



ACADEMIC PROGRAMS OVERVIEW

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1. Introduction

American Hotel Academy was founded in 2007 in Brasov, Romania with the main purpose of offering education & training in hospitality to students interested in pursuing global careers.

The Academy's mission is to advance professionally – oriented education and applied skills training with an international perspective in a variety of hospitality management disciplines that are not available at many traditional higher education institutions. We are committed to prepare our students to succeed in the global market place.

This is achieved through blending academic rigor with professional training and cultural diversity awareness, while concentrating on the professional and personal growth of our students. All our programs are taught entirely in English by experienced academics and trained hospitality experts.

2. BA (Hons) International Hotel Business Management

2.1 Concept

This program is offered by American Hotel Academy in academic partnership with Manchester Metropolitan University. This is a career oriented 3 year program focusing on the specifics of operating a hotel business.

The program combines the science of management with the art of hospitality by blending theory taught in the classroom with practical training within the school or host companies. Therefore, students are getting not just the necessary knowledge, but the professional and leadership skills that will enable them to assume significant roles in the next generation of hospitality professionals.

Key points:

- the program is taught in English
- program structure: three years of classroom study with 8 – 16 months of paid international internships.
- faculty: international master and PhD educated teachers, industry executives and practitioners
- the program also features: guest lecturers, study trips, career development and tutoring services.
- intermediate certificates are awarded as the students progress through different stages of the program.
- the Bachelor's degree is awarded by Manchester Metropolitan University
- tuition fees: lower than then ones charged by similar schools in Western Europe or USA; also the students benefit of scholarships and financial assistance plans.

Students can choose an optional concentration to focus intensively in a particular area of hospitality, starting with their 2nd year:

- Hospitality Sales & Marketing
- Organizational Behaviour
- Events Management

2.2 Program Overview

Pending to eligibility, students can choose between one of the three study modes below.

Full Time Mode

Duration: 3 years (6 academic semesters + 2 industry placements)

Intakes: October

Accreditation: ANC (National Authority for Qualifications), Manchester Metropolitan University.

Internships: 2 mandatory internships, 4 months each.

3 Years Full Time						
Year I			Year II			Year III
Fundamentals of Hospitality 7 months	Paid Internship 4 months	➔	Operations Management 7 months	Paid Internship 4 months	➔	Strategic Business Management 9 months
Diploma – Hotel Director						
Bachelor of Arts (Hons) International Hotel Business Management						

4 Years Sandwich Mode

Duration: 4 years (6 academic semesters + 2 industry placements)

Intakes: October

Accreditation: ANC (National Authority for Qualifications), Manchester Metropolitan University.

Internships: 2 mandatory internships: first placement – 4 months, second placement – 12 months

4 Years Sandwich							
Year I			Year II		Year III		Year IV
Fundamentals of Hospitality 7 months	Paid Internship 4 months	→	Operations Management 7 months	→	Paid Internship 12 months	→	Strategic Business Management 9 months
Diploma – Hotel Director							
Bachelor of Arts (Hons) International Hotel Business Management							

2.3 Program Requirements

Year I Fundamentals of Hospitality

The first year of the program is focused on studying the fundamentals of the hospitality industry, acquiring practical experience and understanding the global hospitality industry at introductory level. At the end of the first part of the program, students will be able to prove the basic tasks of the operational hotel departments, analyze and solve specific customer interaction situations. A significant amount of time is allocated for practice sessions in the school's laboratories, complemented by the work experience students gain during the mandatory (international) internship.

Semester I	
Course	Credits
Hospitality Business English I	5
2 nd Language I	5
Applied Mathematics	10
Hospitality Today	10
Food Sanitation & Safety	10
Front Office Operations Management	10
Food & Beverage Service	10

Semester II	
Course	Credits
Hospitality Business English II	5
Hospitality Sales & Marketing	10
Gastronomy & Culinary Arts	10
Rooms Division Management	15
2 nd Language II	5
Food & Beverage Management	10
Customer Care	5

Year 2: Operations Management

The second year of the program is focused on operational management, as well as on general management issues. At the end of the second part, the students will be able to assess a managerial situation, to analyze it and provide viable solutions. Also, they will be able to identify their career goals and create a professional development plan.

To gain access within the final year (the top up year) of the Bachelor program, students are required to meet the following criteria:

1. hold the Diploma – Hotel Director
2. complete the second internship
3. prove English proficiency of at least: IELTS 6.5 (or the equivalent score for TOEFL or Cambridge).

Semester III		Semester IV	
Course	Credits	Course	Credits
ESL High Intermediate	5	ESL - Advanced	5
2nd Language I	5	Leadership in the Hospitality Industry	10
Hospitality Human Resources	10	Hospitality Financial Management	15
Business Law	10	2nd Language II	5
Hospitality Facilities Management & Design	10	Strategic Management	10
Events Marketing / Destination Management/ Organizational Culture	10	Project Management for Events/ Online Sales/Training & Development	10

Year 3: Strategic Business Management

The final academic year is focused on the development of strategic business management skills in a global context. The focus is on studying the principles and techniques of critical analysis and evaluation, skills that are developed both in classroom as well as through independent study and experience. During this year students are encouraged to develop research and study skills through self evaluation. In addition, they will further improve their professional skills required in the workplace, and will be encouraged to increase their ability to cultivate the intellectual and interpersonal skills, confidence and independence, experiencing real situations.

Semester V & VI	
Course	Credits
Hospitality Operations Strategies	30
International Services: Marketing & Planning	30
Globalization & Innovation	30
Dissertation	30
Revenue Management	10

2.4 Who is the program for?

This is a long term program which blends classes taught in campus with international internships, requiring a high level of commitment from the students. Therefore, those who choose this program should be prepared to make studying their main concern during these four years. Although we welcome to apply any high-school graduates, please find below the candidates whom this program is best suited for.

Recent high-school graduates

The main audience for this program: being at the beginning of their professional journey, the bachelor program is the ideal path through which future students can gradually gain work experience and managerial skills for their future career in the hospitality industry.

Transferred students

Students enrolled in hotel management post secondary schools or at public or private universities around the world, in a 2-year diploma program or in a degree program in Tourism, Hospitality Management or related – may transfer, if they meet the eligibility criteria, to American Hotel Academy.

Hospitality Employees

Another target audience consists of hospitality industry professionals, who have leadership aspirations but still lack the management knowledge and skills and the appropriate degree they need to fill in managerial positions. Building on their previous professional experience this program will contribute to an exciting future of many career opportunities that will open for them.

Career switchers

These are usually professionals working in other fields of the economy, who are considering a career change in hotel / hospitality management, who have not completed a degree program yet and their time allows them to pursue a full time 3 year degree program.

2.5 Admission Requirements

General eligibility criteria

We are seeking enthusiastic candidates who would like to attend a hospitality bachelor program, who are proficient in English and who can prove potential for a successful future career in the hospitality industry.

Academic

High-school graduates.

English Level

In order to be admitted in the BA program you must pass our English test or have an equivalent of IELTS 6.0 Academic, TOEFL 79 IBT or Cambridge Advanced – Grade B.

Minimum Age

18 years old. The admission process can start before the age of 18, but the candidate must have turned 18 before the commencement of classes.

The hospitality career potential

We expect each candidate to be a people oriented person, demonstrate organizational and management skills, pragmatism, entrepreneurship, energy and creativity. An interview with the Admission Committee is intended to assess the personality and the candidates' potential to build a successful career in the hospitality industry.

Romanian nationals: will take the interview in person at American Hotel Academy.
Other EU nationals: will take the interview via Skype (video call).

3.5 Certification

By completing the diploma requirements, the students will be awarded:

Diploma – Hotel Director – awarded by American Hotel Academy accredited by ANC Romania (National Qualifications Authority), recognized by all EU member countries after completing year I and year II.

By completing the degree requirements, the students will be awarded:

Bachelor of Arts (Hons) – International Hotel Business Management – awarded by Manchester Metropolitan University.

The modular and flexible system allows the students to be certified as they progress through the curriculum. Therefore, if they don't complete the entire program, they still receive intermediary certifications that can be of use for immediate employment or for completing their studies later on.

3. Master of Science in International Hospitality & Tourism

Business Management

3.1 Concept

The program is offered by American Academy in partnership with Manchester Metropolitan University.

A professionally-oriented study programme, as are all the programmes offered by the American Hotel Academy, the course is an opportunity to complete a master's degree in one year. In addition to solid theoretical support in the units, it integrates industry based problem identification, problem solving options and application. Learning is supported by exposing students to industry experienced speakers, opportunities for professional networking and to create relationships with the other students and the industry

This is a rigorous academic degree based on the Manchester Metropolitan University standards that nurture strategic thinking abilities and decision-making skills, based on solid academic knowledge. These skills are meaningful to those who wish to apply for executive positions in the business environment related to hospitality and tourism. The programme further aims to develop a deeper understanding of the latest trends in management practices, strategic marketing, financial management, innovation and entrepreneurship, project management as well as scientific research processes and practices that can be used for the gathering of data to be used in decision making for consultancy reports or industry related research.

3.2 Program Overview & Requirements

The program is three semesters long delivered over one year, and it has a flexible schedule that allows keeping a full time job. Courses are scheduled about twice a month, during weekends in Brasov.

Classes are scheduled for all day Saturday and Sunday at the American Hotel Academy in Brasov. Breaks and meals will be enjoyed on-site, allowing for students to interact with the other students and lecturers. Resources offered to support studies include a research hub room, where students can work in a group, or independently; and guidance to language editing and data analysis support, if required.

All students without a BA degree in a Hospitality or Tourism related field and with less than 12 months of managerial experience in hospitality or tourism, must undergo a mandatory Foundation Module, ran in parallel with semester I of the MSc.

The unit introduces students to the operational concepts and aspects of hospitality & tourism and allows for a better understanding of further information taught during the MSc program.

Program Overview		
Semester I		Semester II
2100 Foundation Module 2102 Hospitality & Tourism Strategic Planning 2103 Financial Management 2105 International Hospitality & Tourism Marketing Strategies	→	2101 Business Research Methods 2104 Entrepreneurship & Innovation 2106 Project Management for Service Operations
		→
		2107 Dissertation / Consultancy Project
Postgraduate Certificate		
Postgraduate Diploma – Tourism Manager		
Master of Science International Hospitality & Tourism Business Management		
Furthermore, on completion of an examination, a Postgraduate Certificate: Tourism Manager, issued by the Romanian Ministry of Labor and the Romanian Ministry of Education is also granted (after completion of the research dissertation).		

3.3 Who is this program for?

University graduates

Students with a business undergraduate degree.

Managers, supervisors and career-focused individuals in tourism and hospitality.

This program provides students with the tools to increase their awareness of theoretical and applied thinking to enhance their knowledge of higher level thinking, and skills required at managerial level in their careers.

Entrepreneurs in tourism / hospitality industry

Graduates of business studies who wish to be entrepreneurs and are looking to update their understanding of business thinking in order to plan their business objectives.

People looking for a career change

An individual who wishes to refocus their business knowledge. They are employed in another field of business, and wish to make inroads into the tourism and hospitality industry.

The programme will extend and upgrade their existing business knowledge with application within the tourism and hospitality industry.

3.4 Admission requirements

Academic

- ✓ Bachelor degree in hospitality management* OR
- ✓ Bachelor degree in tourism related field / business management / economics* OR
- ✓ Bachelor degree in any other field plus minimum 12 months managerial experience in hospitality or tourism.

English level

Minimum requirements are:

- IELTS – 6.5
- TOEFL IBT – 89
- Cambridge Advanced B

The candidates who do not hold one of the above mentioned certificates will be tested by the academy as part of the admission process. They have to score at least the equivalent of IELTS 6.5; the structure of our English test is similar to the ones of international tests. The candidates who pass will be admitted in the 1st semester.

The hospitality career potential

We expect each candidate to be a people oriented person, demonstrate organizational and management skills, pragmatism, entrepreneurship, energy and creativity. An interview with the Admission Committee is intended to assess the managerial skills, the willingness to invest time and effort into this program, the personality and the potential of the candidates to develop a successful career in the hospitality industry.

Romanian nationals: will take the interview in person at American Hotel Academy.
Other EU nationals: will take the interview via Skype (video call).

3.5 Certification

This program grants two intermediate certifications and a final one, as follows:

- Successfully completing the first semester: Postgraduate Certificate: International Hospitality and Tourism Business Management, awarded by Manchester Metropolitan University.
- Successfully completing the second semester: Postgraduate Diploma: International Hospitality and Tourism Business Management, awarded by Manchester metropolitan University.

- Successfully completing the third semester: Master of Science: International Business Hospitality & Tourism Management, awarded by Manchester Metropolitan University, UK.

Postgraduate certificate: Tourism Manager, awarded by The Romanian Ministry of Labour; and the Romanian Ministry of Education (students need to complete an additional examinations for this)

All the certifications are awarded at the end of the one year programme, after moderation by an external moderator.

4. Students Services and Career Development

4.1 The Student Services Office (SSO)

This Office supports the student during their time at American Hotel Academy, assists them with problems of any nature and offers programs and services that will enhance their overall school experience and learning outcomes. Also, the office focuses on facilitating the students' personal development since we believe that their development is tied to the community and society at large and it will contribute to their success in life.

Student services exist to support and empower our students in all aspects of their life at American Hotel Academy and we are committed to providing excellent customer care to all of our users.

4.2 Practical training and internships for BA students

Internships and practical training are learning opportunities and their main benefit is that they help students gain work experience while studying, thus helping them be better prepared for entering the job market after graduation.

Practical trainings is provided to all students during their studies in the 1st year, when courses are doubled by practical training in the Academy's training facilities: demo kitchen, training kitchen, training bar/restaurant, mock up hotel room.

Industry Placements are part of our student's Career Timeline. Our students and alumni are using the Academy's online career platform – Career Connect - as an innovative and efficient way to connect students with the hospitality industry, faculty, colleagues and alumni.

Internships are designed to provide students with a guided introduction to the professional working world. Any matriculating student is eligible for an internship and can access an internship by talking to our dedicated Career Development staff in the Office of Student Services and our online career platform.

Internships will help the student to:

- enhance the academic programs with field experience, related to their own career interest, in a variety of settings
- combine learning with working
- take the skills that the student has acquired and put them into action
- develop new skills and gain knowledge
- explore and apply academic theory in the professional world
- pre-professional career training experiences with intentional learning goals
- move to the next career step and grow professionally

The student can choose from a variety of internships opportunities depending also on their own skills and abilities.

Internships Structure

There are two main internship sessions that each student needs to complete during their stay at American Hotel Academy. Apart from these two internships, each student is free to further enhance his/her working experience if the program allows.

1st Internship: 4 – 5 months between the first and the second academic year, depending on the chosen internship

2nd Internship: 4 – 18 months between the second and the third academic years, depending on the chosen internship

Internship Locations: The Academy develops new partnerships every year in various locations that meet the needs of the students. Examples of such locations are: Greece, Cyprus, France, Belgium, Spain, Germany, Dubai, China, United States, New Zealand.

4.3 Career Development

American Hotel Academy provides career development services through the Student Services Office which assists students with personal & career development while at school, help them become employable, self – confident and self aware. Ultimately, by taking advantage of these services, students should be able to achieve career goals and succeed in their future career.

Also, the School uses Career Development services to enhance and develop its relationship with the community by providing dedicated services to high-school students, mostly in the form of workshops and counseling services for vocational purposes and soft skills development.

Services offered by the Career Development Division:

- Career & Personal Development Workshops
- Career & Personal Counseling
- Volunteering events
- Connecting students with the industry through: trips to hotels, having hotel representatives / top management come and speak to the students (guest lecturing)

4.4. Career development services for MSc students

American Hotel Academy offers career development services through the Student Services Department.

Employment opportunities made available to the Academy will be accessible for students to apply for directly with the companies advertising positions.

Students who request assistance with CV writing, job application and interviewing skills can make an appointment with the Student Services Department.

Industry Connections and visits

- *Visiting Speaker Series:* the programme has one guest lecturer per semester. Unit lecturers all have managerial experience in their field of teaching, offering a wider perspective to students, more professional experience to draw from, and providing a unique opportunity for students to gain insights into current developments in these sectors from a management perspective.

– *Study trips:* the master students will have the opportunity to participate in study trips, in Romania.

- Visits to international hotel brand sites are planned to allow students to become familiar with the brands, and their recruiting offices.
- Saturday evening social networking and industry connection events in Brasov. Students will be able to network with each other, share experiences – all whilst enjoying an evening of planned events.

Industry consultancy projects

Two of the theory units, one in each of semester 1 and 2, have an industry- related consultancy project to complete for assessment.

1. Hospitality and Tourism Strategic Planning.

A project related to a consultancy report, done as a group, on a live company. Findings relating to an evaluation of the internal and external environmental factors affecting the company, and their options in managing these factors, will be presented by the students to the unit leader.

2. Project Management for Service Operations.

Students will carry out a ‘real life’ project to identify a hospitality or tourism development opportunity, formulating a detailed project plan for the business.

Networking

Networking is part of being a professional. Students are encouraged to start building a professional network with executives in the industry, whom they can consult with.

Developing a career means using the knowledge and contacts you have, or can ask for advice or explore connections in various companies.

Students are encouraged to form a network with other students, to share experiences, gain support from peers and increase their knowledge skills related to the Hospitality and Tourism industries.

Foundation Unit

Students undergoing the Foundation Unit will gain knowledge about the hospitality and tourism industries by completing assignments relating to the operation areas in these industries. This unit is designed to introduce the hospitality and tourism industry to students who have graduated in business, but do not have tourism and hospitality experience or understanding.

Industry related application

All the theory is supported by hospitality and tourism related application, case studies and strategic thinking to solve industry based problems.