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“The program concludes with an opportunity to develop a personal action plan with the help of your faculty mentor, a real milestone and road map for your return to the hospitality arena.”

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COMMITMENT & FEE
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US$ 13,490

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参与方得益
1,900+
全球参与者网络
120+
代表国家
35+
年成就
10-天
住宅学习体验
NEW!
个人行动计划
IVY LEAGUE!
学术导师
THE HOSPITALITY
PROGRAM DESIGNED
FOR INDUSTRY LEADERS

Executive Education
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Program Highlights

35+ Years of Excellence

120+ Countries Represented

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GMP is highly regarded as the hospitality industry's elite career-advancement program for full-service hotel general managers and their immediate successors. Sessions are instructed by faculty from the Cornell School of Hotel Administration (SHA), the world’s leading hospitality-management school. The program is offered twice annually on Cornell University’s campus, in picturesque Ithaca, NY, U.S.A.

The GENERAL MANAGERS PROGRAM (GMP) is a 10-day transformational learning experience that will provide you with an in-depth perspective on complex issues facing the hospitality sector now and into the future. Through our experiential learning approach, you’ll collaborate closely with world-class Cornell faculty, as well as with your industry peers, to learn and apply new concepts and strategies to guide your organization over the long term. During this program you will develop a personalized action plan that will form the framework of how you tackle some of your most pressing business issues.

As an experienced hospitality professional, you know that the hospitality industry is constantly evolving. To be successful, you must lead your team with purpose, embrace the industry’s evolutionary path, and seek opportunities to keep your organization at the forefront.

WHAT YOU CAN EXPECT

YOU SHOULD
Bring an understanding of the current challenges your properties face
Be eager to consider new approaches and gain new insights

YOU WILL
Network and share best practices among peers
Solve challenges amidst the best and brightest in the industry
Expand knowledge across areas of strategic marketing and leadership, brand value, financial management, and more

YOU CAN
Create added value by applying new management and strategic-thinking approaches to their business
Identify and act on evolving trends and market demands
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