

HOTEL MANAGEMENT AND OWNER RELATIONS CERTIFICATE

Program Description

As a leader at your hotel, it is critical that you have a successful working relationship with the ownership group. The owner of the asset relies on you to deliver a positive return on investment. This program provides you with in-depth training on crucial skills required when working with ownership and asset managers.

This certificate program provides you with the context of how ownership and asset managers approach their market. From property investment and achieving key financial objectives to learning about the competitive landscape, these courses enable you to view the partnership from the owner perspective. Your elective courses build upon the necessary skills for a stronger, more productive relationship between you and the ownership group to ensure your long-term success.

Key Takeaways

- Define how your property relates to the overall ownership investment strategy and goals
- Explore key components of a market assessment and conduct a high-level analysis for your property
- Utilize tools to assess operational and financial performance and monitor ongoing activities to help maximize the value of the property
- Examine best practices in the leadership of property operations

What You'll Earn

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

Who Should Enroll

- General managers
- Assistant general managers
- Senior operational leaders
- Hotel managers and leaders

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Hotel Management and Owner Relations (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hotel-management-and-owner-relations/>).

Select two of the following:

eCornell LSM31 Value Creation and Profitability

eCornell LSM31 Change, Disruption, and Growth

eCornell LSM57 Introduction to Negotiation

eCornell LSM59 Navigating Power Relationships

eCornell LSM60 Interpreting the Behavior of Others

Code	Title	Hours
Core Courses		
eCornell SHA751	Asset Management Process and Plan	0
eCornell SHA752	Asset Management Strategy	0
eCornell SHA753	Asset Management Toolkit	0
eCornell SHA754	Property Management Operations	0
Elective Courses		