



*The pineapple has been a universal symbol of hospitality and welcome for centuries, all over the world. The image of the pineapple expresses a sense of welcome, good cheer, human warmth and family affection.*

The American Hospitality Academy (AHA) was founded in 1986 and has its corporate headquarters on Hilton Head Island in South Carolina.

The American Hospitality Academy's (AHA) mission is to provide tomorrow's hospitality industry leaders with the practical training, academic knowledge, specialized skills and cultural understanding necessary to succeed in today's global economy while fostering international goodwill and friendship.

AHA-USA offers a career-focused, educational environment that encourages excellence and aims to develop students who are critical thinkers, who demonstrate professionalism, positive attitudes, strong work values, celebrate diversity and have the ability to lead in a multicultural workplace, giving them a competitive edge in the global marketplace.



# PROGRAMS OF STUDY

AHA-USA offers two main programs of study taught in 15 months.

- 1. Diploma of International Hospitality Management (DIHM)**
- 2. Diploma of International Culinary Arts (DICA)**

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

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

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

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

- The knowledge and practical skills necessary for a career in the hospitality industry.
- The technical skills and product knowledge required in their chosen field.
- An understanding and application of basic supervisory management skills.
- The ability to think logically and communicate clearly.
- An inter-disciplinary approach to problem-solving and decision-making.
- Teamwork and leadership skills relevant to managing a culturally diverse workforce.
- A strong work and service ethic, positive attitude, a sense of responsibility and integrity.
- A global perspective on the operations of the industry, with the ability to think globally and act locally.



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*The cornerstone of our educational approach is the study of culture, and the ability of our students to understand, and respect different cultures and beliefs, in order to successfully manage and lead within a multicultural workplace.*  
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# AHA USA Diploma Program (DIHM)

The academic year is divided into quarters, each quarter representing a 10 week term, exclusive of registration and final examination periods.

COURSES ARE CODED ACCORDING TO AREA OR FIELD REPRESENTED.

- **COM:** COMMUNICATION
- **SOC:** SOCIAL SCIENCE
- **MA:** MATH
- **HM:** HOTEL MANAGEMENT
- **CA:** CULINARY ARTS
- **FB:** FOOD AND BEVERAGE

CODE	COURSE NAME	CREDITS	HOURS
COM 101	COMPUTER APPLICATIONS	4	40
HM 101	SERVICE BASICS	4	40
HM 102	INTRODUCTION TO HOSPITALITY AND TOURISM	4	40
CA 101	INTRODUCTION TO CULINARY ARTS	4	40
<b>TOTAL QUARTER 1</b>		<b>16</b>	<b>160</b>
SOC 101	UNDERSTANDING CULTURE	4	40
HM 105	FUNDAMENTALS OF FOOD AND BEVERAGE	4	60
HM 110	ROOMS DIVISION OPERATIONS	4	40
MA 101	APPLIED MATH	4	40
<b>TOTAL QUARTER 2</b>		<b>16</b>	<b>180</b>
COM 102	BUSINESS COMMUNICATIONS	4	40
CA 102	FOOD SANITATION AND SAFETY	4	40
HM 108	REVENUE AND MENU MANAGEMENT	4	40
HM 109	NUTRITION	4	40
<b>TOTAL QUARTER 3</b>		<b>16</b>	<b>160</b>
HM 107	PURCHASING	4	60
CA 103	QUANTITY FOOD PRODUCTION	4	60
HM 112	HOUSEKEEPING	4	40
<b>TOTAL QUARTER 4</b>		<b>12</b>	<b>160</b>
HM 104	SERVICE LEADERSHIP	4	40
HM 130	CAREER PLANNING	4	40
HM 111	ROOMS DIVISION MANAGEMENT	4	60
HM 113	HUMAN RESOURCE MANAGEMENT	4	40
<b>TOTAL QUARTER 5</b>		<b>16</b>	<b>180</b>
<b>TOTAL</b>		<b>76</b>	<b>840</b>
HM 200	INTERNSHIP	4	400
<b>TOTAL</b>		<b>80</b>	<b>1240</b>



**American Hospitality Academy**  
 Email: [Info@AmericanHospitalityAcademy.com](mailto:Info@AmericanHospitalityAcademy.com)  
 Web: [www.ahahotelschools.com](http://www.ahahotelschools.com)