



The Hotel School
Cornell
SC Johnson College of Business

THE CORNELL SCHOOL OF HOTEL ADMINISTRATION GENERAL MANAGERS PROGRAM

THE PROGRAM

In today's fast-paced environment, investing in employees is one of the most critical things an organization can do to stay competitive. Through Cornell University's General Managers Program (GMP), developing and seasoned general managers alike are able to hone their professional skills and have an immediate impact on their organizations' success.

sha.cornell.edu/gmp

*Pause, listen, learn, improve.
How often do we truly take
the time to step back from
our business and challenge
what we do? This learning
journey has opened my eyes to
opportunity and challenges from
top academic professionals and
discussion amongst like-minded
global hospitality professionals.*

Peter Hendry, Jurys Inn, United Kingdom

WHAT IS GMP?

The General Managers Program is a 10-day learning experience for full-service hotel general managers and their immediate successors. In 2020, it will be offered January 13-23 and May 4-14 on the Cornell University campus in Ithaca, New York, USA. In the past 36 years, GMP has hosted more than 1,900 participants representing 120+ countries.

FEE

For 2020, the GMP fee is US\$13,490. The program fee includes instructional materials, most meals, and first-year dues for affiliate membership in the Cornell Hotel Society, an alumni organization with an international membership of more than 12,000.

BENEFITS OF SPONSORSHIP

Organizations who send their talent to GMP receive a loyal, exceptional employee who will lead them to long-term, cutting-edge growth and success. GMP participants also benefit from an outstanding resource network with other hospitality professionals around the world.

Volume pricing may be available for companies and associations who wish to send multiple participants, either in one year or as part of an ongoing relationship with Cornell Executive Education and its world-renowned programs.

TYPES OF SPONSORSHIP

Time sponsorship is support of the time employees are required to be out of the office for the program. The program length is 10 days, and time away from work can be negotiated with the participant to find a suitable compromise.

Financial sponsorship can be of enormous benefit to the participant and can often be the deciding factor in attending the GMP program. Over fifty percent of past GMP participants have received partial or complete employer funding for their participation in the program.

To date, many organizations have sponsored high-potential employees for the GMP program. These organizations indicate the substantial benefits of sponsorship, including the ability to build leadership pipelines, expand professional networks, and hone hospitality expertise among employees.



*GMP taught me how to hone my critical thinking skills.
I feel confident to go back to my property and make
positive, strategic change to add value to
my team and my company.*

Kate Bleakley, Millennium Hotels, United States