Professional Development & Continuing Education

[ FOR THE HOSPITALITY & TOURISM INDUSTRIES ]

I-HTER is a division of FIU’s Chaplin School of Hospitality & Tourism Management
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As part of the Chaplin School of Hospitality and Tourism Management at Florida International University, the Institute for Hospitality and Tourism Education and Research (IHTER) serves members of our local and global communities and industries through quality educational, training, research and life-long learning opportunities worldwide.

The Institute is committed to providing professionals and executives like yourself with the tools and competencies that enable you to positively and effectively transform your organizations. Working with faculty and industry experts, our programs combine real-world application, academic theory and research to create a learning experience that addresses today’s issues and future trends. We strive to provide you with the critical knowledge and tools that give you and your organization a sustainable competitive advantage within the dynamic and ever-changing industries that embody hospitality and tourism.

This catalog is meant to give you just a taste of the professional development, training and certificate programs that IHTER has to offer. These programs are diverse, ranging from Sales and Revenue Management to Doing Hospitality and Tourism Business in China. The team is also prepared to work with you to design customized corporate programs that help your company to meet its most challenging issues and address strategic priorities and objectives that contribute to its continued success.

As you turn these pages, you will see the core mission in the business of hospitality, and what distinguishes you from the competition — Service Excellence. It is the very essence of what drives your customers’ loyalty, keeps your employees engaged, and continues to grow your business. All IHTER programs are delivered surrounding the mission of Service Excellence and incorporate the vision of your organization.

COMING SOON

:: Crisis Management, Security and Emergency Response
:: Meeting and Event Design
:: Certificate programs in Event Development and Leadership
:: Sustainable Development

Your feedback is valuable. Like us on Facebook, join our LinkedIn group, call us or send an email. Your ideas, input, and additions will improve the quality of the programs offered. IHTER is uniquely positioned to be your indispensable partner in education.

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Leadership Development

Developing leaders to be creative, strategic, flexible and focused is essential to your company's success and growth. Encouraging development from within requires giving promising supervisors and managers the essential tools they need in order to develop their own well-rounded leadership brand. These courses are specifically designed to focus on the leadership needs in hospitality and tourism management. Through discussion and activities, we explore the demands of this dynamic, including: the challenges of leading an organization that is open 24/7, meeting staffing needs in high-turnover environments, addressing the diversity of employees and guests, and strategically meeting the demands to optimize revenue with a perishable inventory.

Many of our leadership courses incorporate the Gallup StrengthsFinder assessment tool, which is based on 40-years of research, and helps leadership uncover individual talents in leadership and provides strategies for applying individual strengths within a team.

High Performance Leadership

Leadership excellence at the executive level requires highly skilled and fully developed people who are committed to leading their teams to achieve the organizational vision. This 5-day, 40 hour intensive leadership program is designed to take promising leaders on a journey of self-discovery. Beginning with pre-work assessments, this strengths-based, performance-focused program helps participants identify their strengths and management styles, preparing them to lead and develop effective teams. The program includes extensive small group and teambuilding activities designed to develop leadership skills, group process abilities and feedback options.

Excellent leaders must be thoughtful, self-directed, and prepared to meet the challenges of turbulent times. Throughout the week, leadership skills, techniques and tools are discovered and developed, then discussed in relationship to how and when each can be used to foster strategic outcomes. Participants will learn practical tools for strategic analysis and process improvement, including cause and effect determination, process review methods, and cost-benefit analysis strategies. Problem solving and conflict resolution strategies are introduced through a series of activities that encourage immediate application.

This program is designed for high performing, high potential individuals who have the drive and talent to become successful leaders. Participants will be challenged to develop their leadership style and personal brand, while working with others to explore the best ways to lead in turbulent times. This course requires four hours of prework.

Course duration................................................................. 40 hours
Bridging the Gap – Preparing Tomorrow’s Leaders

Talented and highly skilled managers are always in short supply. This program is designed to help high-potential supervisors and first level managers develop their skills and learn new tools and techniques for managing more effectively. Participants will develop their communication skills and techniques to become more influential and powerful communicators. They will explore the benefits of functional teams and learn approaches for organizing work groups and projects. This program focuses on crucial management skills, including:

- Performance Management
- Effective Coaching
- Conflict Resolution
- Training & Development
- Effective Goal Setting

Course duration: 40 hours

Doing Hospitality & Tourism Business with China

When expanding into China, companies must make adjustments for rapid cultural adaptation. Whether cultural differences are obvious or subtle, they have great potential to inhibit your effectiveness in business. Learning about the culture, language and business environment will amplify your opportunity for success.

In cooperation with the Shanghai Institute of Tourism, IHTER has designed a rapid-immersion course for those individuals whose companies are expanding into China and/or who are welcoming inbound Chinese guests. Containing both online and edutour components, this program is designed to make efficient use of your time while maximizing learning.

Beginning with a 15-hour online course in Chinese language, customs and culture, this module provides the basic language and communications skills that will ensure the edutour is effective. The 2-week edutour in Shanghai follows and includes industry tours, hotel and culinary management programs and tourism classes. Each component focuses intently on Chinese consumer behavior, as well as hospitality and tourism market studies. Participants will also be exposed to Chinese culture through Tai Chi and Tea Ceremony classes. Everyone will learn and travel together, providing additional opportunities for language and business development.

Course duration: 15 hours

Edutour: 2 weeks

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Service Excellence

Service excellence is the most essential core value in hospitality and also the most challenging to execute consistently and effectively. As the foundation of success in this industry, it is essential that an organization align itself for success and profitability by meeting or exceeding customer expectations.

When delighting every guest is an organization’s primary goal, everyone on the team must be ready, willing and able to serve the customer. This course provides the tools your team needs to deliver exceptional and diplomatic service. Topics covered include clear communication, good manners, open body language and exhibiting a pleasant personality in order to create positive experiences among guests and co-workers. Attendees will learn how to anticipate other’s needs and work toward solving their challenges.

Course duration ................................................................. 3 - 4 hours

Managing for Service Excellence

Consistency is the key to service excellence and merely training your staff to perform great service is not enough. The leadership team must set and clearly communicate standards, lead by example, teach staff how to determine what guests expect, integrate recovery efforts into the operation and effectively coach for performance improvement. Motivating your team to work toward your vision of service is essential to your success. This interactive course is designed for professionals who are willing to sweat out the details in order to win business through delivering service. This course can be customized to build on existing service programs and for specific departments.

Course duration ................................................................. 4 - 6 hours

Improving Communication and Building Rapport

Learn how to “bond” instantly with any type of prospect, guest, co-worker, employee, boss or stranger. Learn to establish rapport, trust, and comfort almost immediately, using personal understanding of human behavior. Discover the various types of prospect personalities and how to deal with each of them. From your leadership team to front desk and wait staff to sales managers, this class offers skills to create a positive connection with others.

Course duration ................................................................. 6 hours

Resolving Conflict – Dealing with People and Difficult Situations

Dealing with difficult situations can disrupt productivity and morale and can escalate into more serious issues. Knowing how to diffuse conflicts and

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create positive outcomes is key to dealing with people and becoming a leader. Participants will learn positive skills and strategies to handle challenging situations and people. Designed to help front line service employees and managers quickly defuse complaints, anger and disagreements and find positive solutions.

Course duration .................................................................................................. 4 hours

Cross Cultural Guest Relations

Sensitizing hotel, restaurant and tourism employees to other cultures is an essential step in developing a diverse clientele. Help your guest services team learn about the diverse cultures and expectations of their guests. Significant growth in international travel is projected to continue, which means that organizations who teach their staffers how to be inter-culturally sensitive will have an edge in the market. Using stories and examples, this interactive session encourages continued discussions. This course can be customized for your internal guests with the goal of valuing differences and understanding culture and communication.

Course duration .................................................................................................. 3 hours
### Strategic Sales
Our talented team of sales development trainers can customize programs to meet the specific needs of your hospitality or tourism organization. Programs are delivered face-to-face, online or hybrid. These classes are designed for sales and marketing professionals at all levels.

#### “Boot Camp” for Salespeople
Do more than survive, thrive! You will spend three days immersed in the science and art of making the sale. Beginning with understanding your uniqueness and your guest’s expectations, you’ll explore how to communicate effectively and ask the right questions. Helping guests make choices requires time-tested strategies and new, essential selling skills. You’ll learn a clear process for moving toward the sale: how to prospect for new clients, how to build trust and rapport, and how to handle objections. This program uses the latest brain research to understand how your guests think about and choose their hotel vacation experiences. Learn to speak their language and watch your sales soar!

- **Course duration**: 3 days

### Reservation Sales Enhancement
Reservations sales training is critical to getting heads in beds and maximizing profitability. This program educates front desk and reservations staff on proven strategies, techniques and tactics for converting inquiry reservations calls into sales, upselling to higher-priced rooms, packages and/or rate options and overcoming rate objections.

- **Course duration**: 4 hours

### How to Boost Weekend Occupancy
Need to improve underperforming weekend numbers at your facility? We offer 50 strategies to generate more business for your venue, ranging from direct selling, promotions, public relations, direct mail, and merchandising to advertising. This program is effective with all front-of-house staff who come into contact with your guests.

- **Course duration**: 6 - 8 hours

### Booking Extended Stay Business
Extended stay, the industry’s hottest segment, traditionally outperforms traditional hotels’ occupancy by 12-13% annually, despite economic downturns. Find out why and how hotels should generate extended stay revenue by first learning to find and then to sell to and service the very lucrative extended stay segment. These skills can be invaluable to any hotel that is not “officially” or completely an extended-stay facility.

- **Course duration**: 6 - 8 hours
Talent Management

From new hire selection through onboarding, orientation, training, managing teams, and meeting employee expectations and needs, the internal guests of hospitality and tourism change constantly. Attendees will find answers and strategies from successful companies in the industry that can be applied immediately to increase new hire success and decrease turnover.

Effective Selection Interviewing

When searching for productive and engaged candidates to complement your existing workforce, an organization needs trained leaders who know how to identify and select the right candidates for your organization. The selection process you use is essential for recruiting, hiring and retaining the best-qualified candidates. This course provides the strategy, skills, knowledge, and tools that will build an effective selection interviewing process across your organization. Anyone who interviews potential employees will benefit from these skills.

Course duration ................................................................. 4 hours

Conflict Resolution Strategies for Leadership

Unresolved employee conflicts can get in the way of achieving individual, group and organizational results. The good news is that negative conflict can be removed as a barrier to productivity when it is understood, managed and resolved professionally. This workshop provides leaders with conflict resolution strategies, and skills for responding to difficult situations in a manner that builds working relationships. The course includes skill building exercises and discussions.

Course duration ................................................................. 4 hours

Microsoft Excel in Your Organization

Most managers know MS Excel's basic functions but are they maximizing its potential and communicating the information in the most desirable way? This custom course teaches your staff the Excel skills they need to create spreadsheets in a format that is actionable for your particular organization.

Course duration ................................................................. 8 - 16 hours

Spanish for Hospitality & Tourism Professionals

Managing Spanish-speaking staff effectively can be a challenge for managers who do not speak the language. This dynamic course addresses the challenges specific to your operation through the use of a core curriculum of cross-cultural language and conversation basics, continually supplemented with your team’s real-life scenarios. This course targets the specific challenges managers are experiencing in communicating with their staff and facilitates connection with employees on a new level.

Course duration ................................................................. 12 consecutive 2-hour periods
Revenue Management

Online Certificate
Successful hotel and F&B management today requires a deep understanding of revenue management and revenue optimization. Everyone in the organization needs to understand the basics, and know how his or her department contributes to overall return on investment (ROI). This short, online series of classes has been designed to introduce you to the concepts, components and tools essential for revenue management. Each class has an end-of-course exam, and successful completion of all three exams grants you an FIU Revenue Management Certificate of Completion. The times indicated are estimates of time needed to complete the readings, discussions and assignments.

Introduction to Revenue Management
This online class begins with an introduction to the history, concepts and terms necessary to understand revenue management. The second section delves into essential concepts of customer behavior, explains competitive set and analysis, discusses the revenue management cycle and introduces various sources of business intelligence. The final section covers distribution channels, pricing strategies and basic metrics and calculations for the revenue manager.
Course duration ................................................................. 4.5 hours

Intermediate Revenue Management Concepts
Designed for those with some understanding of revenue management, this class begins with advanced metrics and introduces channel analysis and occupancy trends. The second module covers demand forecasting, dynamic value-based pricing, and the role of social media.
Course duration ................................................................. 3.5 hours

Advanced Revenue Management Concepts
This level surveys the revenue management tools currently available, discusses development of a RevMAP, and discusses control of decision-making for revenue management. This program also discusses pricing issues, how to conduct a SWOT analysis to determine pricing options, and ends with a discussion of industry challenges that affect revenue optimization.
Course duration ................................................................. 3.5 hours

COMING SOON!
Revenue Management Seminar
> Fall 2013 - Singapore
> Spring 2014 - Miami
Join our mailing list to receive updates.
Please e-mail ihter@fiu.edu with Revenue Management in the subject line.

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Beverage Education for Professionals

Industry experts can open your senses and expand your knowledge of wine, beer, spirits and cocktails. The beverage industry and beverage science research are creating exciting new products and services that is changing the way people look at alcoholic drinks. Food and beverage professionals can enhance their understanding of these expanding categories and profit from their insights.

The FIU Wine Academy

Wine Fundamentals for Professionals - Online

Take a trip around the world of wines as you are introduced to the wine regions of the world and the classic wines that make them famous. Learn wine history and grape varieties, along with the mechanics of how wine is made. You will also learn how the wine markets are organized, how pricing is determined, and how to write a recommendation. Through readings, videos, tastings and discussions, participants will learn about the business of wine, and how it is sold and marketed.

Course duration .......................................................... 3 - 20 hours

Wine Certificate Program

Come and experience the ultimate introduction to the world’s famous wines. Enthusiasts and professionals will develop their understanding and knowledge of wine through tasting and evaluation of more than 100 wines and lectures from our experts. Our experts will guide and teach participants how to identify and evaluate wines, pair wine with food, and how to buy, store, serve, and even sell wine. Since 1999, numerous enthusiasts and professionals have completed this course, so before you ponder over another wine list, join us and explore the world of wine. All participants will receive a certificate of completion.

Course duration ........................................... 13 consecutive Monday evenings

Advanced Wine Certificate Program

“It’s knowledge that will give you the edge and set you apart,” says FIU Resident Expert Patrick “Chip” Cassidy. Designed for advanced-enthusiasts and professionals looking to gain an edge in a competitive market or advance their knowledge about wine. The course will provide an overview of the wine business including importers, wholesalers, growing grapes, making wine, retailing in supermarkets, restaurants, and liquor stores, analytical tastings, and matching wine and food. All participants will receive a certificate of completion.

Course duration ........................................... 13 consecutive Monday evenings
The FIU Beer Academy

Beer Fundamentals for Professionals
As more diverse beer selections continue to make their way onto menus, service staff is challenged to understand beer styles, flavors and evaluation techniques in order to recommend the best option for their guests. Join our beer experts in discovering beer ingredients, brewing processes and how to pair beer with food. Students who successfully complete this module will be qualified to sit the Certified Beer Server exam, which is part of the Cicerone® Certification Program.

Course duration ................................................................. 6 - 8 hours

Quality Control and Sanitation for Craft Brewers
Cleanliness is the key to reducing bacteria and contaminants in a production facility and creating a quality product. With the growth of the industry, training your staff's knowledge may be a concern when it comes to quality control and sanitation. Our industry experts are on the cutting edge of research in beer making. In this class, learn how to use the proper concentration levels, chemicals, temperature, and recirculation to ensure safety and quality. This course is designed for professional brewers and breweries, and also recommended for hotels, resorts, restaurants and home-brewing enthusiasts. All participants will receive a certificate of completion.

Course duration ................................................................. 6 - 8 hours
Culinary Arts Certificate

The Culinary Arts Level I Certificate program is a 70-hour course that incorporates 42 hours of main course content, with an additional 14 hours representing electives such as BBQ, Grilling, Butchering, International Cuisine and Baking. Developed for those seeking to start a career and pursue opportunities in restaurants, hotels and on cruise ships, this program provides instruction and hands-on experience necessary to enter the dynamic culinary field.

Students who successfully complete the 70-hour program will earn an FIU Culinary Arts Certificate and a SafeStaff Foodhandler Certificate. The program's course content also prepares students to take the exam to qualify for the National Restaurant Association's Cooking Credential. The main course content of this program is also available in a 5-day bootcamp format.

Main Course Content

Culinary Preparation 1

1. Foodservice sanitation
2. Course and uniform requirements and program structure
3. Use and care of knives

Culinary Preparation 2

1. Essential Elements of Culinary Preparation: Temperature
2. Essential Elements of Culinary Preparation: Emulsion
3. Essential Elements of Culinary Preparation: Seasonings and spices
4. Essential Elements of Culinary Preparation: Food presentation

Culinary Preparation 3

1. Essential Elements of Culinary Preparation: Butchering
2. Essential Elements of Culinary Preparation: Fish and shellfish preparation
3. Essential Elements of Culinary Preparation: Vegetable preparation
4. Essential Elements of Culinary Preparation: Starches

Culinary Preparation 4

1. Essential Elements of Culinary Preparation: Garde manger
2. Essential Elements of Culinary Preparation: Baking principles
3. Essential Elements of Culinary Preparation: Yeast breads
4. Essential Elements of Culinary Preparation: Baking and pastry

Course duration .................................................... 10 consecutive Saturdays
Hospitality Skills Training

Fundamentals
Designed for those starting a career in the hospitality industry, making a transition, or seeking to be qualified in hospitality, our training programs equip your new hires with the fundamental skills and certifications needed to enter into the Hospitality Industry. These interactive programs prepare your staff in the following areas:

- Customer Service Excellence Training
- Banquet Setup Certification*
- Restaurant Server Certification*
- Food Handler Certification*
- Culinary Arts Certificate
- Gold Service/ Certified Guest Service Professional Training*
- Front Desk Sales
- Tour Guide/ Tourism Ambassador Training
- Life Skills Training

* Participants may also qualify for certification from the American Hotel and Lodging Education Institute.

Outsourcing Onboarding?

Many organizations want to offer onboarding programs, especially for new property openings or seasonal hiring, but lack the resources and staff.

The first 90 days of a new hire’s experience sets the stage for the rest of his or her career with you. With our expertise, you can feel comfortable outsourcing your onboarding to us in the areas of guest service, front desk, housekeeping, food and beverage, back office and more. You can determine what’s essential to fit your organization’s mission and vision, and let us help you create and deliver the rest.
COMING IN THE FALL of 2013

Event Development and Leadership Certificate Programs

Join our mailing list to receive updates.

Please e-mail ihter@fiu.edu with Event Certificate in the subject line.
Success
Shouldn’t have to wait

Executive Master of Science in Hospitality Management
Tailored for management-level professionals who want to earn a degree without interrupting their careers
10 months online

Master of Science in Hospitality Management
Designed for candidates who want to jump start their careers and continue to earn an advanced degree
12 months online

A personal interview with your advisor will determine which program is the best fit for you.

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CORPORATE PARTNER
Scholarship Program Available
To become a corporate partner, please contact Alyssa Westmeyer
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