation will notify applicants of scholarship awards. Payments will be made directly to the Educational Institute.

To be eligible, applicants must meet the following requirements:

- Be actively employed full-time (at least 35 hours per week) at a property that is a member of AH&LA at the time of application
- Meet the qualifications for the certification designation being sought

Applications must be postmarked by January 1, April 1, July 1, or October 1 to be considered for each quarterly disbursement. For more information or an application, call 800-344-4381, ext. 2349.

Available only in the United States and Canada.



EI Professional Development Scholarships From American Express

Hospitality professionals enrolled in any of EI's distance learning courses or professional certification programs are invited to apply.

To be eligible, applicants must meet the following requirements:

- Be actively employed (at least 20 hours per week) at a property that is a member of AH&LA at the time of application and have a minimum of 12 months of employment in a hotel

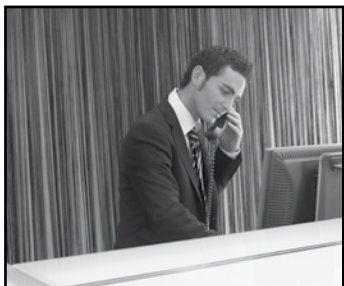
OR

- Be the dependent of an employee who meets the previous requirement and have past employment in some capacity in the hospitality industry

Applications must be postmarked by January 1, April 1, July 1, or October 1 to be considered for each quarterly disbursement. Applicants will be notified within 30 days of their approval status. Payments will be made directly to EI and recipients will be enrolled in the program for which funding was provided. For more information or an application, call 800-344-4381, ext. 2349.



The Educational Institute Advantage



Why should I choose the Educational Institute 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 EI courses and textbooks in their classrooms.

With Distance Learning, these courses are available to you through traditional, paper-based correspondence or over the Internet with our online option. You can take advantage of EI courses in the comfort of your home!

Can I visit your campus and take classes at the Educational Institute?

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. While you are welcome to stop in and visit if you are ever in Lansing, Michigan, USA, you will not find a traditional college campus with classrooms, but an office building where our staff works to service our many customers.

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—including course books, supplemental materials, helpful course counseling, and staff assistance—to be a fraction of the cost of private college tuition. If you enroll in several courses, you enjoy substantial savings over the same number of courses purchased individually.

What equipment do I need, and what does EI supply?

To take our traditional paper-based courses, all you need is a quiet place to study, and paper and writing implements for taking notes. We supply your coursebook, instructions for completing the course, and your final exam. If you are taking distance learning classes online, you will need access to a computer with an Internet connection. (Details for computer requirements are on our website, www.ahlei.org.)

Must I be employed in a hotel or restaurant to take advantage of Educational Institute 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 EI 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!

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 EI courses you are tapping into the same knowledge base you would get in a college that offers our courses.

The Educational Institute Advantage

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

El 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 El Distance Learning courses (particularly if they use El courses in their programs), but it is up to you to explore that option. A list of schools that use El materials is available on our web site at www.ahlei.org (click on "Hospitality Links").

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 \$35.00 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 El 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 El help me find a job after I complete my Distance Learning program?

The Educational Institute has no Placement Services available for students in its programs. Our web site does include links to some hospitality job listing web sites, but we are in no way affiliated with those sites and cannot guarantee job placement through those resources. Members of the American Hotel & Lodging Association (AH&LA) can access hospitality job offerings through the AH&LA Career Center online at www.ahla.com/careers.

Who should I contact if I have questions about El's Distance Learning program?

Our Distance Learning Manager, Karen Flickinger, will be delighted to assist you. You can reach her by e-mail at dlearning@ahla.com or by telephone at 800-390-8399 or 517-372-8800. You may also contact Mari Behrendt, Vice President, Academic Programs, at academics@ahla.com or 800-390-8399 or 517-372-8800. Or write: El Distance Learning, 2113 N. High St., Lansing, MI 48906.

Do you have other resources besides your courses?

Yes, as the training and educational arm of the American Hotel & Lodging Association, El has a complete catalog of training videos/DVDs, seminars, workbooks, and training guides. While these products may not relate directly to the course you are taking, they may provide you with additional information on a particular hospitality subject, or you may be able to use them to improve training opportunities at your property. You may contact the Distance Learning department to request our latest industry catalog, or visit our web site at www.ahlei.org to review our product offerings and place an order online.

Can I earn college credit for El courses?

You may be able to earn college credit for certain Educational Institute courses. The American Council on Education's College Credit Recommendation Service (ACE CREDIT) has evaluated and recommended college credit for 12 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, El 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. **For more information, visit the ACE CREDIT Transcript Service website at <http://www.acenet.edu/acecredit>**



The Distance Learning Advantage

Who should take Educational Institute 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. EI 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 EI courses.

- ***Individuals without college degrees***

Perhaps no other group stands to gain so much from EI 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. EI 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, EI 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.

For nearly 60 years, EI has been the world leader in offering a full range of practical, easy-to-understand hospitality courses to help you reach your goals.

Put yourself on the fast track.

Compete for management positions without a four-year degree! From single courses to our management diplomas, 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 Educational Institute professional certification or re-certification.

Distance Learning courses may count toward the education requirement for many of EI's professional certification programs. (There is also a “time in qualifying position” requirement for professional certification. Please contact the Professional Certification department at 888-575-8726 or 407-999-8100 for details.) Distance Learning courses also provide those who hold a professional certification with points needed for certification renewal.

To Enroll in a Course or Curriculum

FOR PAPER-BASED PROGRAM:

COMPLETE the enrollment application.

Check the box corresponding to the program of your choice:

Single course(s)

Certificate of Specialization – 5 courses

Hospitality Fundamentals Program – 6 courses

Hospitality Operations Certificate – 8 courses

Hospitality Management Diploma – 12 courses

Food and Beverage Management Diploma – 12 courses

Dual Diploma -- 15 courses

Select the course(s) of your choice if enrolling in individual courses, or your desired elective/course preferences if enrolling in a curriculum that allows for choices. Indicate your desired specialization if enrolling in an Area of Specialization curriculum. ***Make sure to include your signature on the back of the application.*** Your application will not be processed without it.

SEND us your completed enrollment application with full payment or time pay option down payment.

Payment must be made in U.S. funds drawn on a U.S. bank, payable to the Educational Institute. See application for wire transfer information. MasterCard, Visa, American Express, Discover, and Diners Club are accepted.

RECEIVE your course(s) and instructional packet.

We will send your course materials as soon as we process your application and payment. Our staff is happy to answer any questions you have about course offerings or enrollment procedures. Please feel welcome to contact us at 800-390-8399 or 517-372-8800 or e-mail us at dlearning@ahla.com.

SELECT your proctor and TAKE your final exam.

At any time during your studies, or when you are ready to take your final exam, notify the Educational Institute of the proctor who has agreed to administer your examination. We will send your exam to him/her. Your proctor's role is to oversee the exam. Proctors must be selected from among the following: a hotel/motel general manager, your immediate supervisor, a hotel/motel personnel and/or training director, a high school or college instructor, a religious counselor or minister, or other professional person. Your proctor must not be a relative.

Before you submit a proctor's name to the Educational Institute, please be sure that the individual understands his or her role and is willing to take the time to administer your exam.

FOR ONLINE DISTANCE LEARNING:

Log on to www.ahlei.org and click on "Distance Learning." Select "Online Application" and follow the on-screen directions to complete the enrollment process. When enrollment is completed, you will be given access to the course(s) you have selected online. If you prefer not to use a credit card, you may complete the application in this

catalog and mark "online" as your study method.

Please note that select online courses are available for direct purchase through the EI shopping cart. These courses are noted in the catalog by a box around the course number. Time pay and multiple-course discounts do not apply to shopping cart purchases. Visit www.ahlei.org/careerdevelopment.

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

Food and Beverage Management Diploma: 48 months

Dual Diploma: 60 months

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 will receive a coupon good for \$30.00 off their next course.***

Interruption of Training Policy

If, for any reason, you discontinue your studies, then decide you would like to start where you left off—you're in luck. EI has an easy re-enrollment plan. Simply contact us about your intent to re-enroll, pay a nominal re-enrollment fee, and resume your studies.

Curriculum Changes

You are protected from course requirement changes within a curriculum only after you have enrolled in a Certificate of Specialization, Hospitality Fundamentals Program, the Hospitality Operations Certificate, the Hospitality Management Diploma, or the Food and Beverage Management Diploma as long as your completion deadline has not passed.

Multiple-Course Discounts

Your Distance Learning education is even more economical when you enroll in two or more courses or a complete curriculum (Certificate of Specialization, Hospitality Fundamentals Program, Hospitality Operations Certificate, Hospitality Management Diploma, or Food and Beverage Management Diploma). Buying several courses offers substantial savings over the same number of courses purchased individually. The enrollment application gives complete details.

Liberal Cancellation/Settlement Policy

Liberal cancellation policy protects you if you change your mind about your career or your studies. This policy is detailed on the back of the enrollment application.

Time Payment Option

EI now offers students a time-payment option when you enroll in three or more courses. You pay \$180 for your first course (add an additional \$45 if you're enrolling for the first time), and then make three monthly payments of \$60 for each additional course you sign up for. Each time we receive your third installment, we send your next course.

- Pay as you go learning
- Monthly payment reminders keep you on track
- Lock in current pricing for the duration of your contract
- Interest-free payments
- Easily add more courses to your payment plan

# of Courses	Initial Payment	# of \$60 payments	Total cost
3	\$180	6	\$540
4	\$180	9	\$720
5	\$180	12	\$900
6	\$180	15	\$1080
7	\$180	18	\$1260
8	\$180	21	\$1440
9	\$180	24	\$1620
10	\$180	27	\$1800
11	\$180	31	\$1980
12	\$180	33	\$2160
15	\$180	42	\$2700

For information, call Karen Flickinger at 800-390-8399 or 517-372-8800, or e-mail kflickinger@ahla.com.

Paper-Based or Online Distance Learning

Which Option is Right for Me?

The Educational Institute offers its Distance Learning courses in two formats: the traditional correspondence method, in which you receive a course in the mail; and online learning over the Internet. The following information provides an easy comparison between the two methods.

What's the same?

- Competency-based content that targets the knowledge and skills needed to succeed in today's hospitality industry.
- Self-scoring chapter quizzes to monitor your progress.
- EI-graded final exam.
- Certificate of completion from the American Hotel & Lodging Educational Institute
- Single courses, Areas of Specialization, Hospitality Operations Certificate, Hospitality Management Diploma, and Food and Beverage Management Diploma.
- Helpful staff to answer your questions and guide your educational program.
- Four-month completion window per course.

What's different?

- Online Learning offers links to relevant Internet sites for immediate application to learning materials.
- Students receive immediate final exam results online.
- Paper-based program can be taken anywhere—just take your textbook with you; online learning requires access to a computer with the appropriate hardware and software and an Internet connection.
- ACE college credit recommendations are not available for all online courses.
- A physical textbook that is NOT included with your online enrollment. You may however, choose to purchase one for a fee of \$50.00, which includes shipping.

Introduction to Hospitality

100 The Lodging and Food Service Industry

This course is essential for new industry employees and for those who don't have broad-based industry experience. 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. A discussion of how hotel operations are affected by the United Nations' environmental guidelines will provide information on balancing the needs of guests with concern for the environment.

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. Exhibits, sample forms and documents, and links to safety and security Web sites make this course practical and relevant.

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 food service 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 EI's CARE (Controlling Alcohol Risks Effectively) exam.

349 Managing Service in Food and Beverage Operations

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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.

445 Purchasing for Food Service Operations

This course teaches the latest thinking in purchasing, focusing on value-added purchasing strategies that go beyond a basic product specification approach. Topics include e-purchasing, security, food safety, and ethics, as well as the relationship between food service operators and distributors.

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. Case studies and Web site information provide you with practical resources for professional use.

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 EI's most basic, 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. If you have some professional background or experience in accounting, you may be able to successfully complete this course without first taking 261. Also, despite the word "managers" in the title, this course should not be confused with course 462 (which is a more difficult course).

366 Accounting for Club Operations

As its name suggests, this accounting course focuses on the unique issues involved in accounting for a private club. Topics include financial statements, operations budgeting, capital budgeting, taxes, and technology issues. Take this course only if you work in a private club or plan to work in a club at some point in your hospitality career.

462 Hospitality Industry Managerial Accounting

This is EI'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 with the help of financial reports and other tools.

Marketing and Sales

270 Marketing in the Hospitality Industry

This course takes a practical perspective in introducing you to the marketing of hotels, restaurants, and clubs. Topics include market segmentation, marketing research, sales, advertising, public relations, promotions, packaging, pricing strategies, revenue maximization, and travel purchasing systems. Tips, checklists, industry forms, do's and don'ts, and useful ideas from industry practitioners offer practical tools you can implement on the job.

323 Fundamentals of Destination Management and Marketing

This course covers basic functions of the contemporary convention and visitors bureau. You will learn how destination management organizations depend on intertwined relationships involving hosts and guests, and suppliers and consumers, as well as complex networks of residents, government officials, and CVB leaders and employees.

374 Revenue Management: Maximizing Revenue in Hospitality Operations

This new 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.

354 Training and Development for the Hospitality Industry **

Training is the key to keeping pace with the industry's changing demands. Learn how to develop, conduct, and evaluate one-on-one and group training that will reduce turnover, improve job performance, and help your organization attain its goals. You'll discover why training is an important investment for your property, how to train various levels of employees, and how to implement effective instructional design techniques and processes.

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.

General Hospitality Management

120 Spa: A Comprehensive Introduction

This course provides an overview of the world of spas, examining the history and philosophy of spa, an introduction to the modern spa industry, and a look at spa careers. You'll also learn about the financial realities of spas, the qualities of an outstanding service experience, and industry trends and future directions.

220 Retail Management for Spas

This course explores retail planning, inventory management, maximizing profits, sales and service, visual merchandising, and marketing within the spa environment. This course will help you increase your retail knowledge and understanding of vendor partner relationships.

304 Leadership and Management in the Hospitality Industry

This course explores quality and leadership issues in today's hospitality industry, including power and empowerment, communication, goal setting, high performance teams, diversity, managing organizational change, and strategic career planning.

Courses marked with an asterisk have received a college course recommendation from the American Council on Education (see page 2 for details). A second asterisk means the online version is also approved.

Boxed course numbers indicate that the course may be purchased directly from the EI shopping cart. See page 4.

313 Contemporary Club Management

This course is your introduction to the unique world of private club management. From "crunching the numbers" to providing impeccable service, this course explores the issues that today's club managers face every day. Loaded with case studies, interviews with club managers, and sample forms and contracts, this course offers a wealth of specialized information.

367 Financial Management for Spas

This course presents financial topics within the context of the spa environment. Readers will learn practical applications of key accounting and financial management principles. Topics include: compensation practices, inventory management, budgeting, capital expenditures, and business plan development. Concepts are framed within the daily business of a spa operation, demonstrating the practical applications of accounting principles.

388 Risk Management for Spas

Learn to identify, analyze, and transfer risks pertaining to staff, guests, property, treatments, products and equipment, and information technology in the spa environment. Information about insurance and the U.S. legal system is also included. The content includes links to relevant websites, sample forms, and useful articles. **Note: This course is only available through online learning. There is no print version.**

391 Understanding Hospitality Law

Legal issues that can affect your property are numerous, and ignorance of the law is no excuse. This course explores laws and regulations affecting the U.S. hospitality industry with many examples and case histories. Topics include protecting guests, loss of property, wages and hours, labor relations, worker's compensation, franchising, and the Internet. This course is NOT recommended for international students.

424 World of Resorts: From Development to Management **

Explore the exciting resort industry from concept and development to management and operations. This course teaches you about types of resorts, resort history, facilities planning, personnel organization, front and back of the house management, resort marketing and sales, and the future of resorts. You'll learn about hot topics like environmentalism and greening of the resort industry, changes in resort financing, and about the economic, geopolitical, and demographic issues affecting resorts.

428 International Hotels: Development and Management **

Learn about the global hospitality industry from both a development and management perspective. You'll explore current trends; international policies affecting travel, tourism, and hospitality development; consumer demographics; and developments that have changed the context of global hotel operations.



Enrollment Application

(Please type or print clearly. Both sides must be completed to process this application)

SECTION 1: PROVIDE GENERAL INFORMATION

Name: <input type="checkbox"/> Mr. First Middle Last			Student Number (if previously enrolled)
<input type="checkbox"/> Ms.			
Shipping Address		Street	Date of Birth (Month/Day)
City	State/Province	Postal Code	Country
Daytime Phone Number	Email Address		Current Employer
Fax Number	Have you ever taken a course from the Educational Institute before? <input type="checkbox"/> Yes <input type="checkbox"/> No		Name of Hotel Chain

SECTION 2: SELECT THE STUDY PROGRAM/COURSE(S) YOU DESIRE

After reading the course brochure, I would like to enroll in:

Single course(s). [Please indicate your course selection(s) or elective choice(s) below.]

Course # _____ Course Name _____

Course # _____ Course Name _____

Course # _____ Course Name _____

Study Method must be specified:

- Paper-based
 Online

(Attach an additional sheet if more courses are desired.)

The 5-course Area of Specialization in: (Please check desired specialization(s) below and indicate elective choices in the space above.)

- Rooms Division Management Marketing and Sales Management Human Resources Management International Hotel Management
 Food and Beverage Management Accounting and Financial Management Club Management Spa Management

The 6-course Hospitality Fundamentals Program. (Please indicate elective choices in the space provided above.)

The 8-course Hospitality Operations Certificate. (Please indicate elective choices in the space provided above.)

The 12-course Hospitality Management Diploma. (Please indicate elective choices in the space provided above.)

The 12-course Food and Beverage Management Diploma. (Please indicate elective choices in the space provided above.)

The Dual Diploma (Please indicate elective choices in the space provided above.)

SECTION 3: FIND THE PRICE OF YOUR PROGRAM

Time-Payment Option

# of Courses Desired	Course Plus AH&LA Student Membership	AH&LA Member or Current Student
1	\$245	\$200
2	\$430	\$385
3	\$605	\$560
4	\$775	\$730
5		
AOS	\$945	\$900
6		
HFP	\$1,125	\$1,080
7		
	\$1,305	\$1,260
8		
HOC	\$1,495	\$1,450
9		
	\$1,670	\$1,625
10		
	\$1,835	\$1,790
11		
	\$2,005	\$1,960
12 (Diploma)	\$2,155	\$2,110
15 (Dual)	\$2,715	\$2,670

Down Payment	# of Monthly Payments	Total
New Students add \$45	NOT AVAILABLE	NOT AVAILABLE
\$180	6 x \$60	\$540
\$180	9 x \$60	\$720
\$180	12 x \$60	\$900
\$180	15 x \$60	\$1,080
\$180	18 x \$60	\$1,260
\$180	21 x \$60	\$1,440
\$180	24 x \$60	\$1,620
\$180	27 x \$60	\$1,800
\$180	30 x \$60	\$1,980
\$180	33 x \$60	\$2,160
\$180	42 x \$60	\$2,700

The reverse side **MUST** be completed in order to process your application.

If you have questions about filling out this application, please call our Academic Services Representative at 517-372-8800 between 8:00 a.m. and 5:00 p.m. Eastern Time. Monday-Friday.

SECTION 4: THE EDUCATIONAL INSTITUTE'S LIBERAL CANCELLATION AND SETTLEMENT POLICY

We are confident you will be satisfied with your enrollment with the Educational Institute. If for any reason you find it necessary to discontinue your studies, the Educational Institute offers the following settlement policy. This policy applies to both the paper-based and online Distance Learning programs.

A student may terminate an enrollment at any time by notifying the Educational Institute and returning the course materials, providing cancellation is made within the time allowance for the courses selected.

1. A student requesting cancellation within 10 days after the date on which this application is signed shall be given a refund of all moneys paid to the Educational Institute.
2. After 10 days and up to and including 25% of the time allowance of the selected courses has elapsed, an administrative fee of 25% of the full program tuition shall be retained. Shipping fees for the paper-based program are nonrefundable.
3. After 25% and up to and including 50% of the time allowance of the selected courses has elapsed, an administrative fee of 40% of the full program tuition shall be retained.
4. After 50% of the time allowance has elapsed the student shall be liable for the full tuition and there will be no refund.
5. No refunds will be made after the time allowance of the selected course has elapsed, or after cancellation of a time payment plan due to non-payment of fees.

SECTION 5: ACKNOWLEDGMENTS

I hereby apply for enrollment in the courses indicated on the front of this application. I understand that all course materials are printed in English and I feel confident that I have a basic knowledge of the English language. I agree to follow the Educational Institute's plan of distance learning, and I will pay my fees in full.

I understand that if I fail to complete my program within the time allowance provided, I will be subject to the course requirements in effect at the time I re-enroll. Course and program completions may be applied toward further study. I may proceed as rapidly or as slowly as I wish within the time allowances stated.

When accepted by the Educational Institute, this application shall be considered an Enrollment Agreement. If the Educational Institute does not accept my enrollment application, all money I have paid will promptly be refunded to me. (The Educational Institute reserves the right to terminate any student for unsatisfactory progress, non-payment of tuition and fees, or failure to comply with the rules and regulations of the Institute.)

I have read and understand both sides of this Enrollment Application, and wish to be accepted as a student of the Educational Institute. I understand this agreement becomes binding when accepted by the Educational Institute.

SECTION 6: PROVIDE PAYMENT INFORMATION

Enclosed is my: down payment full payment of \$ _____

Bill my: MasterCard Visa American Express Diners Club Discover Card

FOR THE FULL PAYMENT OF \$ _____

Name as it appears on card : _____

Account number: _____ Please Print Expiration date: _____ CVV2#/CSC# _____

Please Note: (3-4 digit number found on back of credit card after account #)

- PAYMENT MUST BE MADE IN U.S. DOLLARS DRAWN ON A U.S. BANK. DO NOT SEND CASH.
- Checks, bank drafts, or money orders should be **made payable to the Educational Institute.**
- Prices are subject to change.
- The applicant will be responsible for any necessary customs charges.
- Michigan and Florida residents please add 6% sales tax.
- Wire Transfer of Funds – Simply indicate your EI account number and order number, if you know them, and be sure to include your name and address. Please obtain the amount of any fees the bank may charge and include payment in the wire transfer.

Funds may be wired to: Bank of America
Washington, DC, USA
ABA: 026009593
SWIFT: BOFAUS3N

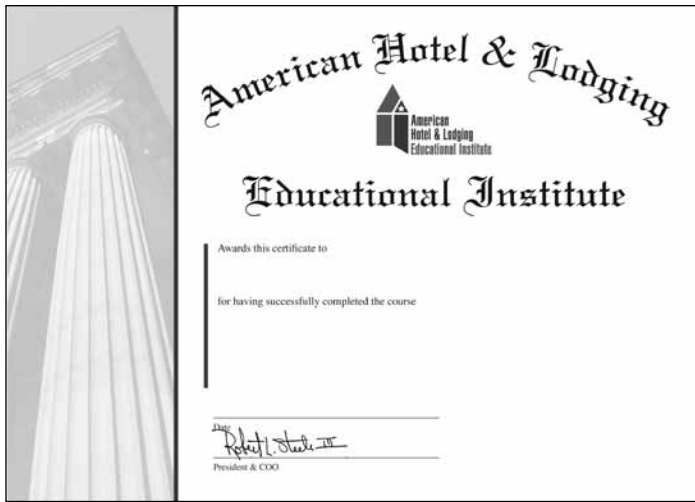
For further credit to: Educational Institute
Account # 0019-1423-4288

X _____
Signature of applicant—Required to process your application Date



American Hotel & Lodging Educational Institute
Academic Programs
2113 N. High Street, Lansing, MI 48906 USA
Phone: 517-372-8800 • Fax: 517-372-5141 Toll-Free: 800-390-8399
Distance Learning email: dlearning@ahla.com • Company email: eiinfo@ahla.com

Take the EI Challenge!



If you've already gained hospitality knowledge through experience or past education, you can earn certificates from the Educational Institute without ever taking a course. It's like "testing out" of the requirements. You save study time and enrollment dollars.

Simply take the Challenge Exam for the course(s) or Specialization of your choice—or challenge the Hospitality Operations Certificate, Food and Beverage Management Diploma or Hospitality Management Diploma! The Challenge Exam tests your knowledge of the subjects covered in the respective course(s). If you pass with a grade of 70% or better, you receive the appropriate certificate and full academic credit.

Earn Prestigious EI certificates for what you already know.

The Institute's Guarantee—You can't lose!

If you purchase a Challenge Exam and do not pass, you may apply the cost of the examination to the current price of enrolling in the course or study program that you challenged. You pay only the difference between the cost of the Challenge Exam and the full price of the course or study program. So, you really can't lose with the Challenge Exam!

Please note that the Challenge Exam fees are non-refundable and nontransferable (except as described above).

Important: Challenge examinations cannot be retaken.

Enrollment Procedures

To take advantage of the Challenge Exam option, simply fill out the enrollment form on the reverse side of this sheet and return it to the Educational Institute, along with appropriate payment made in U.S. funds drawn on a U.S. bank.

When the Institute receives your application and payment, the examination materials will be forwarded to the person you select as your proctor. Both you and your proctor will receive a set of instructions on how to proceed. Challenge Exams are to be taken and returned within 30 days of receipt. **Challenge exams are not available online.**

Proctor Information

Your proctor's role is to administer the exam. Proctors must be selected from among the following: a hotel/motel general manager, your immediate supervisor, a hotel/motel personnel and/or training director, a high school or college instructor, a religious counselor or minister, or other professional person. Your proctor must not be a relative.

Before you submit a proctor's name to the Educational Institute, please be sure that the individual understands his or her role and is willing to take the time to administer your exam.

(Please note: The challenge exam option may not be available in all countries. Please contact EI regarding availability.)

Challenge Examination Application

(Please type or print clearly)

PROVIDE GENERAL INFORMATION

Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	First	Middle	Last	Student Number (if previously enrolled)
Mailing Address		Street		
City	State/Province	Postal Code	Country	
Email Address	Daytime Phone Number		Fax Number	
Current Employer			Position	
Have you ever taken a course from the Educational Institute before?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Are you currently working within the lodging industry?		<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Number of years of work experience in the lodging industry	Is your property affiliated with a hotel chain? <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, which one:		
Is your property a member of the American Hotel & Lodging Association? <input type="checkbox"/> Yes <input type="checkbox"/> No				

SELECT YOUR DESIRED COURSE

- I would like to challenge the course(s) indicated below. I have enclosed a non-refundable registration and examination fee of \$90.00/AH&LA member or \$110.00/non-member per course. My proctor information is listed below.
Course # _____ Course Name _____
Course # _____ Course Name _____
- I would like to challenge the area(s) of specialization indicated below. I have enclosed a non-refundable registration and examination fee of \$450.00/AH&LA members or \$500.00/non-members for each specialization. My proctor information is listed below.
- Rooms Division Management Marketing and Sales Management Human Resources Management International Hotel Management
 Food and Beverage Management Accounting and Financial Management Club Management Spa Management
- I would like to challenge the Hospitality Fundamentals Program. I have enclosed a non-refundable registration and examination fee of \$540.00/AH&LA member or \$660.00/nonmember. My proctor information is listed below:
- I would like to challenge the Hospitality Operations Certificate. I have enclosed a non-refundable registration and examination fee of \$720.00/AH&LA member or \$880.00/non-member. My proctor information is listed below.
- I would like to challenge the Hospitality Management Diploma/Food and Beverage Management Diploma (please circle choice). I have enclosed a non-refundable registration and examination fee of \$1080.00/AH&LA member or \$1320.00/non-member. My proctor information is listed below. I understand I will be tested for my management knowledge as well as for my knowledge of all functional areas of operations.

PROCTOR INFORMATION

Please make sure that the individual you select is willing to act as your proctor before you submit this information as the exam will be sent directly to him/her. Please arrange a mutually convenient time with your proctor to take your Challenge Exam.

Proctor Name: Mr. Ms. _____ Title _____

Mailing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Business Phone Number (_____) _____ Email Address _____

Enclosed is my payment in U.S. dollars drawn on a U.S. bank. (Checks, bank drafts, or money orders should be made payable to the Educational Institute. Michigan and Florida residents add 6% sales tax.)

Bill my credit card: Institution MasterCard Visa American Express Diners Club Discover
Please Print

Name as it appears on card : _____

Account Number: _____ Expiration Date: _____ CVV2#/CSC#: _____ (3-4 digit number found on back of credit card after account #)

Signature of Applicant _____ Date _____



SAVE 20-40% ON ALL AHLEI products

with your student or faculty membership with the American Hotel & Lodging Association (AH&LA).

AH&LA Student and Faculty members get:

- Up to 40% savings on AHLEI training and certification products
- Free use of the AH&LA Information Center, answering any industry-related question within three business days
- Access to more than a dozen scholarship opportunities through the Foundation
- Subscriptions to *Lodging* magazine and other industry news publications to keep you in the know
- Networking opportunities with key industry players

To discover even more benefits available to you and to become a member, visit www.ahla.com/membership. You'll find no better resource for increasing your industry knowledge, making key connections, and saving money when it counts the most.

Get to the center of the hospitality universe by joining AH&LA, the key resource for more than 9,000 hotel owners and operators nationwide. And we've got tailored benefits just for hospitality students and faculty, because we're grooming tomorrow's leaders as well.

Take your membership one step further and start an AH&LA Student Chapter at your university – contact Netanya Stutz at nstutz@ahla.com for details.



Frequently Asked Questions

about EI Distance Learning and AH&LA Student Membership

- ***How does becoming an AH&LA student member save me money?***

From the moment you apply, you save money on your Distance Learning courses. While the non-member price for a Distance Learning course is \$250, the price of a Distance Learning course plus an AH&LA student membership is \$245—you save \$5 immediately. And from that point forward, your courses will be \$200 each—a \$50 savings over non-member prices. Plus, you receive all the benefits of AH&LA membership outlined on the previous page.

- ***My property is already a member of AH&LA. Am I required to become a student member?***

No, you are not required to become a student member, but you may want to do so anyway. As a student member of AH&LA, you will receive your own copy of Lodging magazine (one you won't have to share with other managers or employees), have direct access to the AH&LA Information Center and members-only Web site, and be eligible to receive AH&LA scholarship money for professional development.

- ***How long does my AH&LA membership last?***

All AH&LA memberships are active for one year, and are renewable annually.

- ***How will I know when my membership is about to expire?***

You will receive notice directly from AH&LA (not EI) that your membership is up for renewal.

- ***If I do not wish to renew my AH&LA student membership, will I be able to finish my EI courses?***

Yes. While we certainly hope that you will find your AH&LA membership to be beneficial personally and professionally, you will not be penalized if you decide not to renew your membership after a year.

- ***I still have additional questions. Who should I contact?***

For more information, please contact AH&LA's membership department at ahlamembership@ahla.com or 202-289-3100.



Areas Of Specialization

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

Rooms Division Management

Required:

- 250 Supervision in the Hospitality Industry
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 468 Managing Technology in the Hospitality Industry

Select one:

- 387 Security and Loss Prevention Management
*(international students will receive this course)
(you will receive this course unless you request
another choice)*
- or
- 391 Understanding Hospitality Law

Food and Beverage Management

Required:

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

Select one:

- 346 Managing Beverage Operations
- or
- 445 Purchasing for Food Service Operations

International Hotel Management

Required:

- 250 Supervision in the Hospitality Industry
- 323 Fundamentals of Destination Management
and Marketing
- 333 Managing Front Office Operations

- 428 International Hotels: Development
and Management
- Any Educational Institute course as an elective

Marketing and Sales Management

Required:

- 250 Supervision in the Hospitality Industry
- 323 Fundamentals of Destination Management and
Marketing
- 472 Hospitality Sales and Marketing
- 478 Convention Management and Service

Select one:

- 270 Marketing in the Hospitality Industry
- or
- 374 Revenue Management: Maximizing Revenue in
Hospitality Operations

Accounting and Financial Management

Required:

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

Select one:

- 366 Accounting for Club Operations
- or
- 462 Hospitality Industry Managerial Accounting
*(you will receive this course unless you request
another choice)*

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to "select one" or "select two." If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.



Areas Of Specialization

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

Human Resources Management

Required:

- 250 Supervision in the Hospitality Industry
- 304 Leadership and Management in the Hospitality Industry
- 354 Training and Development for the Hospitality Industry
- 357 Managing Hospitality Human Resources

Select any:

- Educational Institute course as an elective

Club Management

Required:

- 250 Supervision in the Hospitality Industry
- 313 Contemporary Club Management
- 357 Managing Hospitality Human Resources
- 464 Planning and Control for Food and Beverage Operations

Select one:

- 281 Hospitality Facilities Management and Design
or
- 366 Accounting for Club Operations
or
- 338 Managing Housekeeping Operations
(you will receive this course unless you request another choice)

Spa Management

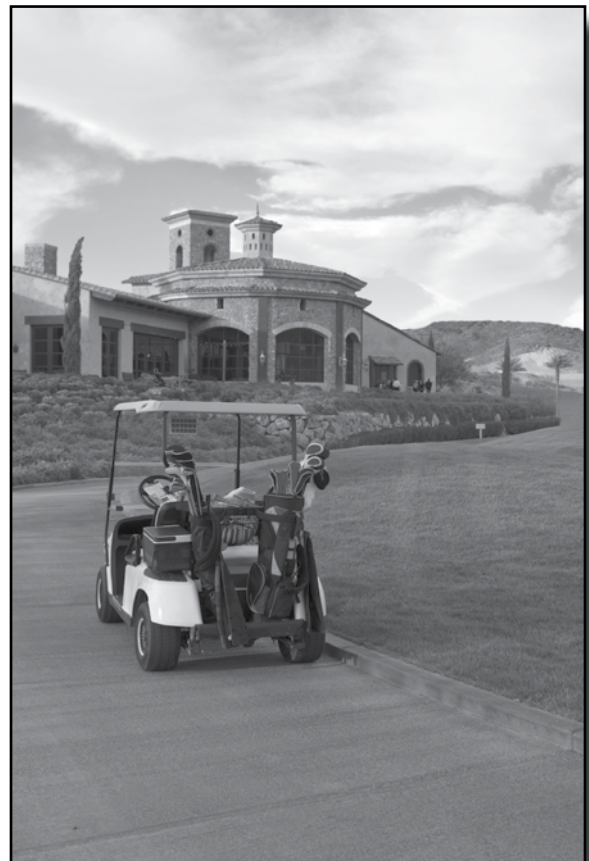
Required:

- 120 Spa: A Comprehensive Introduction
- 220 Retail Management for Spas
- 367 Financial Management for Spas
- 250 Supervision in the Hospitality Industry

Select one:

- 388 Risk Management for Spas (online only)
- Any Educational Institute course as an elective

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to "select one" or "select two." If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.



Hospitality Fundamentals Program

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

Required:

- 241 Management of Food and Beverage Operations
- 250 Supervision in the Hospitality Industry
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 346 Managing Beverage Operations

Select one:

- 100 The Lodging and Food Service Industry
(you will receive this course unless you request another choice)
- 103 Hospitality Today: An Introduction
- 323 Fundamentals of Destination Management and Marketing

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to “select one” or “select two.” If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.

Hospitality Operations Certificate

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

Required:

- 241 Management of Food and Beverage Operations
- 250 Supervision in the Hospitality Industry
- 333 Managing Front Office Operations
- 349 Managing Service in Food and Beverage Operations

Select one:

- 261 Hotel and Restaurant Accounting
or
- 362 Accounting for Hospitality Managers
or
- 468 Managing Technology in the Hospitality Industry
(you will receive this course unless you request another choice)

Select one:

- 100 The Lodging and Food Service Industry
(you will receive this course unless you request another choice)
or
- 103 Hospitality Today: An Introduction
or
- 323 Fundamentals of Destination Management and Marketing

Select one:

- 245 Food Safety: Managing with the HACCP System
or
- 338 Managing Housekeeping Operations
(you will receive this course unless you request another choice)
or
- 391 Understanding Hospitality Law
or
- 445 Purchasing for Food Service Operations
or
- 464 Planning and Control for Food and Beverage Operations

Select one:

- 270 Marketing in the Hospitality Industry
or
- 472 Hospitality Sales and Marketing
(you will receive this course unless you request another choice)

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to “select one” or “select two.” If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.

Hospitality Management Diploma

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

Required:

- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 281 Hospitality Facilities Management and Design
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 357 Managing Hospitality Human Resources
- Educational Institute elective course

Select one:

- 100 The Lodging and Food Service Industry
(you will receive this course unless you request another choice)
or
- 103 Hospitality Today: An Introduction
or
- 323 Fundamentals of Destination Management and Marketing

Select one:

- 241 Management of Food and Beverage Operations
(you will receive this course unless you request another choice)
or
- 349 Managing Service in Food and Beverage Operations

Select one:

- 270 Marketing in the Hospitality Industry
or
- 472 Hospitality Sales and Marketing
(you will receive this course unless you request another choice)

Select one:

- 387 Security and Loss Prevention Management
or
- 391 Understanding Hospitality Law
(you will receive this course unless you request another choice)
(international students may substitute an elective for the law/security course)

Select one:

- 304 Leadership and Management in the Hospitality Industry
or
- 354 Training and Development for the Hospitality Industry
(you will receive this course unless you request another choice)
or
- 428 International Hotels: Development and Management

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to "select one" or "select two." If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.



Food and Beverage Management Diploma

A framed diploma is awarded upon completion of the Food and Beverage Management curriculum.

Required:

- 245 Food Safety: Managing with the HACCP System
- 250 Supervision in the Hospitality Industry
- 281 Hospitality Facilities Management and Design
- 349 Managing Service in Food and Beverage Operations
- 354 Training and Development for the Hospitality Industry
- 464 Planning and Control for Food and Beverage Operations
- 468 Managing Technology in the Hospitality Industry
- 478 Convention Management and Service
- Educational Institute elective course

Select one:

- 346 Managing Beverage Operations
or
- 445 Purchasing for Food Service Operations

Select one:

- 100 The Lodging and Food Service Industry
(you will receive this course unless you request another choice)
or
- 103 Hospitality Today: An Introduction
or
- 323 Fundamentals of Destination Management and Marketing

Select one:

- 260 Hospitality Industry Financial Accounting
or
- 261 Hotel and Restaurant Accounting

Note: When you complete your Distance Learning application, be sure to indicate your course choices for those areas in which you are asked to "select one" or "select two." If you do not make a selection, a choice will be made for you as indicated in the curriculum listing.

Earn BOTH Diplomas—Special Course Combination

Ambitious Distance Learning students can earn both the Hospitality Management Diploma and the Food and Beverage Management Diploma with only 15 courses (rather than 24). The Dual Diploma combination of EI courses fulfills the requirements for both diploma programs.

Required:

- 245 Food Safety: Managing with the HACCP System
- 250 Supervision in the Hospitality Industry
- 261 Hotel and Restaurant Accounting
- 281 Hospitality Facilities Management and Design
- 333 Managing Front Office Operations
- 338 Managing Housekeeping Operations
- 349 Managing Service in Food and Beverage Operations
- 354 Training and Development for the Hospitality Industry
- 357 Managing Hospitality Human Resources
- 464 Planning and Control for Food and Beverage Operations
- 468 Managing Technology in the Hospitality Industry

Select one:

- 100 The Lodging and Food Service Industry
or
- 103 Hospitality Today: An Introduction
or
- 323 Fundamentals of Destination Management and Marketing

Select one:

- 346 Managing Beverage Operations
or
- 445 Purchasing for Food Service Operations

Select one:

- 270 Marketing in the Hospitality Industry
or
- 472 Hospitality Sales and Marketing

Select one:

- 387 Security and Loss Prevention Management
or
- 391 Understanding Hospitality Law

Distance Learning Application Checklist

Before submitting your application to the Educational Institute, 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.
- I have selected my course(s) or program.
- I have indicated which study method (paper-based or online) I prefer.
- If I am enrolling in an Area of Specialization, Hospitality Fundamentals Program, Hospitality Operations Certificate, or Management Diploma Curriculum, I have indicated my course selections where a choice has been offered. (If you do not make a selection, we will make a course selection for you.)
- If working at a lodging property, I have indicated the complete name and address of the property, and whether it is a member of the American Hotel & Lodging Association.
- If applicable, I have indicated that I am a student member of the American Hotel & Lodging Association.
- I have enclosed my payment, or completed the credit card information on the second page of the application.
- I have signed my application.
- I have provided sufficient postage to mail my application to EI.

Distance Learning applicants, please note the following:

- All tuition and fees paid by the applicant shall be refunded if the applicant is rejected by the Educational Institute before enrollment.
- An application fee of not more than \$25 shall be retained by the Educational Institute if the applicant is denied.
- All refunds shall be returned in 30 days.
- If you wish to file a complaint with the State of Michigan, you may do so at www.michiganps.net



Professional Certification

Get your career off to a great start with Hospitality Skills Certification from the Educational Institute. Choose from 19 **line-level** position-specific certifications that validate your skills and knowledge and show employers that you're serious about a career in hospitality!

We certify the best and brightest in the industry, recognizing both operational and managerial expertise.



Validate your **supervisory skills** with these certifications developed with you in mind: Certified Hospitality Supervisor, Lodging Security Supervisor, Department Trainer, and Gaming Supervisor.

El's professional certifications for **managers** recognize the key role played by hospitality management personnel. These programs include: Certified Front Desk Manager, Certified Housekeeping Manager, Certified Restaurant Manager, Certified Maintenance Manager, and Certified Hospitality Revenue Manager.

Department Heads need to be on top of the latest industry developments to keep their departments running smoothly. You'll show that you've got what it takes when you earn one or more of these **Certified** designations: Lodging Security Director, Hospitality Trainer, Rooms Division Executive, Food and Beverage Executive, Housekeeping Executive, Human Resources Executive, Engineering Operations Executive, Hospitality Sales Professional.

The ultimate distinction of professional excellence in the hospitality industry – the Certified Hotel Administrator – is the reward for **general managers, owner-operators, and corporate executives** who put their knowledge to the test and earn the industry's top certification.

Ask how your Distance Learning courses, plus your professional experience, can help you qualify and prepare for professional hospitality certification in your area of expertise.

For information, call 888-575-8726 or 407-999-8100 or visit our web site at www.ahlei.org/certification. (Outside the U.S. and Canada, call 407-999-8100.)





www.ahlei.org

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 407-999-8100

 407-236-7848

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Lansing, MI 48906 USA

 517-372-8800

 517-372-5141

India

Asha House
28, Suren Road,
Andheri (East) Mumbai - 400 093

 +91-22-26820878

 +91-22-26830043