STRATEGIC HOSPITALITY MANAGEMENT I: FORMULATING STRATEGY

Course Focus

The most successful hospitality managers and leaders are able to see their properties or companies from a strategic perspective. They use this skill to differentiate themselves from their competition and create value for their customers and for the organization. This course develops these skills by introducing key aspects of strategy formulation with an emphasis on the strategic management process, business direction, and an assessment of the broad external environment. The strategic management process is used as a framework to establish a clear organizational direction and set objectives. Participants use the process to monitor, forecast, and adapt to environmental forces that are difficult or costly to influence.

This course defines and distinguishes strategic decisions from operational decisions and focuses on a deliberate strategy-creating process. Participants develop the skills and techniques necessary to prepare mission and vision statements for their firm, communicate that direction internally, and strategically evaluate trends in the external environment.

Who Should Take this Course?

This course is designed for leaders at hospitality properties, including department heads, executive team members, current and aspiring general managers, and mid-to-senior-level management at corporate offices.

Course Benefits

After completing this course, participants will be able to:

- Formulate a strategic vision and mission for directing their organization
- Communicate their organization’s direction
- Perform an assessment of the general external environment

Pricing & Registration

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

hotelschool.cornell.edu/execonline
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Course Topics

Module 1 - Strategy and Strategic Management
1. What is Strategy?
2. Strategy vs. Operations
3. The Strategic Management Process

Module 2 - Direction Setting
1. Elements of Direction Setting
2. Communicating a Direction

Module 3 - The External Environment
1. Analyzing Trends
2. Strategies and the Macro Environment

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 an online certificate:
• Certificate in Strategic Leadership for the Hospitality Professional

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