

HOTEL REAL ESTATE INVESTMENTS AND ASSET MANAGEMENT CERTIFICATE

Program Description

Smart hotel asset management deals are win-win situations. To create well-structured agreements, you need to understand what is motivating the property owners, operators, and lenders. But successful hospitality and real estate management doesn't end with a successful deal; it requires managing the agreement's execution effectively to achieve strategic asset goals.

This certificate consists of six two-week courses that will give you the knowledge needed to understand the financial and operational aspects of hotel asset and real estate investment management. You'll examine leasing agreements to learn about valuation and explore financing, equity structuring and exit strategies. By the time you've completed the program, you'll know how to develop a superior hotel real estate management and execution plan.

Key Takeaways

- Estimate the value of a proposed hotel using a variety of methods
- Structure hotel investments that meet the needs of all parties
- Evaluate a proposed franchise agreement
- Know how to analyze management contracts from owners and operators
- Perform a market study for a particular property
- Use an income approach to produce an estimate of market value
- Manage the tools of modern finance to create value
- Understand the role of public equity and private equity in capital markets
- Develop a strategic vision for asset management
- Create asset management plans for a property's long-term needs
- Know the role of benchmarking in hotel asset management
- Utilize industry-standard tools to benchmark expenses and revenues

What You'll Earn

- Hotel Real Estate Investments and Asset Management Certificate from Cornell Hotel School
- 48 Professional Development Hours (4.8 CEUs)

Who Should Enroll

- Hospitality professionals with financial or operational responsibility
- Lenders and investors involved in hospitality real estate projects

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Hotel Real Estate Investments and Asset Management Certificate (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hotel-real-estate-investments-and-asset-management/>).

Courses

Code	Title	Hours
eCornell SHA611	Financial Analysis of Hotel Investments	0
eCornell SHA612	Control of Hotel Real Estate	0
eCornell SHA613	Developing an Asset Management Strategy	0
eCornell SHA614	Achieving Hotel Asset Management Objectives	0
eCornell SHA615	Valuing Hotel Investments Through Effective Forecasting	0
eCornell SHA616	Valuing Hotel Intellectual Property and Structuring the Capital Stack	0