

To apply for PDP 2010, complete **both** pages of this application and include your résumé or curriculum vitae, and a minimum deposit of US\$200 per course.

Apply online at: www.hotelschool.cornell.edu/execed/pdp/application/

Biographical Information

Please print clearly. Enter your name exactly as you want it to appear on your Certificate(s) of Completion.

Mr. Ms. Mrs. First Name _____ Middle Name _____
Last Name(s) _____ Name Tag to Read _____
Job Title _____ Company _____ first last
Street _____ City _____
State/Province _____ Zip/Postal Code _____ Country _____
E-Mail Address _____
Business Telephone _____ Business Fax _____
North American respondents please include area code; all others please include country and city codes.

Based on the course level details located online, I feel I am qualified to study at Level A Level B

Have you previously attended Cornell University Hotel School Executive Education programs? AMP (year) _____ GMP (year) _____ PDP (year[s]) _____

My age is: 20-30 31-40 41-50 over 50

I have booked accommodations at _____ from _____ to _____
property name arrival date departure date

(Participants are responsible for making their own lodging arrangements and paying for them at their own expense. View lodging options at: www.hotelschool.cornell.edu/pdp
Leave the above line blank if you have not yet made arrangements, and notify us at www.hotelschool.cornell.edu/execed/pdp/travelplans.html when you do.)

Certification

(See www.hotelschool.cornell.edu/execed/pdp/certification)

I want to earn a Certification in _____ I plan to complete this Certification in 2010 2011 2012 2013

English-Language Proficiency Declaration

I certify that my skills in the English language are sufficient to permit me to participate fully in class discussions, make group and individual presentations, complete and comprehend reading assignments, and understand class lectures. I understand that if my English language skills preclude active and full involvement in the classroom sessions, I may be removed from the program without receiving certificates of completion or completing a Certification. The information in this application is true and accurate.

Print first and last name here _____

Applicant's signature _____

Date _____

Payment

To secure your place in the program, a minimum deposit of US\$200 per course must accompany this application form.

Full payment for courses is required by June 7, 2010.

Total Amount Due US\$ _____

To receive the Early Full-Payment Incentive of US\$75 per course, we must receive your final payment before May 3, 2010. If you choose this option, please reduce your final payment by that amount before remittance.

Cancellation Policy: You may cancel up to thirty days before the start of your first course and receive a refund of all course costs paid. If you cancel after that date, the minimum deposit of US\$200 per course will be forfeited. No refunds will be given if cancellation takes place within seven days of the start of your first course.

Please charge US\$ _____ to my credit card. VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____ Card Verification Code _____
month/year

Authorization Signature _____ Please print authorization name _____
last first

A check for US\$ _____, drawn on a U.S. bank and made payable to "Cornell University," is enclosed.

A wire transfer will be sent to the Office of Executive Education (see website for instructions).



Courses (Course descriptions can be found at www.hotelschool.cornell.edu/execed/pdp/courses)

Apply online at: www.hotelschool.cornell.edu/execed/pdp/application/

All fees are subject to change.

Cornell Campus, Ithaca, New York

Course Title	Level	Instructor(s)	Fee	Select
Session 1 (June 28 - 30) Mon - Wed				
Advanced Hotel Real Estate: Capital Markets, Deal Structuring, Risk Management Part 1	B	deRoos	US\$1,895	<input type="checkbox"/>
Essential Skills for Leadership	A	Walsh	US\$1,895	<input type="checkbox"/>
Marketing Management	A	Pearo	US\$1,895	<input type="checkbox"/>
Project Management in the Hospitality Industry	B	Verma	US\$1,895	<input type="checkbox"/>
Strategic Hospitality Management	B	Shay	US\$1,895	<input type="checkbox"/>
Thinking Like a Financial Manager	A	Gibson	US\$1,895	<input type="checkbox"/>
Session 2 (July 1 - 3) Thurs - Sat				
Advanced Hotel Real Estate: Capital Markets, Deal Structuring, Risk Management Part 2	B	deRoos	US\$1,895	<input type="checkbox"/>
Building the Human Capital Base: Essential Human-Resources Practices for Managers	A	Tracey	US\$1,895	<input type="checkbox"/>
Customer Attitudes and Behaviors: Understanding Your Market	A	Shoemaker	US\$1,895	<input type="checkbox"/>
Demand Management in Evolving Market Channels	B	Carroll	US\$1,895	<input type="checkbox"/>
Financial Decision Making for Value Creation	B	Gibson	US\$1,895	<input type="checkbox"/>
Product and Process Innovation in the Hospitality Industry	B	Verma	US\$1,895	<input type="checkbox"/>
Strategic Leadership in Turbulent Times	B	Kasikci	US\$1,895	<input type="checkbox"/>
Session 3 (July 5 - 7) Mon - Wed				
Accounting and Financial Management for Nonfinancial Managers	A	Rainsford	US\$1,895	<input type="checkbox"/>
Hospitality Financial Management: Operations Decision Making	A	Flannery	US\$1,895	<input type="checkbox"/>
Hotel Revenue Management	A	Anderson	US\$1,895	<input type="checkbox"/>
Operations Management for the Hospitality Industry	B	Thompson	US\$1,895	<input type="checkbox"/>
Strategic Marketing for Hotels and Restaurants	B	Kwortnik	US\$1,895	<input type="checkbox"/>
Session 4 (July 8 - 10) Thurs - Sat				
Advanced Decision Making in the Hospitality Industry	B	Thompson	US\$1,895	<input type="checkbox"/>
Foodservice Management	A	Susskind	US\$1,895	<input type="checkbox"/>
Interactive Marketing	A	Pearo	US\$1,895	<input type="checkbox"/>
Strategic Financial Management for Hotels	B	Carvell	US\$1,895	<input type="checkbox"/>
Strategic Pricing for Hotels: Leveraging Consumer and Marketing Knowledge to Enhance Revenue	B	Shoemaker	US\$1,895	<input type="checkbox"/>
Session 5 (July 12 - 16) Mon - Fri				
New York City Site Visit: Hotel and Foodservice Operations	A	Pezzotti/White	US\$3,695	<input type="checkbox"/>

Total US\$ _____

Submit **both** pages of your application or request information via:

EMAIL: exec_ed_hotel@cornell.edu

PHONE: +1.607.255.4919

WEB: www.hotelschool.cornell.edu/pdp

FAX: +1.607.255.8749

MAIL: Office of Executive Education
School of Hotel Administration
Cornell University, 149 Statler Hall
Ithaca, NY 14853-6902, U.S.A.



Participants are responsible for making their own arrangements for accommodations and paying for them at their own expense. For the most up-to-date lodging information, please visit our website, www.hotelschool.cornell.edu/pdp and click on the lodging link.



Many PDP courses have online equivalents, and they can be found online.

www.hotelschool.cornell.edu/execed/online



Cornell University
School of Hotel Administration
Office of Executive Education