



CHBA

online program teaching hotel business acumen

The CHBA (Certified in Hospitality Business Acumen) is a four week online training course with professional certification. The course delivers both theory and simulation to drive learning and development in the field.

About

Online professional certification course.

Russell Partnership Technology has developed an online training and professional certification course in business acumen that is relevant, respected, and recognized. The CHBA (Certified in Hospitality Business Acumen) course content has met these criteria for over 4,000 professionals in live events across 40 countries. Our four-week online course requires applicants to commit to a minimum of four hours per week and to take the examination in the fifth week. It features eLearning and is delivered entirely online at an individual's own pace. This certification is appropriate for, but not limited to, a Managing Director, Asset Manager, General Manager, Vice President or Director of Sales, Director of Marketing, Operations Department Head, Sales Manager, Convention Services Manager, Account Executive, Director of Revenue Management or Revenue Manager.

The Course

Target, manage, lead and partner.

All training and examinations are online. You are required to commit up to four hours per module, you can choose how and when to spend this time. The online training is divided into four modules, which are ideally completed one per week over a four week period. The overall examination is then taken in the fifth week once all modules have been completed.

1. **Module 1: Targeting Business Priorities** - Using financial statements to determine action.
2. **Module 2: Managing Business Priorities** - Using lodging metrics that matter.
3. **Module 3: Leading Business Priorities** - Communicating for Results.
4. **Module 4: Partnering in Owner Priorities** - Partnering in Ownership goals.



helping you develop **business acumen skills**
in a flexible online learning environment.

"From the outset, the delivery team realised it's the relationships not just the product that contribute to strong sustainable business. We respect them as a global market leader."

- hosco. the hospitality network

About Russell Partnership Technology

Russell Partnership Technology are global technology developers and educators who design, build and deliver hospitality programmes for over 200 global clients.

www.russellpartnership.com

