

CORNELL UNIVERSITY CERTIFICATION IN HOSPITALITY MANAGEMENT

Designed for individuals who wish to develop a solid foundation of hospitality management concepts and skills. Participants gain essential management skills in the areas of marketing, leadership, finance, and foodservice management, helping managers succeed and progress in their organization.

Select ONE of the Following Courses:

Hospitality Financial Management: Operations Decision-Making

June 24 - 26, 2019 Instructor: Mary MacAusland

This course will provide an application of financial and managerial concepts useful in analyzing hospitality operations. The course will provide a background in financial accounting and financial statement analysis, and use tools to analyze cash flows, results of operations, and financial position. Managerial accounting tools will also be explained, examined, and applied as they relate to the decision-making process within the organization. Emphasis will be on communicating and interpreting revenue and cost data from a General Manager's perspective. Common terminology used by owners and operators will be defined and incorporated in an operational analysis. The course format involves lectures, case studies, and problem sets.

Finance for Everyone! Smart Tools for Financial Decision-Making in Hospitality Businesses

June 27 - 29, 2019 Instructor: Pam Moulton

Financial decisions are not restricted to finance and accounting professionals in today's hospitality firms. Every manager who makes decisions involving the firm's money is making financial decisions. And knowing how to use financial tools and perspectives allows everyone to make sound decisions and smart choices. In this course participants develop a set of intuitive financial tools to improve financial decision-making across a wide range of hospitality business contexts. (Note: this is a critical-thinking finance course, not a math-intensive course.)

Select ONE of the Following Courses:

The Foodservice Profit Chain: A Pathway to Revenue Optimization

June 27 - 29, 2019 Instructor: Alex Susskind

This course takes an analytical approach to the management of foodservice operations. Through the integration of service process management, guest process management, menu development, financial analysis, and technology, participants will develop and enhance their ability improve the marketing, operational, and financial elements of a foodservice operations with a shared emphasis on tactical and strategic issues.

Maximizing your Beverage Program Profits Through Innovation and Creativity

July 1 - 3, 2019 Instructor: Cheryl Stanley / Douglass Miller

Participants will do a deep dive into optimizing profit while maintaining operational goals. They will understand the different beverage segments and how each one can impact the bottom line. Product evaluations will be conducted throughout the course to not only examine trends but also to develop training programs for staff. The course material will be on the selection, costing, asset management, and sale of the beverages appropriate for the individual markets.

Select TWO of the Following Courses:

Negotiations in the Service Industry

June 24 - 26, 2019 Instructor: Tony Simons

This course will help participants develop skills in face-to-face negotiations, no matter what the setting. Participants use role-play and discussion to increase their understanding of negotiation dynamics and to build practical negotiating skills tailored to their own personal styles. Note that exercises, while set in the hospitality industry, may not reflect the exact negotiation settings you face. Discussions will help you apply general negotiation skills to your particular setting.

Marketing Management

June 24 - 26 Instructor: Helen Chun

This course offers participants an introductory but thorough understanding of marketing as it applies to hospitality businesses. Through class discussions, case studies, and real-life examples, participants will learn to apply key marketing principles to solve hospitality marketing problems and take advantage of new opportunities. This course is directed toward hospitality executives, entrepreneurs, and others who want a fundamental understanding of hospitality marketing. Participants who will benefit especially from this course are those who have not recently attended a hospitality marketing course, non-marketing executives, those who wish to move to the marketing area, and those looking for a basic refresher course.

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Select TWO of the Following Courses (Cont.)

Essential Skills for Leadership

June 27 - 29, 2019 Instructor: Kate Walsh

Participants will obtain key insights into their unique leadership styles. They will learn how to overcome any blockages that are impeding their ability to effectively lead and manage others. In addition, they will strengthen their ability to motivate all types of employees.

Women in Hospitality Leadership: Navigating the Labyrinth to the Top

July 1 - 3, 2019 Instructor: Susan Fleming

During this intensive and highly interactive course, the instructor will draw on the latest academic research and her 25+ years of experience as an analyst, investor, and corporate director, to explore the current state of empirical evidence about the status of women as leaders, investigate the barriers that have made it more difficult for women to reach the top of the hospitality industry, and consider ways in which individuals can overcome them. Participants will complete the course feeling more empowered and knowledgeable about when and why gender matters in organizational advancement; will have thought more deeply about their own biases about themselves and others; and will have developed a toolkit of useful skills, strategies, and approaches for effectively managing their path to leadership and reducing gender inequality within the organizations in which they work and lead.

Building the Human Capital Base: Essential Human-Resources Practices for Managers

July 4 - 6, 2018 Instructor: Bruce Tracey

This course provides a comprehensive opportunity to learn how to manage the most expensive and arguably most important organizational resource: human capital. It will focus on a number of "best practices" for staffing, training and development, performance management, incentive systems, and related human-resources practices that can be used to enhance functional effectiveness and improve firm performance in a wide variety of hospitality settings.