



CERTIFICATE IN HOSPITALITY MANAGEMENT

A career in hospitality management means that you are involved in every aspect of your property's many moving parts. From the front of the house to the back, you need a firm grasp on finance, marketing, and managing employees to succeed. Build your credibility and learn how to manage a world-class operation with a foundation in essential industry best practices and skills.

By taking this certificate program, you will learn how to improve in your role as hospitality manager by developing strategies that can be applied to your teams in the workplace. This program covers a wide range of content, from foodservice to finances, to team building, giving you a set of skills needed to be successful in a management role. Knowing how to handle multiple facets of the hospitality industry will help you manage your organization to its fullest potential as well.

Whether you are a manager currently, positioning yourself for a management position or have recently been promoted, make your mark today by learning from experts in the School of Hotel Administration at Cornell University, one of the world's most prestigious hospitality schools. You can finish all of the courses in this program and earn your certificate in as little as three months, spending about three to five hours per week.

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.

- Understanding Financial Statements
- Building High Performing Teams
- Services Marketing Planning and Management
- Introduction to Hotel Revenue Management
- Building Guest Loyalty

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
- CourseNotes, an interactive note taking tool
- 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/hosp

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Understanding Financial Statements

Read and interpret balance sheets, income statements, and cash flow statements. Analyze the current financial situation and identify areas for improvement.

Building High Performing Teams

Determine how to turn challenges into opportunities that generate positive outcomes. Foster a culture that allows your team to take ownership of its own success and take on new leadership roles.

Services Marketing Planning and Management

Services marketing is often viewed in terms of its outcomes, such as advertisements and sales promotions, but services marketing is actually an analytic process. In this course, you will analyze modern service-centric marketing: the frameworks, tools, decision factors, and strategies that support marketing decisions.

Introduction to Hotel Revenue Management

This course provides an overview of revenue management applications to the hotel industry designed to inspire a strategic shift to managing revenue per available room (RevPAR). In addition to evaluating different pricing models and applying duration-management strategies, this course provides a foundation for more advanced revenue management courses in forecasting, group management and overbooking, pricing strategy, and application of revenue management techniques to other hospitality-related industries including spas and athletic facilities.

Building Guest Loyalty

Learn how to play to your team's strengths for improving the guest experience to grow your business.

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The Hotel School
Cornell
SC Johnson College of Business