



# BEST WESTERN INTERNATIONAL, INC.

## 2005-2014 Credit Recommendation Guide

The following courses have been evaluated by Corporate Articulation to potentially fulfill General Education or Elective credits for an Undergraduate Degree. In order to receive any of the credits recommended below, students should submit supporting documents to Prior Learning Assessment. For more information on PLA visit: [ecampus.phoenix.edu/pla](http://ecampus.phoenix.edu/pla) or contact the department toll free at 866-440-4707.

There are fees associated with your PLA submission. However, you may be eligible for PLA benefits. Please contact your Finance Advisor for more information.

PLA will not award credit for certifications or coursework that duplicates the content of credits earned through PLA, transfer credit, National Testing Program credit or University of Phoenix.

Clock hour to semester credit hour conversions are made by the University using current U.S. Department of Education standards.

**University of Phoenix Equivalency:** General Education or elective category to which credit can be applied.

**Combinable:** Courses may only be combined with courses of similar content and General Education/Elective areas.

**Non-Academic:** Lack of college level theory and/or principle necessary for credit recognition. Company specific and skill-based training.

**Too Few Hours:** Courses/training that cannot receive credit because they are less than 1 hour total in length. Similar content in a 1(+) hour timeframe may be eligible for credit.

**Applicable Hours:** Indicates the total amount of actual learning time. Any breaks or lunch time included in the initial clock hours have been removed.

\*Course is part of the Front Desk 201 – FD201 Series of 5 Courses. The credit awards shown are for informative purposes, state and program limits on Prior Learning Assessment credit may apply.

Course Number	Course Title	Delivery Method	Course Year	Course Length	Applicable Hours	Credits Recommended	University of Phoenix Equivalency
REVWEB1	Achieving Desired Results: Raising Your ADR	Self-Paced	01/2005-12/2011	18 Minute(s)	0	0	Too Few Hours
BBT101	Bed Bug Training Curriculum	Self-Paced	01/2005-12/2011	2.3 Hour(s)	0	0	Non-Academic
BAR01	Best Available Rate – Module 1	Self-Paced	01/2005-12/2011	2.3 Hour(s)	1.15	Combinable	Interdisciplinary/Elective
BAR02	Best Available Rate – Module 2	Self-Paced	01/2005-12/2011	2.3 Hour(s)	1.15	Combinable	Interdisciplinary/Elective
BAR03	Best Available Rate – Module 3	Self-Paced	01/2005-12/2011	2.3 Hour(s)	1.15	Combinable	Interdisciplinary/Elective
	Best Western Rewards: Get' Em And Keep 'Em	Classroom	01/2011-12/2011	4 Hour(s)	0	0	Non-Academic
BWR02	Best Western Rewards: Get'Em & Keep'Em*	Self-Paced	01/2005-12/2011	2.17 Hour(s)	0	0	Non-Academic
BW R01	BW Rewards, Travel Card & Marketing Partnerships	Self-Paced	01/2005-12/2011	2.5 Hour(s)	0	0	Non-Academic
	Customer Service Track: Are We Dating or are We Engaged?	Classroom	01/2012-12/2012	4 Hour(s)	4	Combinable	Interdisciplinary/Elective
	Customer Service Track: Building a Customer Centric Culture with Medallia	Classroom	01/2012-12/2012	4 Hour(s)	4	Combinable	Interdisciplinary/Elective

	Customer Service Track: Social Media: Word of Mouth is now World of Mouth	Classroom	01/2012-12/2012	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
DES101	Descriptor Training Program*	Self-Paced	01/2005-12/2011	2.17	Hour(s)	0	0	Non-Academic
	Disaster Preparedness: The Art of Being Ready	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	Driving Rooms And Revenue, For The Experienced Sales Manager	Classroom	01/2011-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
REVWEB9	Employee Rate Program Benefits	Self-Paced	01/2005-12/2011	8.5	Minute(s)	0	0	Too Few Hours
	Food & Beverage Track: Green Eggs and Ham	Classroom	01/2012-12/2012	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	Food and Beverage: It's Not Just for Breakfast Anymore	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
FD201	Front Desk 201 – FD201 Series of 5 Courses	Self-Paced	01/2005-12/2011	10.5	Hour(s)	2.86	Combinable	Interdisciplinary/Elective
FDREV	Front Desk Revenue Training*	Self-Paced	01/2005-12/2011	2.17	Hour(s)	1.08	Combinable	Interdisciplinary/Elective
FDSLS	Front Desk Sales Training*	Self-Paced	01/2005-12/2011	2.17	Hour(s)	1.08	Combinable	Interdisciplinary/Elective
FD101	Front Desk Staff Training	Self-Paced	01/2005-12/2011	7	Hour(s)	0	0	Non-Academic
	Front Desk Superhero Skills: Saving the Day, Every Day!	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	General Manager 101	Self-Paced	01/2013-12/2014	4	Hour(s)	2	Combinable	Interdisciplinary/Elective
	General Manager Professional Development Fundamentals Of General Management - Level 1	Classroom	01/2011-12/2011	40	Hour(s)	40	2.5	Interdisciplinary/Elective
	General Manager Professional Development Principles & Practices Of Effective General Management – Level 2	Classroom	01/2011-12/2011	40	Hour(s)	40	2.5	Interdisciplinary/Elective
ECOMMERC E 101	Hotel Ecommerce & Online Marketing Training	Self-Paced	01/2005-12/2011	1.5	Hour(s)	0.75	Combinable	Interdisciplinary/Elective
HCT101	Housekeeping Certification Training	Self-Paced	01/2005-12/2011	8	Hour(s)	0	0	Non-Academic
	Housekeeping, Obtaining the I CARE Clean	Classroom	01/2013-12/2013	8	Hour(s)	0	0.0	Non-Academic
REVWEB6	How To Read Your STR Report	Self-Paced	01/2005-12/2011	13	Minute(s)	0	0	Too Few Hours
REVWEB8	How To Use The STR Report In Your Revenue Management Process	Self-Paced	01/2005-12/2011	20	Minute(s)	0	0	Too Few Hours
IC100	I Care 1 Leadership Training And Certification Test	Self-Paced	01/2005-12/2011	6	Hour(s)	5.25	Combinable	Interdisciplinary/Elective
IC100	I Care 1 Leadership Training And Certification Test*	Self-Paced	01/2005-12/2011	2.17	Hour(s)	0.7	Combinable	Interdisciplinary/Elective
	I Care 2 – Leading Industry Service	Classroom	01/2009-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
	I Care And Beyond	Classroom	01/2011-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
	I Care and Beyond	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	I CARE Reflections - Medallia, Building a Customer Centric Culture	Classroom	01/2013-12/2013	4	Hour(s)	0	0.0	Non-Academic

	Improving Your Sales Effort, For The Beginning Or Non Sales Professional	Classroom	01/2011-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
FD100	Lessons In Empowerment	Self-Paced	01/2005-12/2011	1.5	Hour(s)	0.75	Combinable	Interdisciplinary/Elective
MT 101	Maintenance Training	Self-Paced	08/2012-12/2012	4	Hour(s)	2	Combinable	Interdisciplinary/Elective
	Managing & Motivating Staff	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	Maximizing Breakfast	Classroom	01/2010-12/2011	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	Meeting Room Management	Classroom	01/2010-12/2011	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
REVWEB5	Online Competitive Analysis Tool	Self-Paced	01/2005-12/2011	18	Minute(s)	0	0	Too Few Hours
	Operations Track: Clean - The Changing Perception of Guests	Classroom	01/2012-12/2012	8	Hour(s)	8	0.5	Interdisciplinary/Elective
	Operations Track: Front Desk Superhero: Saving the Day, Every Day!	Classroom	01/2012-12/2012	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	Operations Track: I Care 2	Classroom	07/2009-12/2012	8	Hour(s)	8	0.5	Interdisciplinary/Elective
REVWEB2	Parity Part I – Understanding Parity	Self-Paced	01/2005-12/2011	17	Minute(s)	0	0	Too Few Hours
REVWEB4	Parity Part II – Understanding Promotional Parity	Self-Paced	01/2005-12/2011	28	Minute(s)	0	0	Too Few Hours
	People And Profit: Effectively And Legally Managing Your Human Resources	Classroom	01/2010-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
REVWEB7	Performance Statistics Reports	Self-Paced	01/2005-12/2011	13	Minute(s)	0	0	Too Few Hours
PM101	Preventive Maintenance	Self-Paced	01/2005-12/2011	1.5	Hour(s)	0	0	Non-Academic
	Preventive Maintenance: Looking Good No Matter What Your Age	Classroom	01/2013-12/2013	4	Hour(s)	0	0.0	Non-Academic
HCT-PDC	Property Deep Clean	Self-Paced	01/2011-12/2012	43	Min(s)	0	0.0	Too Few Hours
BRKFST101	Providing Quality Breakfast	Self-Paced	01/2012-12/2012	31	Min(s)	0	0.0	Too Few Hours
QBS101	Quality Breakfast Service	Self-Paced	01/2005-12/2011	1.5	Hour(s)	0	0	Non-Academic
	Rate Level Training	Self-Paced	01/2012-12/2012	4	Hour(s)	0	0.0	Non-Academic
	Rev Up Your Marketing Knowledge	Classroom	01/2013-12/2013	4	Hour(s)	4	Combinable	Interdisciplinary/Elective
	S.O.S. Strategic Opportunity Selling; Boosting Your Sales Effectiveness & Efficiency	Classroom	01/2013-12/2013	8	Hour(s)	8	0.5	Interdisciplinary/Elective
	Sales & Marketing Track: What Your Competitors Don't Want You To Know	Classroom	01/2012-12/2012	8	Hour(s)	8	0.5	Interdisciplinary/Elective
	Serve Safe	Classroom	01/2011-12/2011	8	Hour(s)	0	0	Non-Academic
	Social Media: Word of Mouth is now World of Mouth V 2.0	Classroom	01/2013-12/2013	8	Hour(s)	8	0.5	Interdisciplinary/Elective
REVWEB3	STR Competitive Sets: Choosing, Changing Or Adding A Secondary Compset	Self-Paced	01/2005-12/2011	19	Minute(s)	0	0	Too Few Hours

	Strategize To Maximize: A Streamlined Approach To Food And Beverage	Classroom	01/2010-12/2011	8	Hour(s)	8	0.5	Interdisciplinary/Elective
EB100	Third Party Websites & GDS (Ebusiness Initiatives Training)	Classroom	01/2010-12/2011	1.5	Hour(s)	0	0	Non-Academic
	Ultra Clean With Ultra Care	Classroom	01/2010-12/2011	8	Hour(s)	0	0	Non-Academic
	Who's Managing Who – The Social Media Relationship	Classroom	01/2011-12/2011	4	Hour(s)	4	Combinable	Interdisciplinary/Elective

The University's Central Administration is located at 4035 S. Riverpoint Parkway Phoenix, AZ 85040. University of Phoenix is accredited by The Higher Learning Commission and is a member of the North Central Association. For additional information, contact The Higher Learning Commission, [ncaahlc.org](http://ncaahlc.org).

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