



"Diverse, highly relevant and thought provoking: the General Managers Program will directly enhance my ability as a leader..."

*- Susan Moyes Loveall, Rancho La Puerta
San Diego, USA*

The 10-day program includes session topics similar to those listed below. All are authored and taught by Cornell faculty and experienced industry leaders.

- Product and Service Innovation
- Leadership: Motivating Managers to High Performance
- Ethical Dilemmas and Decision-Making
- Human Resources Strategy
- Creating Sustainable Competitive Advantage
- Strategic Marketing
- Managing Change
- Financial Management for Value Creation
- Hotel Asset Management
- Distribution Channel Management
- Strategic Leadership: Role of the General Manager in the 21st Century
- Action Planning for the Future

"Completing the GMP programme leaves you inspired, re-energised and excited about the future of our industry;"

*- Chris Wayne-Mills, The Roxburgh Hotel
Edinburgh, Scotland*

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www.hotelschool.cornell.edu/execed/gmp10



Cornell University
School of Hotel Administration
Office of Executive Education

149 Statler Hall • Ithaca, NY 14853-6902 • USA

The General Managers Program

Executive Path to Hospitality Leadership Through Learning



- January 18-28, 2010
 - June 14-24, 2010
- Ithaca, New York, USA*

Cornell University's Premier Program for Hotel General Managers



Cornell University
School of Hotel Administration
Office of Executive Education



“A ‘must do’ for personal and professional development.”

– O’mar Robinson, Round Hill Hotel & Villas
Montego Bay, Jamaica



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The General Managers Program

The GMP is a 10-day experience for hotel general managers and their immediate successors. In the past 26 years, the GMP has hosted more than 1,200 participants representing 78 countries. Participants gain an invaluable connection to an international network of elite hoteliers from within the program, and membership in Cornell’s extensive alumni network of more than 10,000 Hotel School graduates. The on-campus experience is the beginning of a lifelong connection to Cornell and its expanding base of knowledge and relationships.



“...this course is a must to every successful hotel operator, owner or general manager.”

- Solomon Mukaba Matiri, Safari Park Hotel
Nairobi, Kenya

ideas and proven solutions whilst forming a personal global network of support and friendship.

The Faculty

When it comes to hospitality, Cornell combines the best practitioners around the globe with the most rigorous, cutting-edge research in the field. Participants gain the perspective needed to maximize operations now. And whether participants need hard data or a place to turn for guidance and inspiration in the future, executive education at Cornell’s School of Hotel Administration facilitates the interaction necessary to advance business and personal success.



The Experience

Cornell University is located in central New York State overlooking Cayuga Lake. While attending GMP participants stay in a private room at The Statler Hotel and attend classes in the state-of-the-art conference center located at the hotel.

Classes take place in the amphitheater and include lecture, real-world case studies, leading research, group exercises, and group discussion. The program is designed to build a network of resources

The School of Hotel Administration at Cornell University is the business school for hoteliers. The GMP provides real-world examples relevant to today’s hotel general managers that can be applied immediately for business and personal success.

both at the Hotel School and in the industry. After each day, participants are encouraged to relax with their colleagues at one of Ithaca’s many specialty restaurants. Located in the Finger Lakes region, Ithaca exemplifies small-town atmosphere with a metropolitan assortment of activities. The region has much to offer year-round.

The GMP is also offered in Singapore July 19–29, 2010 and focuses on the unique demands and challenges faced in the Asian hospitality market.

Visit:
www.cni.ntu.edu.sg/programs/gmp.shtml



“Cornell really captures you!”

- Randi Schmidt, Engö-Gaard Hotel & Restaurant
Tjome, Norway

The Fee and Application

The fee, US\$12,950, includes single accommodations, meals, instructional materials, and first-year dues for affiliate membership in the Cornell Hotel Society.

Apply at:
www.hotelschool.cornell.edu/gmp10

Apply as early as possible to assure your place. To speak to someone regarding this program, please contact our office at +1.607.255.4919, or send an email to exec_ed_hotel@cornell.edu.

Early Payment Incentive

Save US\$250 if full payment is received by October 18th 2009 for the January program or by March 14th 2010 for the June program.



Multiple Participant Incentive

The fee for each additional colleague from the same organization as defined by ownership, and billed to the same office, is reduced by US\$1,000. To receive this incentive, all participants must attend the same session of the GMP.

Please note, only one incentive may be applied per participant.

