

Intensive

POD

**INSTRUCTOR:
MOHAMMAD QURESHI**

Certification in Hotel Industry Analytics HFT3930 HMG 5936

The Certification in Hotel Industry Analytics (CHIA) is the leading certification for undergraduate and graduate students in Hospitality and Tourism programs. This recognition provides evidence of a thorough knowledge of the foundational metrics, definitions, formulas and methodologies that are used by the hotel industry.

The certification is based upon four core content areas:

- Hotel Industry Analytical Foundations
- Hotel Math Fundamentals – the metrics used by the Hotel Industry
- Property Level Benchmarking (STAR Reports and dSTAR)
- Hotel Industry Performance Data & Reports (Trends, Development, P&L and Destination Reports)

Put the CHIA designation on your resume and business cards to demonstrate to future employers that you can not only do the math, but also interpret the results, allowing you to make better business decisions. An Additional \$75 fee is required for the CHIA exam on Sunday, March 17th. reimbursed by School. This POD is also available online via Zoom.

Schedule

Spring 2024

March 16th & March 17th

10am-5pm Both Days



Get in touch

Contact your academic advisor
or Instructor at qureshim@fiu.edu