



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification  
Certification in Front Office Operations (CFO)  
Timetable & Lecture Topics  
February - March 2019**

*Let's get Smarter!*

# Certification in Front Office Operations (CFO)

DATE	Modul26e	Topics Delivered	Time / Location	Instructor
Thursday, 28 February 2019	Certification in front office operations	Introduction to Hotel Organization & Planning the HR process for the Front Office	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Friday, 01 March 2019	Certification in front office operations	Front office operations – reservations & communication interdependence	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Saturday, 02 March 2019	Certification in front office operations	Front office accounting & audit process - effective accounts settlement	10:15 – 18:00 / StudySmart Marousi 1hour lunch break	Philipos Zambelis
Sunday 03 March 2019	Certification in front office operations	Planning & evaluating Front Office Operations / training on the PMS system OPERA	10:15 – 16:00 / StudySmart Marousi 1hour lunch break	Philipos Zambelis
Wednesday, 13 March 2019	Certification in front office operations	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**18**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification  
Managing Food & Beverage Operations (MFBO)  
Timetable & Lecture Topics  
March 2019**

*Let's get Smarter!*

# Managing Food & Beverage Operations (MFBO)

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 14 March 2019	Managing Food & Beverage Operations	Fundamentals of Management / Organization of F&B Operations	18:15 – 22:00 / StudySmart Marousi	Andreas Toumazatos
Friday, 15 March 2019	Managing Food & Beverage Operations	Marketing for F&B establishments Menu design / Managing Food Costs	18:15 – 22:00 / StudySmart Marousi	Andreas Toumazatos
Saturday, 16 March 2019	Managing Food & Beverage Operations	F&B Productions and controlling procedures Menu Pricing Strategies	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Andreas Toumazatos
Sunday 17 March 2019	Managing Food & Beverage Operations	Food and Beverage Service techniques and practices - Facilities & Design, Layout, and Equipment planning for F&B properties.	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Andreas Toumazatos
Wednesday, 03 April 2019	Managing Food & Beverage Operations	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**20**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification  
Certification in Hotel Revenue Management  
(Maximizing Revenue in Hotels) (CHRM®)  
Timetable & Lecture Topics  
March 2019**

*Let's get Smarter!*

# Certification in Hotel Revenue Management (Maximizing Revenue in Hotels) (CHRM®)

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 28 March 2019	Revenue Mgmt: Maximizing Revenue in Hospitality Operations	What is Revenue Mgmt- Internal and external Measurement Metrics	18:15 – 21:00 / Hotel Brain Voula	TBC
Friday 29 March 2019	Revenue Mgmt: Maximizing Revenue in Hospitality Operations	Forecasting & Tactical Revenue Management / Control and Capacity Management	18:15 – 21:00 / Hotel Brain Voula	TBC
Saturday, 30 March 2019	Revenue Mgmt: Maximizing Revenue in Hospitality Operations	Strategic Revenue Management & Yielding	11:15 – 18:00 / Study Smart – Marousi 1hour Lunch Break	TBC
Sunday, 31 March 2019	Revenue Mgmt: Maximizing Revenue in Hospitality Operations	Revenue Management's Place in Hotels – Training with Revenue Optimization software LYBRA TECH	11:15 – 18:00 / Study Smart – Marousi 1hour Lunch Break	TBC
Wednesday 10 April 2019	Revenue Mgmt: Maximizing Revenue in Hospitality Operations	MULTIPLE CHOICE EXAM	18:30 – 20:00 / Study Smart – Marousi	TBC

**Total Hours**

**18**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification  
Certification in Hospitality Management & Performance Operations  
(CHS®)  
Timetable & Lecture Topics  
April 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 11 April 2019	Certification in Hospitality Management & Performance Operations	The Leadership and Management Process in Hotels / Skills for Effective leaders / Time Management – Managing change	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Friday, 12 April 2019	Certification in Hospitality Management & Performance Operations	Effective Recruitment and Selection Procedures / Training and Orientation / the communication process in hotels	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Saturday, 13 April 2019	Certification in Hospitality Management & Performance Operations	Managing Productivity and Controlling Labour Costs in hotels / Evaluating and coaching staff members in Hotels	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Costas Chandrinos
Sunday 14 April 2019	Certification in Hospitality Management & Performance Operations	Motivating people Through effective Leadership / developing Team Building / Managing Conflict throughout hotels	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Costas Chandrinos
Thursday, 18 April 2019	Certification in Hospitality Management & Performance Operations	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**18**





 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Hospitality Today an Introduction  
Timetable & Lecture Topics  
February 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Tuesday, 26 February 2019	Hospitality Today an Introduction	Define the Service industry its characteristics and differences / Understanding the World of Hotels / The Travel and Tourism Industry	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinou
Wednesday, 27 February 2019	Hospitality Today an Introduction	Hotel Organization and Management / How Management Companies Manage Hotels / business models, concepts and procedures for hotels / Exploring Hospitality Careers	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinou
Thursday, 07 March 2019	Hospitality Today an Introduction	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**6**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Managing Front Office Operations  
Timetable & Lecture Topics  
February - March 2019**

*Let's get Smarter!*

DATE	Modul26e	Topics Delivered	Time / Location	Instructor
Thursday, 28 February 2019	Certification in front office operations	Introduction to Hotel Organization & Planning the HR process for the Front Office	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Friday, 01 March 2019	Certification in front office operations	Front office operations – reservations & communication interdependence	18:15 – 21:00 / StudySmart Marousi	Philipos Zambelis
Saturday, 02 March 2019	Certification in front office operations	Front office accounting & audit process - effective accounts settlement	10:15 – 18:00 / StudySmart Marousi 1hour lunch break	Philipos Zambelis
Sunday 03 March 2019	Certification in front office operations	Planning & evaluating Front Office Operations / training on the PMS system OPERA	10:15 – 16:00 / StudySmart Marousi 1hour lunch break	Philipos Zambelis
Wednesday, 13 March 2019	Certification in front office operations	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**
**18**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Managing Food & Beverage Operations  
Timetable & Lecture Topics  
March 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 14 March 2019	Managing Food & Beverage Operations	Fundamentals of Management / Organization of F&B Operations	18:15 – 22:00 / StudySmart Marousi	Andreas Toumazatos
Friday, 15 March 2019	Managing Food & Beverage Operations	Marketing for F&B establishments Menu design / Managing Food Costs	18:15 – 22:00 / StudySmart Marousi	Andreas Toumazatos
Saturday, 16 March 2019	Managing Food & Beverage Operations	F&B Productions and controlling procedures Menu Pricing Strategies	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Andreas Toumazatos
Sunday 17 March 2019	Managing Food & Beverage Operations	Food and Beverage Service techniques and practices - Facilities & Design, Layout, and Equipment planning for F&B properties.	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Andreas Toumazatos
Wednesday, 03 April 2019	Managing Food & Beverage Operations	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**20**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Hospitality Sales & Marketing  
Timetable & Lecture Topics  
March 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Monday, 18 March 2019	Hospitality Sales & Marketing	Introduction to Hospitality Marketing and Sales / The Marketing Plan: The Cornerstone of Sales	18:15 – 22:00 / StudySmart Marousi	TBC
Tuesday, 19 March 2019	Hospitality Sales & Marketing	Managing the Hotel Marketing and Sales process / Corporate & Personal Sales / Market segmentation and diversification for Hotels	18:15 – 22:00 / StudySmart Marousi	TBC
Wednesday 20 March 2019	Hospitality Sales & Marketing	Hotels Internal Marketing and Sales / Advertising, Public Relations, and hotel Publicity	18:15 – 22:00 / StudySmart Marousi	TBC
Thursday 21 March 2019	Hospitality Sales & Marketing	Trends Shaping the Future of Hospitality Marketing and Sales / online marketing and sales – competition analysis / online branding & social media Marketing	18:15 – 22:00 / StudySmart Marousi	TBC
Wednesday, 27 March 2019	Hospitality Sales & Marketing	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**16**





 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Hospitality Industry Managerial Accounting  
Timetable & Lecture Topics  
April 2019**

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DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 04 April 2019	Hospitality Industry Managerial Accounting	Introduction to Managerial Accounting and Principles / The Balance Sheet and the elements of the income statements	18:15 – 21:00 / StudySmart Marousi	Yiannis Megaloeconomou
Friday, 05 April 2019	Hospitality Industry Managerial Accounting	The Purpose of the Statement of Cash Flows and ratio analysis standards / Cash Management & Capital Budgeting	18:15 – 21:00 / StudySmart Marousi	Yiannis Megaloeconomou
Saturday, 06 April 2019	Hospitality Industry Managerial Accounting	Cost Concepts / General Nature of Cost & Costs in Relation to Sales Volume / Cost-Volume-Profit Analysis	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Yiannis Megaloeconomou
Sunday 07 April 2019	Hospitality Industry Managerial Accounting	Cost Approaches to Pricing / The Importance of Pricing & Price Elasticity of Demand / Forecasting methods in the Hospitality Industry	11:15 – 17:00 / StudySmart Marousi 1 hour lunch break	Yiannis Megaloeconomou
Monday, 15 April 2019	Hospitality Industry Managerial Accounting	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**
**17**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification HOFP  
Supervision & Management in the Hospitality Industry  
Timetable & Lecture Topics  
April 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 11 April 2019	Supervision in the Hospitality Industry	The Leadership and Management Process in Hotels / Skills for Effective leaders / Time Management – Managing change	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Friday, 12 April 2019	Supervision in the Hospitality Industry	Effective Recruitment and Selection Procedures / Training and Orientation / the communication process in hotels	18:15 – 21:00 / StudySmart Marousi	Costas Chandrinos
Saturday, 13 April 2019	Supervision in the Hospitality Industry	Managing Productivity and Controlling Labour Costs in hotels / Evaluating and Coaching staff members in Hotels	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Costas Chandrinos
Sunday 14 April 2019	Supervision in the Hospitality Industry	Motivating people Through effective Leadership / developing Team Building / Managing Conflict throughout hotels	11:15 – 18:00 / StudySmart Marousi 1 hour lunch break	Costas Chandrinos
Thursday, 18 April 2019	Supervision in the Hospitality Industry	MULTIPLE CHOICE EXAM	18:30 – 21:00 / StudySmart Marousi	TBC

**Total Hours**

**18**



 **Smart·BrainingCenter**  
HOSPITALITY·EDUCATION·CERTIFICATIONS

**Smart Braining Centre  
AHLEI Certification  
Certified Hotel Administrator (CHA®)  
Timetable & Lecture Topics  
April 2019**

*Let's get Smarter!*

DATE	Module	Topics Delivered	Time / Location	Instructor
Monday, 01 April 2019	CHA / Leadership & Management in Hospitality	This course explains how to improve leadership abilities and develop a high-performance through teams and employee empowerment. Practical information on how to put quality management tools into action to enhance guest service and increase profitability.	18:15 – 22:00 / Hotel Brain Voula	TBC
Tuesday, 02 April 2019	CHA / Human Resources Management for Hospitality Organizations	Hospitality is a people industry, and this course provides the skills on how to manage the important human resources who provide services within hospitality operation. People learn and discover the latest strategies for attracting employees, training and minimizing turnover, and maximizing productivity.	18:15 – 22:00 / Hotel Brain Voula	TBC
Wednesday, 03 April 2019	CHA / Revenue Management	This course provides a solid insight of revenue management's key concepts and the selective application of its most effective strategies and tactics which are critical for most hospitality operations. The applicability of revenue maximization strategies and their operational aspects will be explored. It provides an overview of this important discipline and in an ideal supplement to a marketing, front office, or Hotel operations learning track.	18:15 – 22:00 / Hotel Brain Voula	TBC

**Total Hours**

**12**

DATE	Module	Topics Delivered	Time / Location	Instructor
Thursday, 04 April 2019	CHA / Food & Beverage Management	This course provides an analysis of the management process in food and beverage operations. All aspects of food and beverage operations are covered, including organization, marketing, menu design, costs and pricing, production, service, operating budget, cost-volume-profit analysis, income and cost control, and point-of-sale reports	18:15 – 22:00 / Hotel Brain Voula	TBC
Friday, 05 April 2019	CHA / Financial Management for Hospitality enterprises	This course offers a clear understanding of managerial accounting in a hospitality setting. Participants will develop the ability to make effective choices based on the numbers that reflect daily operations, develop on target budgets, control cash flow, and reach profit goals with the help of financial reports and other tools.	18:15 – 22:00 / Hotel Brain Voula	TBC
Saturday, 06 April 2019	CHA / Rooms Division Management	This course provides a comprehensive approach of a hotel's rooms division procedures and the role it plays in effective operation of the hotel and the ability to create a memorable guest experience. Participants will learn how the different department of the Rooms division interacts between them and with other departments, strategies that can use to help keep the hotel profitable, and how e-commerce and social networking affect front office operations.	10:15 – 19:00 / Study Smart – Marousi 1 hour Lunch Break	TBC

**Total Hours**

**16**

DATE	Module	Topics Delivered	Time / Location	Instructor
Sunday, 07 April 2019	CHA / Marketing and Sales in Hotels	In today's highly-competitive hospitality market, it is essential to have an understanding of sales and marketing. This course goes beyond theory to focus on a customer-oriented and practical approach for effectively marketing hotels and restaurants off and online. The "four Ps" (price, product, promotion, and place) are explored as they relate to specific market segments, providing a customer-focused perspective. Industry examples are included (forms, checklists, advertisements, etc.) that are used by today's industry leaders to effectively market their properties.	10:15 – 18:00 / Study Smart – Marousi 1hour Lunch Break	TBC
<b>EXAM DATES</b> 15-17-18/04/2019	<b>All courses</b>	<b>Multiple Choice Exams</b>	<b>18:30 – 21:00 / Study Smart - Marousi</b>	<b>TBC</b>

**Total Hours** **7**

**Sub Total** **35h**