

New Certificate Program in Strategic Hospitality Management from eCornell and Cornell University's School of Hotel Administration

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Develops key skills to create and implement strategic initiatives

eCornell has launched a new five-course online certificate program in strategic hospitality management designed to develop critical strategic leadership competencies in current and high-potential hospitality managers and leaders. This program, developed in partnership with Cornell University's School of Hotel Administration and Johnson Graduate School of Management, prepares managers to evaluate the competitive environment, create and assess strategic alternatives, and successfully execute a strategy.

The techniques and skills central to a strategic approach to business analysis are developed in the course Strategic Thinking, created from the management curriculum of the Johnson School. The Hotel School's Cathy A. Enz, Lewis G. Schaeneman, Jr. Professor of Innovation & Dynamic Management, created courses in Formulating Strategy and Mapping the Competitive Landscape, Creating Value and Competitive Advantage, and Implementing Strategy and Strategic Control Systems to develop the key competencies necessary for hospitality managers and leaders to create, execute, and monitor strategic initiatives.

"This new certificate series was created in response to a need among hospitality managers for a thorough and up-to-date treatment of strategic management in a hospitality context," Enz commented. "It is our goal to provide comprehensive treatment of strategy concepts and ideas and to link those ideas to the competitive dynamics of the hospitality industry. Leaders who complete this program will be well qualified to craft and implement a strategy designed to provide a sustainable competitive advantage and ensure superior returns for their property or organization."

This certificate series also includes Professor Enz's course Managing Change Initiatives, which centers on a simulation of implementing a strategic change initiative. All of Professor Enz's courses focus on issues unique to the hospitality industry by drawing on relevant industry cases and examples.

"This new series reaffirms our commitment to continually enhance our program offerings," says Tom Kline, director of executive education at the School of Hotel Administration. "Strategic Hospitality Management has been a favorite among participants in our Professional Development Program. By placing this certificate series online, we enable more professionals to gain convenient access to our programs."

Managers and leaders who complete this certificate program will be uniquely qualified to craft and implement a strategy designed to provide a sustainable competitive advantage and ensure superior returns for their property or organization.

For more information on the certificate program, visit www.ecornell.com/catalog/certificates/shac7.jsp.

About eCornell

eCornell, a wholly-owned subsidiary of Cornell University, provides many of the world's leading organizations with online, asynchronous professional and executive development in the areas of strategy, leadership and management development, human resources, financial management and hospitality management. Its proven course development model and instructor-led course delivery provide for engaging, rigorous and interactive learning. The company has delivered over 70,000 courses to students in 180 countries. For more information, visit www.ecornell.com.

About the School of Hotel Administration

The Cornell University School of Hotel Administration is shaping the global knowledge base for hospitality management through leadership in education, research and industry advancement. The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field. For more information, visit www.hotelschool.cornell.edu.

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