



2010 Cornell Professional Development Program Certifications

	Course Name	Advanced Hospitality Operations	Financial Management of Hotels	Foodservice Management	Hospitality Management	Hospitality Marketing	Advanced Hospitality Marketing	Human Resource Management	Real Estate and Hotel Investment	Revenue Management	Strategic Management
June 28 - 30	Advanced Real Estate - Part 1								R1		
	Thinking Like a Financial Manager		R1								
	Essential Skills for Leadership				R1			R1			
	Marketing Management			R1	R1	R1					
	Project Management in the Hospitality Industry	R1									
	Strategic Hospitality Management							R1			R1
July 1 - 3	Advanced Real Estate - Part 2								R2		
	Building the Human Capital Base			O2	R2			R2			
	Customer Attitudes and Behaviors					R2					
	Demand Management in Evolving Market Channels						R2			R2	
	Product and Process Innovation in the Hospitality Industry	R2									
	Financial Decision-Making for Value Creation		R2								
	Strategic Leadership in Turbulent Times										R2
July 5 - 7	Accounting and Financial Management for Nonfinancial Managers			O3	R3			R3			
	Hospitality Financial Management		R3								
	Hotel Revenue Management				R3	R3				R3	
	Operations Management for the Hospitality Industry	R3									
	Strategic Marketing for Hotels and Restaurants							R3			R3
July 8 - 10	Advanced Decision Making in the Hospitality Industry	R4									
	Interactive Marketing					R4					
	Foodservice Management			R4	R4						
	Strategic Financial Management for Hotels		R4								R4
	Strategic Pricing for Hotels							R4		R4	
ONLINE	Restaurant Revenue Management (online) 2- course series			O(O)						R(O)	
	Managing People More Effectively (online)				R(O)			R(O)			
	Managing Dynamic Teams (online)				R(O)			R(O)			
	Control of Hotel Real Estate (online)								R(O)		
	Achieving Hotel Asset Management Objectives (online)								R(O)		
	Developing an Asset Management Strategy (online)								R(O)		
	Financial Analysis of Hotel Investments (online)								R(O)		
	Valuing Hotel Intellectual Property (online)								R(O)		
Valuing Hotel Investments through Effective Forecasting (online)								R(O)			