MANAGING REVENUE WITH SERVICE CYCLE CHANGES

Course Focus
If you’re wondering what might be inhibiting your ability to generate revenue, this course shows you how to find answers in standard service cycle data. It shows you what data to collect and how to analyze that data. Through an examination of two case studies, the course illustrates how service cycle durations are measured and how “revenue per available seat hour” is calculated. It provides the skills that will enable you to manage revenue more effectively.

Who Should Take this Course?
This course is designed for Foodservice professionals to discover how to use service cycle data to identify operational issues.

Course Benefits
After completing this course, participants will be able to:

• Analyze service cycle data to identify potential problems
• Increase revenue by addressing meal duration problems

Course Topics
This course describes a variety of tools you can use to find the causes underlying operational problems. These tools include service blueprints, bottleneck analyses, and fishbone diagrams. Learn what they are and how they work together to help you identify, isolate, and solve operational problems. Take advantage of the opportunities the course provides for hands-on practice in the use of each one and in the calculation and use of RevPASH.

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

hotelschool.cornell.edu/execonline
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 Restaurant Revenue Management
- Master Certificate in Foodservice Management

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