



The Hotel School
Cornell
SC Johnson College of Business

THE CORNELL SCHOOL OF HOTEL ADMINISTRATION PROFESSIONAL DEVELOPMENT PROGRAM (PDP)

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 Professional Development Program (PDP), high-potential professionals are able to hone their professional skills and have an immediate impact on their organizations' success.

"Being able to dedicate two weeks to my own professional development was really a pleasure, and it was totally worth it. I hope I can go back next year."

Sara Ranghi, Hotels Project Management, Brand
Integrity Director, Melia Hotels, Spain

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WHAT IS PDP?

PDP is a series of three-day hospitality management courses offered in June-July on the Cornell University campus in Ithaca, New York, USA. Approximately 25 distinct courses are scheduled among four consecutive sessions. This allows participants to choose to attend from one to four courses per year. Also, by taking a specified series of courses in a particular field, a PDP Certification can be earned, often in a single year.

THE COST

Each 2018 PDP course costs US\$2,795. Included in the course fees are instructional materials, continental breakfasts, buffet networking lunches, and refreshment breaks. The corporate price is US\$2,460 per course seat.

BENEFITS OF SPONSORSHIP

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

The Office of Executive Education has also 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 anywhere from three days to two weeks, 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 PDP program. Sponsors may elect to cover either full or partial costs.

To date, many organizations have sponsored high-potential employees for the PDP 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.



“I am working toward my Financial Management certification and the amazing and intensive classes help me understand better the big picture of revenue management at my hotel.”

Stephané Fontaine, Director of Revenue and Reservations, Le Meurice, Paris, France