FOOD AND BEVERAGE MANAGEMENT CERTIFICATE

Program Description

In this certificate program, you'll learn key concepts, strategies, and practical skills necessary for managing, owning, and operating a successful restaurant, bar, or other food and beverage business.

Develop confidence in your ability to manage your business's finances and learn key operational functions like menu design, income statement analysis, pricing, margin analysis, supply chain management, guest service processes, and employee engagement and performance.

Key Takeaways

- Evaluate and design menus that will improve your customer satisfaction and profitability
- Optimize your selection, procurement, receiving, storage, and inventory management processes
- Define, measure, and improve the guest experience
- Analyze your income statement to make informed decisions and optimize your operational processes
- Reduce costs and improve quality, productivity, guest satisfaction, and profitability

What You'll Earn

- Food and Beverage Management Certificate from Cornell Hotel School
- 60 Professional Development Hours (6 CEUs)

Who Should Enroll

- General managers and line-level employees involved in the operation and financial performance of a restaurant or food and beverage service
- Managed service contractors for stadiums, arenas, hospitals, airlines, franchises, and catering
- Professionals new to the food and beverage industry
- Non-restaurant professionals looking to be conversant in operations of food and beverage providers
- Caterers, restaurateurs, event space managers, property managers, corporate event managers

Total Investment

- 3 months to complete all the courses

How To Enroll

For more information on how to enroll, please visit Food and Beverage Management Certificate (https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/food-and-beverage-management/).

Code	Title	Hours
Core Courses		
eCornell SHA601	Utilizing Income Statements and Operational Data	0
eCornell SHA602	Optimizing Your Food and Beverage Menu	0
eCornell SHA603	Managing Your Food and Beverage Supply Chain	0
eCornell SHA604	Building Guest Loyalty	0
eCornell SHA605	Leading Your Team to Optimize Results	0
Elective Courses		
eCornell SHA606	Operating a Profitable and Responsible Beverage Program	0
eCornell SHA607	Opening a Restaurant	0
eCornell SHA608	Adding Value with Special Events	0