

## THE “PROFICIENCY IN HOSPITALITY MANAGEMENT” CERTIFICATION

### 1. Overview

The “Proficiency in Hospitality Management” Certification, or PHM in short, is EHL’s recognizing of executives who are constantly upgrading their knowledge and competence. Increasingly, this is proving crucial in today’s global knowledge economy where we are witnessing change at an exponential rate. Lifelong learning is now critical for practitioners not just to excel, but even to survive. Employers today favour individuals who show initiative in upgrading their expertise and keeping pace with industry trends.

As the first hotel school in the world, EHL has for the last 111 years been committed to continuous learning and development through executive education programmes delivered in the EHL campus and in over 30 countries worldwide.

### 2. Benefits of the PHM Certification

- The highest level of recognition for industry executives by the first hotel school in the world
- Knowledge window to the latest changes, developments, fads and trends in the hospitality industry
- Competency acquisition via LHC’s interactive and participative learning methodologies
- Associate membership to AEHL, Alumni Ecole hôtelière de Lausanne, a network of over 5,000 active members in more than 100 countries
  - Holders of the PHM Certification are offered the first three years of membership free
- Linkage into the LHC Learning Management System, where we track your executive education record for you, and if and when you require, we will issue an attestation to a potential employer, certifying your commitment to lifelong learning

### 3. How to qualify for the PHM Certification

- The PHM Certification is effective as of 1 June 2004
- Completion of 20 days of any of LHC’s executive education programme within three years
- Thereafter, the PHM Certification is valid for five years; again, the rationale is to encourage executives to regularly upgrade their knowledge

### 4. Executive education programmes available

- LHC offers extensive programmes in hospitality management. Courses can be tailored to meet the specific requirements of an organization, from supervisory to top management, and may be delivered in the EHL campus, or anywhere in the world