

Catherine Perkins

Cornell Executive Education

USING EDUCATION

TO GROW

YOUR CAREER IN HOSPITALITY



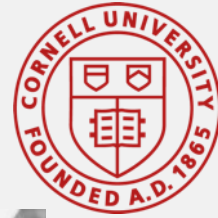
Using Education to Grow Your Career in Hospitality -

How Cornell Executive Education Can Help



- Online courses and certificates in Hospitality
- Open enrollment programs on the Cornell campus in Ithaca, NY
- Custom virtual or in person faculty-led sessions

Cornell Executive Education

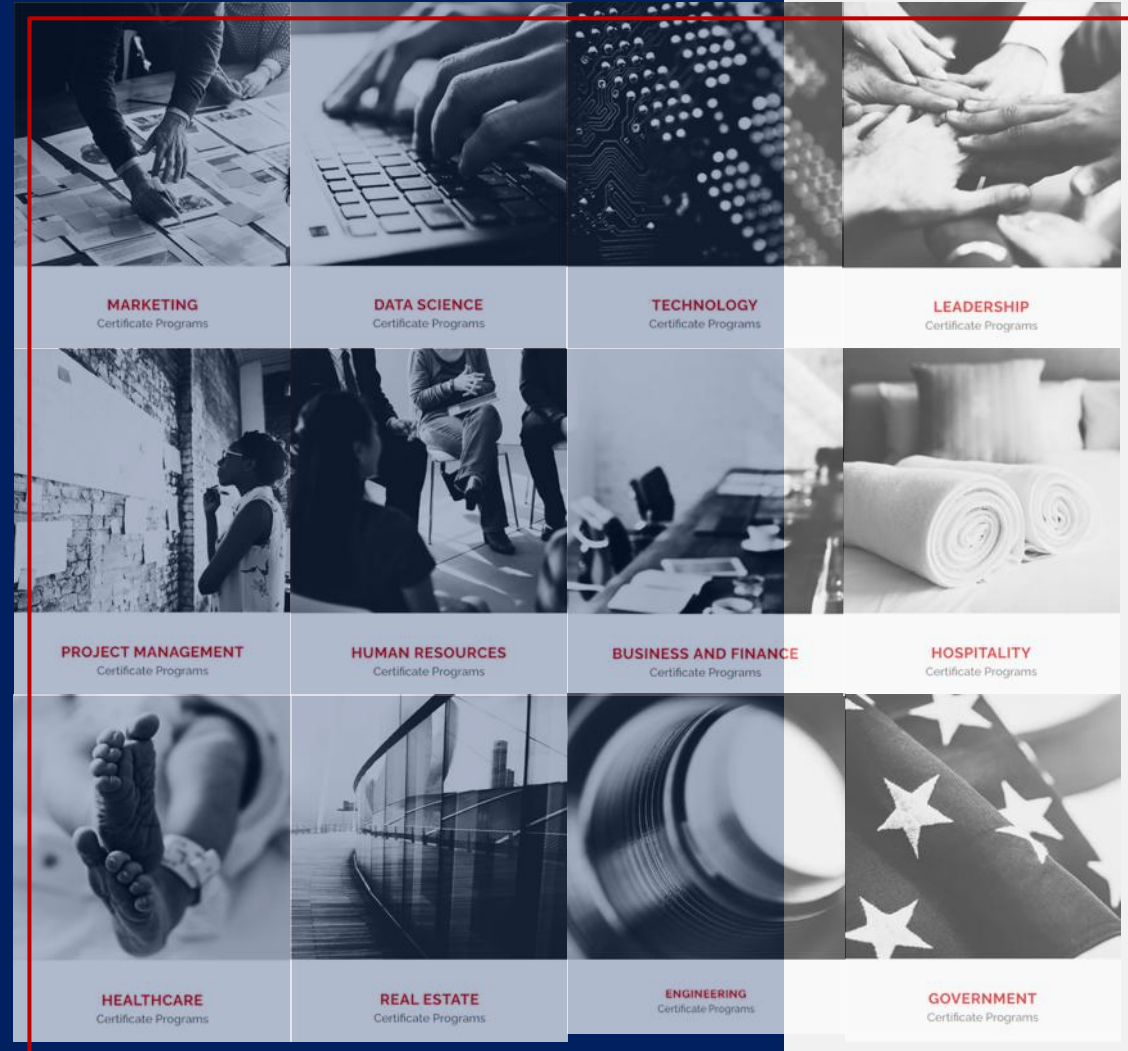


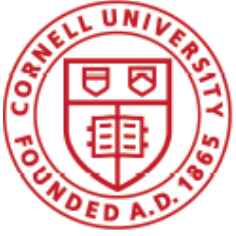
Breadth and Depth of Cornell University

- 17 Ivy League Colleges and School
- 2,790+ Faculty & Academic Professionals
- 8 Undergraduate Units, 4 Graduate and Professional Units
- Campuses in: Ithaca NY, Cornell Tech in NYC, Washington D.C Doha Qatar, Rome Italy

Scale of Cornell's Online Platform - eCornell

- 215+ Cornell Professional Certificate Programs
- 850+ eCornell Expert-Led Courses
- 1,600+ eCornell On-Demand Lessons
- Cornell sanctioned Custom Certificates
- Consistent Learning Experience for Dispersed Learners





Nolan Cornell SC Johnson College of Business

The Cornell Peter and Stephanie Nolan School of Hotel Administration has been pioneering, reimagining, and perfecting hospitality education for a century. Nolan pushes boundaries in the pursuit of excellence and helps define the future of the industry.

The Cornell Nolan School experience combines world-class classroom instruction with hands-on experiential learning and is the only Ivy League program of its kind. The AACSB-accredited degree provides a business education infused with the foundational knowledge of hospitality, services, and real estate.

In addition, it boasts an impressive 'Hotelie' alumni network, which includes some of the foremost leaders, innovators, and entrepreneurs in one of the most exciting industries around the globe.



<https://ecornell.cornell.edu/portal/ehma-cc/>



CERTIFICATES COURSES KEYNOTES REQUEST INFO



We're working with eCornell to help you develop the skills you need to excel

ENROLL NOW

WATCH THE VIDEO

DESIGNED FOR IMPACT.



FLEXIBILITY TO FIT YOUR LIFE

Choose from online or in-person programs to learn on your schedule.



LEARN FROM CORNELL'S TOP MINDS

Courses are developed by Cornell faculty to help you gain today's in-demand skills.



POWER YOUR CAREER

Cornell's internationally recognized standard of excellence can set you apart.



SMALL-CLASS EXPERIENCE

Participate in facilitated discussions and live sessions with industry peers.



REAL WORLD PROJECTS

Apply learnings and insights to your work to make an impact right away.

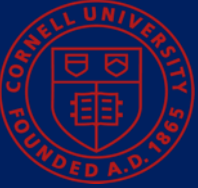


PERSONALIZED FEEDBACK

Enjoy meaningful guidance and feedback on assignments from expert facilitators.

- Revenue Management
- Hospitality Leadership
- Hospitality Strategy
- Hospitality Digital Marketing
- Hotel Management and Owner Relations
- HR in Hospitality
- Hotel Planning and Design
- Hospitality Accounting
- Hotel Real Estate Investments and Asset Management
- Food and Beverage Management

+ and many more!



eCornell Expert-Led Courses

Ivy-League, Graduate-Level core content and assets from Cornell University, optimized for online delivery

Each 2 week course is be run by a facilitator, who is a subject matter expert.

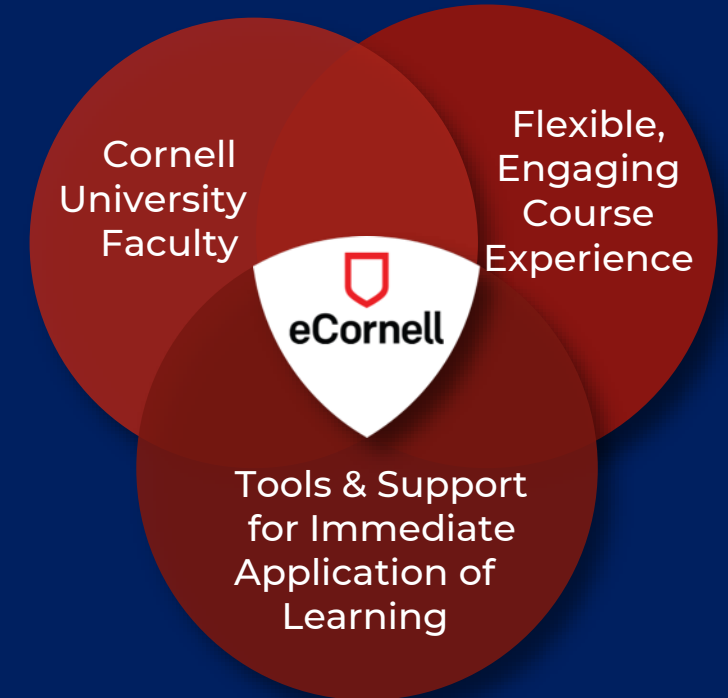
Each course is capped at 35 students to allow for meaningful interaction and personal feedback on course work.

Each course has a specific start and end date. Data has shown that this helps with successful completion rates because dates are clearly defined.

Each 2 week course stacks to a certificate – 4 + courses = a Cornell certificate

Courses are asynchronous and students can log in at any time during 2 week period. Expect 3-5 hours of course work per week (6-10 hours per course).

Our goal is application of learning through activities and course projects throughout each course.



GMP

General Managers Program

General Managers Program is our flagship hospitality program and is currently offered as a blended model. Participants take 2 elective courses prior to spending five days on the Cornell campus in Ithaca, NY.

Capstone program is offered 2 times a year, in June and January.

Electives:

- Strategic Innovation for GMs
- Boosting Hotel Value
- Global Hospitality Trends and Best Practices: Profit From Change
- Leveraging AI for Hospitality Operations
- Hospitality Marketing in Dynamic Contexts
- Communication Skills for GMs
- Creating F & B Operations to Meet Changing Consumer Interests



Cornell Executive Education

- Access to Faculty from the world-renowned Nolan School of Hotel Administration
- Actionable Learning Models and Proven Impact in learning solutions
- Customizable and Flexible Teaching Strategies
- Collaborative and Interactive
- Innovative learning technologies
- Global and Local Expertise
- New York City Tech Campus, Main Campus Ithaca, NY and/or Virtual Live Format



Custom Live Programs

Our team of experts understands that organizational solutions need multi-disciplinary approaches. We will design and build a custom program to develop and inspire your leaders, unleash results-driven teams and foster increased understanding about challenges in the hospitality space.

In addition to expertise of the faculty at **Nolan School of Hotel Administration**, our partners also have access to premier and broad reaching faculty across the University system including **Cornell Tech, Cornell SC Johnson College of Business, Weill Cornell Medical School, College of Agriculture and Life Sciences, Engineering and Computer Science**



**“I would found
an institution
where any person
could find instruction
in any study.”**

EZRA CORNELL, 1865

