

Hospitality Management 360 Certificate

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.

Inside the Program

- Certificate consists of 18 two-week courses
- Courses include multiple choice quizzes, instructor-moderated discussions, and a final project to practice what you've learned in a real-world context
- Opportunities for collaboration and networking with fellow students both during and after your courses
- Course materials available 24/7 during the two-week course and a third week to review the content
- Plan to spend 3-5 hours per week on each course

What You'll Learn:

- 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 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.

Who Should Enroll

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

What You'll Earn:

- Certificate in Hospitality Management 360 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



COURSE LENGTH
2 WEEKS



PROGRAM DURATION
3 MONTHS



CLASS SIZE
UNDER 35 STUDENTS



EFFORT
3-5 HOURS PER WEEK



FORMAT
100% ONLINE



MODEL
INSTRUCTOR LED

Hospitality Management 360 Courses

Core Courses

Becoming a Powerful Leader (HAME501)

There is a difference between being a manager and a leader. Learn what the difference is and how to become a respected leader in your chosen field.

Building High-Performing Teams (HAME502)

Learn the skills and strategies needed to turn your team into one that performs at the highest level. Explore best practices in leading teams, assess case studies, and examine functional conflict.

Understanding Financial Statements (HAME513)

Discover how to use service cycle data to identify operational problems that are inhibiting revenue generation. Use practical analytical tools to diagnose and overcome operational challenges.

Using Ratio Analysis to Evaluate Financial Performance (HAME514)

Use ratio analysis to inspect financial statements. Understand your organization's financial performance and improve its competitiveness.

Services Marketing Planning and Management (SHA521)

Learn how to analyze modern service-centric marketing, including the frameworks, tools, decision factors, and strategies that support marketing decisions.

Evaluating Business and Customer Factors Affecting Marketing Decisions for Services (SHA522)

Identify your market and assess demand to guide your marketing strategies and take a deep dive into what drives consumer behavior.

Introduction to Restaurant Revenue Management (SHA705)

This course introduces you to the restaurant revenue management process, providing real-world examples, strategies, and techniques that will help you apply these tools to your own restaurant.

Managing Meal Duration and Reservations (SHA708)

In this course, you will learn practical strategies to determine how you can improve your meal duration and your reservation systems, which are critically important to increasing revenue when your restaurant is at capacity.

Introduction to Hotel Revenue Management (SHA531)

This course introduces you to the basics of revenue management in the hotel industry: how to apply pricing and length-of-stay tools and how to measure your revenue management performance.

Forecasting and Availability Controls in Hotel Revenue Management (SHA532)

Learn how to properly forecast demand for your location by exploring a step-by-step approach to positively impact your revenue management.

Marketing the Hospitality Brand Through Digital Media (SHA546)

Master the tools of online marketing, mobile and social media and become more valuable to your employer.

Utilizing Income Statements and Operational Data (SHA601)

Understanding and managing your food and beverage operation's income statement (profit and loss statement) can lead to better decision making and can position you to succeed. Learn how to get a hold on your organization's finances and make informed decisions based on profit and performance.

Building Guest Loyalty (SHA604)

Loyal repeat customers are key to the success of any food and beverage operation. Through careful design, meticulous attention to service processes, and a way to gauge customer sentiment, you can play to your team's strengths and identify opportunities for improving the guest experience to grow your business.

Introduction to Hotel Operations (SHA099)

This course is structured around the four key stages in the guest experience—pre-arrival, arrival, occupancy, and departure—and explains hotel operations, systems, and the managers and staff who run them.

Hospitality Management 360 Courses

Elective Courses

Optimizing Restaurant Space and Pricing (SHA707)

Determine the optimal table mix in your restaurant to maximize revenue from the available space when your restaurant is at capacity. Design your space to increase guest satisfaction and restaurant productivity. Determine pricing strategies that optimize revenue when your restaurant is busy.

Pricing Strategy and Distribution Channels in Hotel Revenue Management (SHA533)

Create a smart pricing strategy using various tactics (including Channel Management) to increase revenue.

Overbooking Practices in Hotel Revenue Management (SHA534)

Learn how to combat the revenue loss associated with no-shows by strategically overbooking.

Non-Traditional Applications of Hotel Revenue Management (SHA535)

This course introduces you to the basics of revenue management and outlines the application of revenue management principles to other businesses.

Building a Resilient Services Marketing Information System (SHA523)

Learn how and when to use internal or external market data or conduct your own primary research. You'll also discover how segmentation, targeting, and positioning (the STP process) can help you appeal to the right target market at the right time and at the right price.

Developing a Service Strategy and Managing the Brand (SHA524)

Increase market share, retain more customers and broaden consumer awareness by turning marketing goals into action and creating an enduring brand promise.

Managing Service Demand through Pricing and Distribution Strategies (SHA525)

Learn how pricing and distribution strategies directly affect demand for your service. Assess market demand for your service business and apply a strategic approach to pricing and distribution.

Developing an Integrated Marketing Communications Strategy for Services (SHA526)

Dive into integrated marketing communications (IMC) and use a process-based approach to design creative communications and learn how to assess the performance of an IMC campaign.

Optimizing Your Food and Beverage Menu (SHA602)

This course will enable you to evaluate menus and identify changes that will optimize the value and profitability of your food and beverage operation.

Managing your Food and Beverage Supply Chain (SHA603)

In this course, you'll learn to optimize your operation's profits by effectively managing your selection, procurement, receiving, storage, and inventory management processes.

Implementing Brand Strategy Through Digital

Media (SHA547)

Create a plan to elicit timely feedback from customers and generate online buzz.