



CERTIFICATE IN FOODSERVICE MANAGEMENT

Each year, hundreds of professionals who want to sharpen their skills, develop new ones, and enhance their understanding of Foodservice Management participate in executive education series from Cornell's School of Hotel Administration.

This certificate examines the issues and challenges of the foodservice industry and strategies that contribute to a successful foodservice operation. Courses will focus on a systems approach to food service management. Participants will learn how to manage the major areas of menu planning, purchasing, receiving, storage, production, and control systems. They will assess the effectiveness of several foodservice systems, use a service blueprint to improve the service delivery process and increase profits, and examine such variables as client flow, menu planning, dining time, optimal table mix, meal duration, and variable pricing.

Certificate Courses

This certificate requires approximately 30 hours of study time and is earned upon completion of the five courses below. Course descriptions can be found on the reverse.

- Meeting the Challenges of Foodservice Management
- Foodservice Management: Marketing, Service, and HR Systems
- Foodservice Management: Menu Planning and Marketing & Merchandising Strategies
- Foodservice Management: Control Systems and Related Systems
- Introduction to Restaurant Revenue Management

About Online Learning at Cornell

Our online courses offer a proven model for successful management development and incorporate the best aspects of online and traditional classroom learning, including:

- Engaging and rigorous course design that centers on authentic business scenarios and provides the resources and tools learners need to resolve the issues they pose
- Learning experiences that target individual competencies and skills
- Asynchronous collaboration activities that contribute to knowledge and experience sharing among the course participants and the course instructor
- Course projects, discussion forums, and job aids that help participants apply their new skills to real organizational situations
- New skill development through interactive assessments and simulations

Pricing & Registration

The five-course certificate price is US\$3600. Register online at:

sha.cornell.edu/online/foodservice

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Meeting the Challenges of Foodservice Management

Learn strategies for managing trends and fads in the foodservice industry, and discover the opportunities and risks associated with incorporating trends and fads in a foodservice operation. Develop your understanding of labor, technology, and economic issues, as well as issues having to do with the competition and with consumer attitudes.

Foodservice Management: Marketing, Service, and HR Systems

Take this course to explore sources of market information, and learn to use that information for the development of a new concept or repositioning of an existing concept. Identify strategies for influencing customer value perception. The course also shows you how a manager can have a positive impact on employee recruitment, selection, orientation, training, and retention. It explains why a reservations system is a strategic tool and examines the uses of staffing and scheduling systems.

Foodservice Management: Menu Planning and Marketing & Merchandising Strategies

The menu is the starting point for meeting customer expectations and achieving the business objectives of a foodservice operation. This course looks at the integral part the menu plays in conveying the personality of the foodservice, and shows how the operational systems are used to ensure quality and yield. It explores the objectives of an effective menu and the importance of menu design and layout.

Foodservice Management: Control Systems and Related Systems

This course explores the functions of management and looks at the stages foodservice managers grow through as they progress from assistant managers to unit managers and finally to multi-unit managers. It looks at various devices such as schedules, forecasts, and operational statements managers use to guide their operations and monitor the effectiveness of each of the other foodservice systems.

Introduction to Restaurant Revenue Management

This course demonstrates that, by manipulating meal duration and price, restaurant managers can maximize revenue using the restaurant revenue management approach. Learn the key concepts of revenue management, and find out how others have implemented this approach successfully, increasing revenue from two to five percent.

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The Hotel School
Cornell
SC Johnson College of Business