



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, Development, and Hotel	Revenue Management	Strategic Management	
June 28 - 30	Advanced Real Estate - Part 1								R1			
	Thinking Like a Financial Manager		R1									
	Managing People: 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							
	Leading & Motivating in the Real World				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)	
	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)			

R = Required O = Optional
 # = Session (O) = Online
 R* = Choose between the courses with an asterisk