



INTERNATIONAL HOTEL SCHOOL

(CHA) Certified Hotel Administrator Executive Designation

The Certified Hotel Administrator (CHA) is the most prestigious certification available to a hotel general manager or hospitality executive. Those who earn the CHA become part of an elite group of hospitality professionals who, by combining education and experience with dedication to the industry, have achieved a high level of expertise.

Prerequisites

Because individual backgrounds vary widely in the hospitality industry, applicants may pursue the CHA® designation if currently employed for a minimum of two years in these qualifying positions:

- General Manager, owner/operator in a lodging hospitality company, or corporate executive* at a lodging hospitality company responsible for the operation of two or more properties.
- Assistant General Manager or Director of Operations/ Rooms Division **(after successfully completing the CRDE® certification)**

Applicants may reduce the time requirement with one of the following:

- One current AH&LA department head certification-takes one year off time requirement (limit 1)
- A degree from an accredited academic institution-takes one year off time requirement (limit 1)

*A corporate executive is defined as an individual, employed by a firm responsible for the operation of two or more properties, who serves as a regional or corporate director of operations, or has ultimate corporate responsibility for rooms, marketing, finance, food and beverage, revenue management, human resources, or engineering.

Program Details

Fee includes: CHA Exam Preparation Booklet, Three Volume Resource Materials CD, and Exam. Certificate and lapel pin upon successful completion of the exam.

Exam: The final CHA® certification exam is broken down by sections located at the end of each module. Each section of the final exam has 35 questions, and participants are allowed 35 minutes to complete it. The passing score for each segment is 70% or higher. Participants are allowed two attempts to pass each section of the final certification exam. If a passing score is not achieved participants may purchase two additional retakes for \$100.00 per section.

Proctor: A proctor may be a CHA, a hospitality educator, an AH&LA member association/federation executive, your immediate supervisor, or a member of the clergy.

Recertification: Every five years. Recertification fees apply.

Certified Hotel Administrator (CHA) Online Review

The CHA Online Review offers busy hospitality professionals a convenient, self-paced means to prepare for their CHA exam. It offers the same instruction as the live event and more!

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Executive Designation

*1 YEAR SELF-STUDY *ONLINE EXAM



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Section	Title
1	Financial Management
1.1	Financial Statement Review
1.2	Operations Budgeting
1.3	Capital Budgeting
1.4	Lease Accounting
1.5	Technology System Selection
1.6	Basic Cost Concepts
1.7	Cost-Volume-Profit Analysis
1.8	Cost Approaches to Pricing
1.9	Managing Productivity and Controlling Labor Costs
1.10	Managing Inventories
2	Marketing & Sales
2.1	The Marketing Plan
2.2	Managing the Sales Office
2.3	Personal Sales
2.4	Internal Marketing and Sales
2.5	Advertising and Public Relations
3	Leadership
3.1	Motivation and Leadership Styles
3.2	Goal-Setting, Coaching, and Conflict Management
3.3	Training and Development as an Investment
3.4	Building High-Performance Teams
3.5	The Challenge of Diversity
3.6	Emergency Management and Media Relations
3.7	Managing Organizational Change
4	Human Resources Management
4.1	Recruitment and Selection
4.2	Orientation and Socialization
4.3	Training and Development
4.4	Supervisory and Management Development
4.5	Evaluating Employee Performance
4.6	Turnover, Discipline and Exits
4.7	Compensation Administration
5	Rooms Management
5.1	Revenue Management
5.2	Reservations
5.3	Security in the Lodging Industry
5.4	Housekeeping
5.5	Hospitality Facilities Overview
5.6	Hospitality Facilities Management
5.7	Environmental and Sustainability Management
6	Food and Beverage Management
6.1	Marketing Restaurants and Lounges
6.2	Determining Food and Beverage Standards
6.3	Pricing Menu Items
6.4	Dining Service Styles and Procedures
6.5	Sanitation and the HACCP System
6.6	Beverage Service Styles and Procedures
6.7	Serving Alcohol With Care



* Review and Assessment Tool is only available for specific certification programmes.

CONTACT DETAILS

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