STATISTICAL DECISION MAKING FOR HOSPITALITY MANAGERS

Course Focus

Being able to discern meaningful and statistically significant trends in your organization's data will allow you to make more effective decisions. For example, do your company's sales correlate with the age or income level of the buyer? How might the answer affect your marketing and promotion plan and budget? This course presents several hospitality scenarios designed to help you answer these questions. You will learn about correlation, regression, and probability - tools that will help you predict future behavior based on existing data. The course includes several hands-on activities and labs to reinforce the key concepts.

Who Should Take this Course?

This course is important for managers and individuals at any level who need to analyze data for their organization--especially those responsible for project and business planning, market research, revenue management, or designing customer or employee satisfaction surveys.

We strongly recommend this course to those who have completed or plan to complete eCornell courses in scenario planning, hospitality marketing, and restaurant revenue management.

This course is the second in the two-course “Statistical Decision Making” program. We strongly suggest that students complete the first course in this program, “Data Gathering and Analysis in the Hospitality Industry,” prior to enrolling in this course.

Course Benefits

After completing this course, participants will be able to:

• Calculate and define correlation and regression
• Calculate the probability of a given event occurring
• Determine if the results of a data analysis are statistically significant solutions
• Describe the normal distribution
• Describe and select appropriate methods of gathering data
• Choose appropriate survey methods

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/execonline
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Course Topics

- Module 1 - Relating Data
  1. Correlation
  2. Regression

- Module 2 - Using Data
  1. Calculating Probability
  2. Determining Significance

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of the following online certificates:
Certificate in Hospitality Marketing
Master Certificate in Hospitality Management

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