

# PDP 2019 PROFESSIONAL DEVELOPMENT PROGRAM

To apply for PDP 2019, complete both pages of this application and include your résumé or curriculum vitae, and a minimum deposit of US\$300 per course, or apply online: [www.sha.cornell.edu/execed/pdp19apply](http://www.sha.cornell.edu/execed/pdp19apply)

## Biographical Information:

Mr.  Ms.  Mrs. First Name \_\_\_\_\_ Last Name(s) \_\_\_\_\_  
 First Name for Name Tag (if different from above) \_\_\_\_\_  
 Job Title \_\_\_\_\_ Company \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_  
 Business Telephone \_\_\_\_\_ Mobile Telephone \_\_\_\_\_

Based on the course level details located online, I feel I am qualified to study at  Level A  Level B

I have previously completed the following Cornell University programs: GMP Year \_\_\_\_\_ PDP Year(s) \_\_\_\_\_ Online \_\_\_\_\_

My age is:  20-30  31-40  41-50  over 50

I have booked accommodations at \_\_\_\_\_ from \_\_\_\_\_

Participants are responsible for making their own lodging arrangements and paying for them at their own expense.

View lodging options at: [www.sha.cornell.edu/execed/pdp lodging](http://www.sha.cornell.edu/execed/pdp lodging)

If booking accommodations at a later date, notify us at: [www.sha.cornell.edu/execed/pdp arrival](http://www.sha.cornell.edu/execed/pdp arrival)

## Certification ([www.sha.cornell.edu/execed/certifications](http://www.sha.cornell.edu/execed/certifications))

I want to earn a Certification in \_\_\_\_\_ I plan to complete this Certification in  2019  2020  2021  2022

## English-Language Proficiency Declaration

I certify that my skills in the English language are sufficient to permit me to participate fully in class discussions, make group and individual presentations, complete and comprehend reading assignments, and understand class lectures. I understand that if my English language skills preclude active and full involvement in the classroom sessions, I may be removed from the program without receiving certificates of completion or completing a Certification. The information in this application is true and accurate.

\_\_\_\_\_  
 Print first and last name here

\_\_\_\_\_  
 Applicant's signature

\_\_\_\_\_  
 Date

## Payment

To secure your place in the program, a minimum deposit of US\$300 per course must accompany this application form. Full payment for courses is required by June 3, 2019.

Total Amount Due US\$ \_\_\_\_\_

To receive the Early Full-Payment Incentive of US\$100 per course, we must receive your final payment on or before April 26, 2019. If you choose this option, please reduce your final payment by that amount before remittance.

Cancellation Policy: If you cancel prior to May 27, 2019, you will receive a refund of all course fees paid. If you cancel on or after May 27, 2019 the minimum deposit of US\$300 per course will be forfeited. No refunds will be given if cancellation takes place after June 14, 2019.

I will make a secure online payment at: <https://www.sha.cornell.edu/execed/pdpsecure>

A check for US\$ \_\_\_\_\_, drawn on a U.S. bank and made payable to "Cornell University," is enclosed.

A wire transfer will be sent to the Office of Executive Education: [www.sha.cornell.edu/execed/pdppay](http://www.sha.cornell.edu/execed/pdppay)



The Hotel School  
 Cornell  
 SC Johnson College of Business



# PROFESSIONAL DEVELOPMENT PROGRAM

## Professional Development Program Application (continued)

All fees are subject to change.

### Cornell University, Ithaca, New York

Course Title	Level	Instructor	Fee
<b>Session 1 (June 24 - 26) Mon - Wed</b>			
Advanced Hotel Real Estate: Valuation, Deal Structuring, and Capital Markets	B	deRoos	US\$2,895 <input type="checkbox"/>
Entrepreneurial Behavior as a Path to Innovation and Growth	A	Tarallo	US\$2,895 <input type="checkbox"/>
Hospitality Financial Management: Operations Decision-Making	A	MacAusland	US\$2,895 <input type="checkbox"/>
Marketing Management	A	Chun	US\$2,895 <input type="checkbox"/>
Negotiations in the Service Industry	B	Simons	US\$2,895 <input type="checkbox"/>
Strategic Hospitality Management	B	Enz	US\$2,895 <input type="checkbox"/>
<b>Session 2 (June 27 - June 29) Thurs - Sat</b>			
Advanced Hotel Real Estate: Strategy, Risk Management, and Asset Management	B	Varney	US\$2,895 <input type="checkbox"/>
Demand Management: Maximizing Hotel Revenue through Distribution Channels	B	Carroll/Starks	US\$2,895 <input type="checkbox"/>
Essential Skills for Leadership	A	Walsh	US\$2,895 <input type="checkbox"/>
Finance for Everyone!	B	Moulton	US\$2,895 <input type="checkbox"/>
Foodservice Profit Chain: A Pathway to Revenue Optimization	A	Susskind	US\$2,895 <input type="checkbox"/>
Innovation and Change Management	B	Enz	US\$2,895 <input type="checkbox"/>
Strategic Pricing for Hotels: Leveraging Consumer and Marketing Knowledge to Enhance Revenue	B	Shoemaker	US\$2,895 <input type="checkbox"/>
<b>Session 3 (July 1 - 3) Mon - Wed</b>			
Behavioral Finance in Hospitality	A	Moulton	US\$2,895 <input type="checkbox"/>
Financial Implications of Innovation	A	Canina	US\$2,895 <input type="checkbox"/>
Hotel Revenue Management	A	Anderson	US\$2,895 <input type="checkbox"/>
Maximizing Your Beverage Program Profits Through Innovation and Creativity	A	Stanley/Miller	US\$2,895 <input type="checkbox"/>
Strategic Leadership	B	Simons	US\$2,895 <input type="checkbox"/>
Strategic Marketing for Hotels and Restaurants	B	Kwortnik	US\$2,895 <input type="checkbox"/>
Women in Hospitality Leadership	A	Fleming	US\$2,895 <input type="checkbox"/>
<b>Session 4 (July 4 - 6) Thurs - Sat</b>			
Building the Human Capital Base: Essential Human-Resources Practices for Managers	A	Tracey	US\$2,895 <input type="checkbox"/>
Data Analytics for the Hospitality Industry	B	Anderson	US\$2,895 <input type="checkbox"/>
Hospitality Marketing with Digital Media	B	Kwortnik	US\$2,895 <input type="checkbox"/>
Leadership Communication for Innovators	A	Quagliata	US\$2,895 <input type="checkbox"/>
Strategic Financial Management for Hotels	B	Carvell	US\$2,895 <input type="checkbox"/>

Total US\$ \_\_\_\_\_

Submit **both** pages of your application or request information via:

EMAIL: [exec\\_ed\\_hotel@cornell.edu](mailto:exec_ed_hotel@cornell.edu)

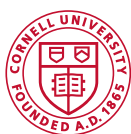
PHONE: +1.607.255.4919

WEB: [www.sha.cornell.edu/pdp](http://www.sha.cornell.edu/pdp)

FAX: +1.607.277.0517

MAIL: Cornell Executive Education  
Cornell SC Johnson College of Business  
209 Dryden Road, 4th Floor  
Ithaca, NY 14850

Many PDP courses have online course equivalents, and they can be found at: [www.sha.cornell.edu/online](http://www.sha.cornell.edu/online)



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