STRATEGIC HOSPITALITY MANAGEMENT III: IMPLEMENTING STRATEGY

Course Focus

The most-common reasons why good strategies fail are poor execution and implementation. This course is designed to develop the skills in hospitality managers and leaders to implement a strategy and ensure ongoing superior results.

This course focuses on the stage of the strategy process model devoted to putting the best strategy into action. It explores why strategies fail in their implementation and how strategic control systems can ensure that strategic objectives are being met. Participants learn how to write an implementation action plan and build capabilities to manage stakeholder relationships and organizational resources to implement and manage a strategy to create competitive advantage.

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:

- Use process tools to implement strategy at your hotel
- Manage internal and external relationships to support strategy implementation
- Use strategic control systems to monitor and revise your strategy

Pricing & Registration

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

hotelschool.cornell.edu/execonline
Course Topics

Module 1 - A Process View of Strategic Implementation
  1. From formulation to implementation
  2. Action and alignment

Module 2 - Inter-organizational Relationships
  1. Identifying external stakeholders
  2. Building successful partnerships

Module 3 - Organizational Relationships and Control Systems
  1. Managing people
  2. Developing a strategic control system

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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