HOSPITALITY MANAGEMENT 360 CERTIFICATE

Program Description

The hospitality business has more moving parts than most people realize, and more customer touchpoints than any other industry. Teamwork is essential. Whether you aspire to management, have recently been promoted, or are currently in a management position, this certificate program positions you to make a bigger impact in your organization and your career.

This certificate consists of 18 two-week courses – 14 core and 4 elective courses – and provides the essential skills you need to ensure that your organization runs like a well-oiled machine. You'll quickly develop the technical expertise and broad, strategic focus needed to become a top-level hospitality manager.

You can complete all of the courses in this program and earn your certificate in as little as 9 months, spending about three to five hours per week.

Key Takeaways

- Define and differentiate between leadership and management
- Create a plan for overcoming new leadership challenges and forming a high-functioning team
- Identify the proper online sources of financial information for research purposes
- Understand the structure of the three principal financial statements
- Analyze your firm's marketing approach and make strategic decisions on how to optimize your team's efforts
- Design and execute your own pricing strategy for a particular product or service
- Develop the fundamentals and practical skills involved in planning, opening, and managing an operation
- Assess a restaurant's revenue capability and how to maximize its profitability
- Adopt a strategy that is focused on revenue per available room (RevPAR)
- Build booking curves; account for "pick-up"; segment demand by market, group, and channel; and calculate error and account for its impact.

What You'll Earn

- Hospitality Management 360 Certificate from Cornell Hotel School
- 180 Professional Development Hours (18 CEUs)
- 24 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 24 credit hours toward HRCI recertification
- 25.25 Professional Development Units (PDUs) toward PMI recertification

Who Should Enroll

- Hospitality managers working in hotels and corporate offices
- Hospitality professionals aspiring to management positions

Total Investment

- 9 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Hospitality Management 360 Certificate (https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hospitality-management-360/).

Code	Title	Hours
Core Courses		
eCornell HAME501	Becoming a Powerful Leader	0
eCornell HAME502	Building High-Performing Teams	0
eCornell HAME513	Understanding Financial Statements	0
eCornell HAME514	Using Ratio Analysis to Evaluate Financial Performance	0
eCornell SHA099	Introduction to Hotel Operations	0
eCornell SHA521	Services Marketing Planning and Management	0
eCornell SHA522	Evaluating Business and Customer Factors Affecting Marketing Decisions for Services	0
eCornell SHA531	Introduction to Hotel Revenue Management	0
eCornell SHA532	Forecasting and Availability Controls in Hotel Revenue Management	0
eCornell SHA546	Marketing the Hospitality Brand Through Digital Media	0
eCornell SHA601	Utilizing Income Statements and Operational Data	0
eCornell SHA604	Building Guest Loyalty	0
eCornell SHA705	Introduction to Restaurant Revenue Management	0
eCornell SHA708	Managing Meal Duration and Reservations	0
Elective Courses		
Select four of the following:		
eCornell SHA521	Building a Resilient Services Marketing Information System	
eCornell SHA523	Developing a Service Strategy and Managing the Brand	
eCornell SHA524	Managing Service Demand through Pricing and Distribution Strategies	
eCornell SHA525	Developing an Integrated Marketing Communications Strategy for Services	
eCornell SHA533	Pricing Strategy and Distribution Channels in Hotel Revenue Management	
eCornell SHA534	Overbooking Practices in Hotel Revenue Management	
eCornell SHA535	Non-Traditional Applications of Hotel Revenue Management	
eCornell SHA547	Implementing Brand Strategy Through Digital Media	
eCornell SHA600	Optimizing Your Food and Beverage Menu	
eCornell SHA603	Managing Your Food and Beverage Supply Chain	
eCornell SHA700	Optimizing Restaurant Space and Pricing	