



Which Executive Education Programs are Right for You?

PDP	GMP	Online	Custom
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>With options of 20 courses in eight fields of study and multi-course certifications, you can choose to further develop in a specific area or pursue a new skillset to enhance your career.</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 and strategy, taught by Cornell faculty and industry executives.</p> <p>Daily sessions provide an interactive experience through a combination of case studies, simulations, lectures, Q&A, and group work. An integrated case will also allow you to apply what you learn to a complex real-life hotel situation.</p> <p>Sessions cover topics such as: leadership, managing change, competitive advantage, human resources, marketing, finance, strategic thinking, owner relations, and creating value.</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>May 4-14, 2020 January 18-28, 2021 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>2020: \$13,490 2021: \$13,990 /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>