

HR IN HOSPITALITY CERTIFICATE

Program Description

Certificate Programs - eCornell Thriving hospitality enterprises recognize the pivotal role of human resources in their organizational success. As part of an industry that prioritizes people, the competitive edge in service organizations lies in comprehending the influence of their employees on business performance and long-term advantage. Empowered employees with the right skills set the foundation for remarkable customer experiences. Consequently, hospitality providers need to focus on attracting, developing, and retaining skilled individuals who are committed to delivering a uniform, brand-focused customer experience across all roles.

In this certificate program, you will assess and apply relevant policies, systems, and procedures designed to help your organization hire, nurture, and engage quality employees in today's increasingly competitive hospitality landscape. Throughout this journey, you'll explore and strategize the management of key factors that impact employee performance and overall business operations.

As part of the coursework, you'll conduct a thorough labor market analysis to align your HR function's competitive position and priorities with your organization's mission and strategic objectives. You'll have the opportunity to craft a sustainable system for talent attraction and selection that prioritizes job needs, brand consistency, and fostering of the brand culture. Finally, you'll build a strategy for employee development and retention targeted at keeping hold of talented staff.

You'll also delve into discrimination law and the seven protected classes, bolstering your understanding of crucial legal concepts related to labor and employment in the hospitality sector. Upon completing the program, you will have honed the skills required to align HR strategies with a hospitality business's values, brand, and organizational priorities.

Key Takeaways

- Align your HR strategy with your hospitality organization's competitive position and priorities
- Analyze recruiting best practices and develop selection strategies
- Optimize your company's training and development strategy
- Assess and improve your company's current performance management and total rewards practices
- Perform an HR audit
- Conduct a job analysis for your company
- Use a discrimination framework to identify the classes protected under federal law
- Recognize the damages that could be awarded against your company for discriminatory behavior

What You'll Earn

- HR in Hospitality Certificate from Cornell's Nolan School of Hotel Administration
- 40 Professional Development Hours (4 CEUs)

Who Should Enroll

- Hotel owners and asset managers
- Corporate HR managers with multi-unit oversight in multiple locations
- Recruiters
- Hiring managers
- Operational managers
- Hospitality professionals looking to move into an HR position
- HR professionals looking to move into the hospitality industry

Total Investment

- 2 months with 3-5 hours of study per week

How To Enroll

For more information on how enroll, please visit HR in Hospitality (<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hr-in-hospitality/>).

Courses

Code	Title	Hours
eCornell SHA631	Discrimination Law in the Hospitality Industry	0
eCornell SHA811	Positioning the HR Function for Competitive Success	0
eCornell SHA812	Sustainable Talent Attraction and Selection Strategy	0
eCornell SHA813	Developing an Effective Retention Strategy	0