



Which Executive Education Programs are Right for You?

| PDP | GMP | Online | Custom |
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| You Are . . . | | | |
| A hospitality professional at any point in your career, from senior executive to new manager, with minimum two years experience. | A general manager or assistant general manager (or equivalent) overseeing one or more full-service hotels. | A professional at any career level who desires the convenience and value of online learning. | An organization desiring an educational program that is customized to its specific dynamics and management level of the targeted audience. |
| Overview | | | |
| <p>The Professional Development Program offers a selection of intensive, 3-day courses on hospitality management topics taught by Cornell faculty, visiting lecturers and industry executives.</p> <p>Select from more than 20 courses and 10 certification options. Two course levels to match level of experience.</p> <p>Course and certification topics include: strategic management, foodservice management, finance, marketing, human resources, revenue management, facilities management, and hotel real estate.</p> <p>Achieve a Cornell Certification, Advanced Certification, or Master Certification by completing a specified series of courses. Select online courses may also be applied.</p> | <p>The General Managers Program is a comprehensive 10-day program targeting critical operations-level issues taught by Cornell faculty and industry executives. Offered twice a year.</p> <p>Daily sessions provide an interactive experience with a combination of case studies, simulations, lectures, Q&A, and group work.</p> <p>Sessions cover topics such as: leadership, managing change, competitive advantage, human resources, marketing, finance, strategic thinking, and action planning.</p> <p>Develop a management toolkit to take you to the next level as a strategic leader and see new possibilities for challenges you face.</p> | <p>A selection of interactive online courses on hospitality and business management topics developed by Cornell faculty. Courses are self-paced but instructor facilitated.</p> <p>Over 75 courses and 19 certificate options with many more in development. Custom video-conferences, webinars, and blended options are also available upon request. Service Excellence On-Demand Training is available for groups and organizations.</p> <p>Course and certificate topics include: data analytics, financial mgt, food and beverage mgt, leadership and strategic mgt, hotel and commercial real estate investments and asset mgt, marketing, and revenue mgt.</p> <p>Achieve a Cornell Certificate or Master Certificate by completing a specified series of courses.</p> | <p>Learn from Cornell faculty through custom programs tailored to meet the organization's needs, including topics, timeframe, and location.</p> <p>Can be designed around existing curriculum, or custom-developed in a collaborative process. Delivery options include in-person, video-conference, or a blended combination.</p> <p>Examples of program topics are: strategic management, revenue management, leadership and motivation, financial management, human resources, and strategic marketing.</p> <p>Organization-specific information, objectives, terminology, and methods can be precisely addressed.</p> |
| Value to the Participant | | | |
| <p>Build on your existing knowledge or learn about a new area of hospitality management.</p> <p>Establish an international peer network of professional support and friendship.</p> <p>Eligible for affiliate membership in the Cornell Hotel Society (school's alumni association) upon completion of four PDP courses. Eligible to join LinkedIn group for SHA Executive Education alumni.</p> | <p>Expand your knowledge, broaden your perspective, and discover new insights and inspiration.</p> <p>Create a lifelong connection with your fellow participants and Cornell's expanding base of knowledge and relationships.</p> <p>Eligible for affiliate membership in the Cornell Hotel Society (school's alumni association) upon completion. Eligible to join LinkedIn group for SHA Executive Education alumni.</p> | <p>Enhance your career with flexible, results-oriented online learning tailored to the challenges of hospitality professionals.</p> <p>Share knowledge and network with other participants.</p> <p>Select courses may be applied toward a Professional Development Program (PDP) Certification. Eligible to join LinkedIn groups for SHA Executive Education and eCornell alumni.</p> | <p>Gain the unique knowledge and skills to strengthen your job performance and grow as an asset to the organization.</p> <p>Meet colleagues and expand your network within the organization.</p> <p>Eligible to join LinkedIn group for SHA Executive Education alumni.</p> |
| Value to the Organization | | | |
| <p>Education from a world-renowned hospitality school, enhanced by multi-national peers.</p> <p>Up-to-date, focused knowledge to increase performance and results in a specific management area.</p> <p>Strategic investment in the contributions and advancement of your employees.</p> | <p>Managers hone tactical leadership skills and strategic vision, utilizing their collective decades of experience.</p> <p>New strategies to maximize the hotel's competitive advantage and success.</p> <p>Provides a venue for reflection and rejuvenation, contributing to optimal employee performance.</p> | <p>Cost-effective way to provide professional development for employees.</p> <p>Employees immediately begin implementing new knowledge and skills, yielding positive ROI for the organization.</p> <p>Invest in employees' skills while they remain at work.</p> | <p>Introduce new tools, strategies, and frameworks to a targeted audience.</p> <p>Develop a shared vision and perspective to improve employee engagement and business performance.</p> <p>Choice of the most suitable date, location and delivery method.</p> |
| When and Where | | | |
| <p>June 8-20, 2020 Cornell University, U.S.A.</p> | <p>January 13-23, 2020 May 4-14, 2020 Cornell University, U.S.A.</p> | <p>Anyplace, anytime via the Internet. Most courses are two weeks in length and require 3-5 hours per week to complete. Service Excellence On-Demand Training lessons require approx. 4-6 hours to complete.</p> | <p>Based on client preference and faculty availability, can be held at Cornell, at a client-chosen site worldwide, via video-conference, online, or a blended combination.</p> |
| Program Fees | | | |
| <p>\$2,995/3-day course includes: instructional materials, continental breakfasts, lunches, and refreshment breaks. Corporate and volume pricing available.</p> | <p>\$13,490/10-day program includes: instructional materials, most meals, and first-year CHS dues. Corporate and volume pricing available.</p> | <p>\$769/course; \$3,600 and \$4,800/certificate; \$7,900/master certificate; all include: instructional materials, online instructor, technical support, and printable PDF of course content. Corporate volume pricing available.</p> | <p>Program costs vary depending on: length and location, amount of customized content developed, number of participants, and other conditions unique to each program.</p> |