RESTAURANT REVENUE MANAGEMENT CERTIFICATE

Program Description

Strategic restaurant revenue management is a critical ingredient in your recipe for profitability. But using a proven system to manage key dining variables has impacts beyond revenue—it has a ripple effect on customer service. Creating optimal dining flows, table mixes, and pricing helps you meet customer needs better than ever before.

This certificate program consists of five two-week courses that cover the fundamentals of successful revenue management, providing practical guidance for implementing a restaurant revenue management strategy. Learn to optimize occupancy, table mix, meal duration, and pricing. Then, bring it together with a proven process for implementing a revenue management strategy that boosts profits. Finally, learn additional tools for diagnosing and resolving operational problems and for improving the customer service experience.

Key Takeaways

- Create an income statement that records the information that is critical to your specific type of restaurant
- Interpret your data, identify trends, and catch issues that can have a positive or negative impact on your operation
- Analyze your financial and performance information to identify, implement, and evaluate improvement solutions
- React to the advantages and disadvantages of a restaurant reservation system
- Analyze and identify the factors that will help you improve occupancy rates and control meal duration
- Develop the skills you'll need to determine each stage of the customer's dining experience
- Apply strategies to accommodate arrival patterns and manage occupancy and meal duration
- Provide guidance on how to implement strategies that will be most profitable
- Use variable-pricing approaches to develop recommendations for improving revenue

What You'll Earn

- Restaurant Revenue Management Certificate from Cornell Hotel School
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Restaurant owners, managers, and operators
- Foodservice professionals responsible for their organization's financial performance
- Hospitality professionals
- Executive chefs

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Restaurant Revenue Management Certificate

Courses

Code	Title	Hours
eCornell SHA705	Introduction to Restaurant Revenue Management	0
eCornell SHA706	Menu Design and Engineering	0
eCornell SHA707	Optimizing Restaurant Space and Pricing	0
eCornell SHA708	Managing Meal Duration and Reservations	0
eCornell SHA709	Building Demand During Slow Periods	0