



CERTIFICATE IN RESTAURANT REVENUE MANAGEMENT

In this certificate you will learn that strategic restaurant revenue management is a critical ingredient in your recipe for profitability. But using a proven system to manage key dining variables has impacts beyond revenue—it has a ripple effect on customer service. Creating optimal dining flows, table mixes, and pricing helps you meet customer needs better than ever before.

This certificate program consists of five two-week courses that cover the fundamentals of successful revenue management, providing practical guidance for implementing a restaurant revenue management strategy. Learn to optimize occupancy, table mix, meal duration, and pricing. Then, bring it together with a proven process for implementing a revenue management strategy that boosts profits. Finally, learn additional tools for diagnosing and resolving operational problems and for improving the customer service experience.

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.

- Introduction to Restaurant Revenue Management
- Managing Revenue with Service Cycle Changes
- Managing Revenue with Table Mix
- Managing Revenue with Pricing
- Utilizing Income Statements and Operational Data

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/restaurant-rm

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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.

Managing Revenue with Service Cycle Changes

This course describes a variety of tools you can use to find the causes underlying operational problems. These tools include service blueprints, bottleneck analyses, and fishbone diagrams. Learn what they are and how they work together to help you identify, isolate, and solve operational problems. Take advantage of the opportunities the course provides for hands-on practice in the use of each one and in the calculation and use of RevPASH.

Managing Revenue with Table Mix

Take this course to learn about strategies for managing meal duration and arrivals. Use it to develop your understanding of demand and to learn to make demand calculations. Find out how to calculate occupancy rates, analyze factors contributing to occupancy rate, and perform table mix calculations. Discover how to use these skills to increase revenue.

Managing Revenue with Pricing

This course presents pricing strategies you can use to make price more variable, and it considers the pros and cons of using variable-pricing strategies. The course examines how the availability of resources, certain staff issues, and financial impact are important considerations during the implementation of an overall restaurant revenue management strategy. It describes the analysis and planning required during the implementation of strategies associated with restaurant revenue management.

Utilizing Income Statements and Operational Data

Understanding and managing your food and beverage operation's income statement (profit and loss statement) can lead to better decision making and can position you to succeed. Learn how to get a hold of your organization's finances and make informed decisions based on profit and performance.

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The Hotel School
Cornell
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