

Hospitality Management Certificate

A career in hospitality management means that you are involved in every aspect of your property's many moving parts. From the front of the house to the back, you need a firm grasp on finance, marketing, and managing employees to succeed. Build your credibility and learn how to manage a world-class operation with a foundation in essential industry best practices and skills.

By taking this certificate program, you will learn how to improve in your role as hospitality manager by developing strategies that can be applied to your teams in the workplace. This program covers a wide range of content, from building a loyal guest base to finances to team building, giving you a set of skills needed to be successful in a management role. Knowing how to handle multiple facets of the hospitality industry will help you manage your organization to its fullest potential as well.

Whether you are a manager currently, positioning yourself for a management position, or have recently been promoted, make your mark today by learning from experts in the School of Hotel Administration at Cornell University, one of the world's most prestigious hospitality schools.

Inside the Program

- Certificate consists of 6 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

Who Should Enroll

- Hospitality professionals working in every function of their organization
- Professionals looking to move into a hospitality management position

What You'll Earn:

- Hospitality Management Certificate from Cornell Hotel School
- 48 Professional Development Hours (PDHs)

What You'll Learn:

- Describe hotel revenue management and its benefits
- Assess the role of marketing in your organization
- Understand principles of financial statements
- Identify online sources of financial information
- Create strategies to develop a high-functioning team
- Identify service recovery strategies that satisfy guests and prevent problems from occurring again
- Apply a knowledge of the chain scale segments to the business models, operating strategies, and everyday operational routines of a specific hotel, or to an individual's business activities or decisions
- Articulate the importance of, and engage effectively in, the key aspects of service delivery and service recovery in each stage of the guest experience, from pre-arrival through to departure



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

Understanding Financial Statements (HAME513)

Regardless of your job function, understanding the three principal financial statements—the income statement, the balance sheet, and the cash flow statement—is key.

- Understand the structure of the three principal financial statements and learn how to interpret the information found in these statements
- Identify online sources of financial information that can be used to conduct research on publicly traded firms and industries

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.

- Develop a strategy to create a high-functioning team
- Foster a culture that allows your team to take ownership of its own success and take on new leadership roles

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.

- Assess the role of marketing in your organization and determine how the services marketing process is used
- Explain how your organization succeeds in the marketplace

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.

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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.

- Discuss the strategic levers of hotel revenue management and how they can be manipulated to increase revenue
- Explain the role of forecasting hotel revenue management and create a forecast and measure its accuracy

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.

- Define standards of performance that impact guest experience, including service recovery strategies, to create a competitive advantage
- Identify opportunities to improve how you are gathering, interpreting, and utilizing guest feedback to improve guest loyalty

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 will explain hotel operations, the systems that hotels rely on, and the managers and staff who run them.

- Apply a knowledge of the chain scale segments to the business models, operating strategies, and operational routines of a hotel
- Articulate and engage effectively in the key aspects of service delivery and service recovery from pre-arrival to departure