



The Hotel School
Cornell
SC Johnson College of Business

THE CORNELL SCHOOL OF HOTEL ADMINISTRATION GENERAL MANAGERS PROGRAM

THE PROGRAM

In today's fast-paced environment, investing in employees is one of the most critical things an organization can do to stay competitive. Through Cornell University's General Managers Program (GMP), developing and seasoned general managers alike are able to hone their professional skills and have an immediate impact on their organizations' success.

sha.cornell.edu/gmp

"A fantastic experience, one I would highly recommend. The lectures were inspiring and very interesting and it was great to interact with other professionals in the hospitality sector. I am surely leaving Cornell highly motivated and determined that this will ultimately impact the hotel's performance."

Reuben Mifsud, General Manager,
Corinthia Hotel Lisbon, Portugal

WHAT IS GMP?

The General Managers Program is a 10-day learning experience for full-service hotel general managers and their immediate successors. It is offered January 15-25, and June 11-21, 2018 on the Cornell University campus in Ithaca, New York, USA. In the past 34 years, GMP has hosted more than 1,800 participants representing 120+ countries.

FEE

For 2018, the GMP fee is US\$16,950. The program fee includes all course materials, single-occupancy accommodations for 11 nights at The Statler Hotel, meals during the program, and first-year dues for affiliate membership in the Cornell Hotel Society, an alumni organization with an international membership of more than 12,000.

BENEFITS OF SPONSORSHIP

Companies who send their talent to GMP receive a loyal, exceptional employee who will lead the company to long-term, cutting-edge growth and success. GMP participants will also acquire an outstanding international resource network with high-potential hospitality professionals from around the world.

The Office of Executive Education has negotiated special corporate pricing with several corporate hotel brands. This incentive is offered to companies with multiple hospitality properties who are willing to make a commitment to promoting our programs at the corporate level.

TYPES OF SPONSORSHIP

Time sponsorship is support of the time employees are required to be out of the office for the program. The program length is 10 days, and time away from work can be negotiated with the participant to find a suitable compromise.

Financial sponsorship can be of enormous benefit to the participant and can often be the deciding factor in attending the GMP program. Over fifty percent of past GMP participants have received partial or complete employer funding for their participation in the program.

To date, many organizations have sponsored high-potential employees for the GMP program. These organizations indicate the substantial benefits of sponsorship, including the ability to build leadership pipelines, expand professional networks, and hone hospitality expertise among employees.



“The GMP has delivered invaluable insight, not only from fantastic academic specialists, but also from over 600 years worth of management experience! Truly exceptional.”

James Bowie, General Manager, Belmont Hotel, United Kingdom