

The Custom Programs

Hospitality Leadership Through Learning

Programs delivered by Cornell faculty for your company

Cutting edge programs in hospitality management with related topics designed for individual clients.

Courses can be tailored to the specific dynamics of the individual organization as well as the management level of the targeted audience.

Classes can be held on the Cornell campus in Ithaca, New York, U.S.A., or at a site chosen by the client almost anywhere in the world.

Client Testimonials:

"I first began working with Cornell in 2004 when developing our Executive Management Programme aimed at owners, directors and senior management within Irish tourism. Cornell faculty and staff not only provide leading-edge thinking and help participants reassess base assumptions of everyday working life, they provide methodologies and ideas to apply in practice--often acting as invaluable mentors to me and to the participants beyond the remit of the programme. Collaborating with Cornell continues to be one of the best decisions we ever made."

*--Mary Hall, Manager, Executive Management Development
Failte, Ireland*

"Cornell's program has been a good opportunity to reflect and debate on the leadership culture of our company and also to learn about our individual leadership styles. The good mix of lecture, individual work/reflection, group activities and discussions, and use of video made the two days a dynamic and useful learning experience."

*-- Jérôme Bühlmann,
Recruitment & Talent Manager,
Swissôtel Hotels & Resorts*

"I have special praise for the Cornell lecturers, who were genuinely interested in my business. They were willing to listen to our points to further their own experience, which really was amazing, and they were willing to freely share their own insider knowledge about the global industry with us."

*--John Brennan, Owner/Manager,
Kenmare Park Hotel*



CUSTOM PROGRAMS

The Cornell University School of Hotel Administration offers extensive custom programs in hospitality management, expressly tailored to company needs. Many companies see an advantage to having a private program so that company-specific information, objectives, terminology, and methods can be precisely addressed. Cornell has delivered such programs both in our world-class conference facilities on campus in Ithaca, New York, and at clients' facilities all around the world. Programs can be designed around existing curriculum or custom developed in a collaborative process.

CUSTOM CERTIFICATE

Our Custom Certificate blended learning programs combine the strength of our robust online learning platform with targeted classroom-based experiences. These certificate programs can include six to eight months of our highly interactive and focused online courses, followed by an in-country or at-locale capstone session. This integrated program features the convenience of online learning with the bonus of a hands-on, face-to-face session with our elite Cornell Hotel School faculty members to lead discussions and answer questions.

FACULTY

The world-renowned members of the Cornell faculty have spent their professional lives predicting, formulating, and testing effective strategies for management. They are full-time professional educators who are also hospitality industry experts. Unlike corporate executives who may teach two or three seminars each year, the Cornell faculty teach to dozens of audiences each year, every year. They know how to present theory and relate it to practice. They generate learning experiences that enable knowledge retention and enhance business performance.

TOPICS

FINANCIAL MANAGEMENT

- Accounting and Finance for Non-Financial Managers
- Hospitality Financial Management
- Strategic Financial Management

GENERAL AND STRATEGIC MANAGEMENT

- Leadership
- Strategic Hospitality Management
- Change Management
- Human-Resources Management

MARKETING

- Marketing Management
- Customer Attitudes and Behaviors
- Customer Relationship and Loyalty Management
- Demand Management
- Interactive and Digital Marketing

OPERATIONS MANAGEMENT

- Operations Analysis for Hotels
- Revenue Management
- Advanced Revenue Management
- Hospitality Facilities and Sustainable Management

PROPERTY-ASSET MANAGEMENT AND REAL ESTATE

- Hotel Asset Management
- Hotel Investments and Financing
- Project Management for Hospitality Real Estate

FOOD, BEVERAGE, AND RESTAURANT MANAGEMENT

- Foodservice Management
- Foodservice Management Analytics
- Restaurant Revenue Management
- Strategic Marketing for Restaurants
- Managing Multiple Foodservice Units

For further information or a proposal specific to your situation, please contact:

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