



EHMA and Cornell Educational Partnership

**Catherine Perkins,
Director, Hospitality Custom Programs**



Nolan
Cornell
SC Johnson College of Business

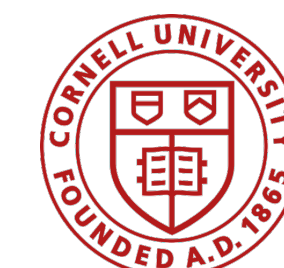
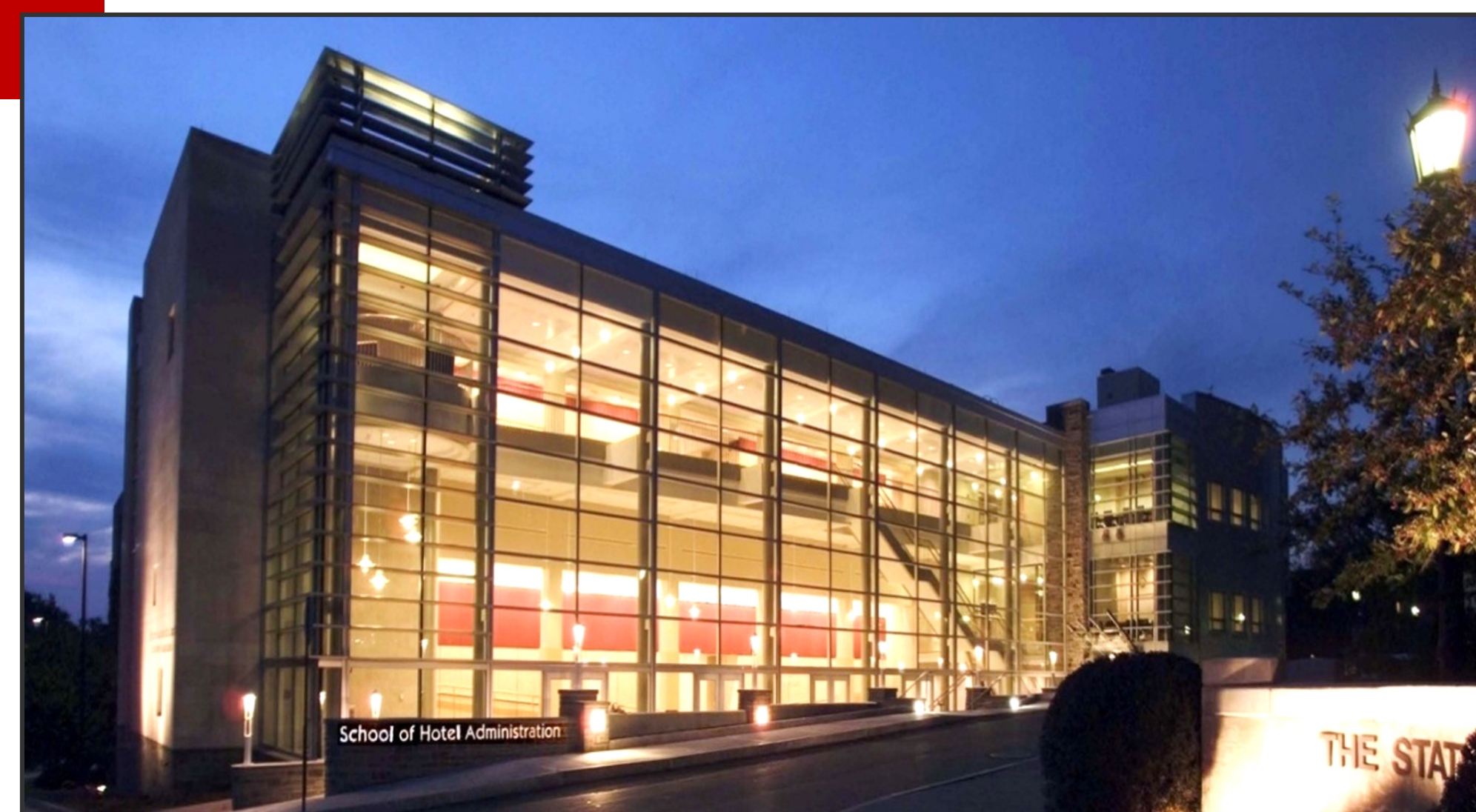




Nolan Cornell SC Johnson College of Business

The Cornell Peter and Stephanie Nolan School of Hotel Administration has been pioneering, reimagining, and perfecting hospitality education for a century. Nolan pushes boundaries in the pursuit of excellence and helps define the future of the industry. The Cornell Nolan School experience combines world-class classroom instruction with hands-on experiential learning and is the only Ivy League program of its kind. The AACSB-accredited degree provides a business education infused with the foundational knowledge of hospitality, services, and real estate.

In addition, it boasts an impressive 'Hotelie' alumni network, which includes some of the foremost leaders, innovators, and entrepreneurs in one of the most exciting industries around the globe.

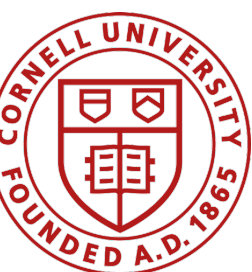




We're working with eCornell to help you develop the skills you need to excel

[ENROLL NOW](#)

<https://ecornell.cornell.edu/portal/ehma-cc/>



A certificate from Cornell can help you stand apart in your company.



**LEARN FROM CORNELL'S
TOP MINDS**

All certificates are personally developed by Ivy League faculty.



**GET IT DONE
100% ONLINE**

Flexible, interactive programs that fit your life and career.



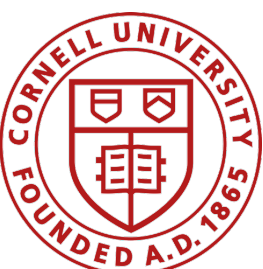
**MAKE A BUSINESS
IMPACT**

Learn in-demand skills and apply them immediately in your job.

REGISTER FOR CERTIFICATES AND COURSES

Cornell University offers EHMA members a special rate of \$435 per course

- CERTIFICATES
+ Business and Management
+ Data Science & Analytics
+ Diversity & Inclusion
+ Engineering
+ Environmental, Social, Governance
+ Finance and Business Performance
+ Food and Plant Science
+ Healthcare
- Hospitality and Foodservice Management



Anheuser-Busch Foundation

PDP PROFESSIONAL DEVELOPMENT PROGRAM

Session June 10 – 12, 2024

- Advanced Hotel Real Estate Asset Management Strategy
- Creating and Managing the Guest Experience
- **Conversations in Hospitality Leadership**

Session June 13 – 15, 2024

- Advanced Hotel Real Estate Deal Structuring and Capital Markets
- Hospitality Brand Management
- **AI in Hospitality**

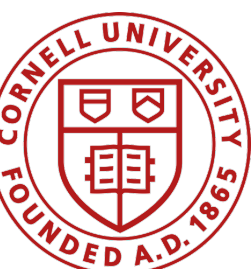
On the Cornell campus in Ithaca NY

***EHMA rate: \$3144 for one course
 \$5949 for two courses***

***Retail rate: \$3699 for one course
 \$6999 for two courses***



<https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/professional-development-program/>



GMP

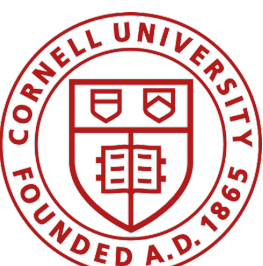
General Managers Program

General Managers program is our flagship hospitality program and is currently offered as a blended model. Participants take 2 elective courses prior to spending five days on the Cornell campus in Ithaca NY. Capstone program is offered 2 times a year, in June and January.

Electives:

- Boosting Hotel Value
- Consumer Interests
- Global Hospitality Trends and Best Practices: Profit From Change
- Communication Skills for GMs
- Hospitality Marketing in Uncertain Times
- Competitive Pricing and Revenue Management
- Creating F&B Operations to Meet Changing

EHMA rate: **\$8,999**
Retail rate: **\$11,500**



Cornell External Education

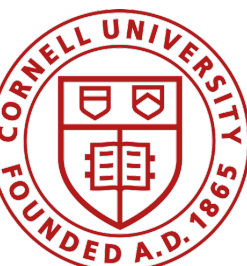
- Access to Faculty from the world-renowned Nolan School of Hotel Administration
- Actionable Learning Models and Proven Impact in learning solutions
- Customizable and Flexible Teaching Strategies
- Collaborative and Interactive
- Innovative learning technologies
- Global and Local Expertise
- New York City Tech Campus, Main Campus Ithaca, NY and/or Virtual Live Format

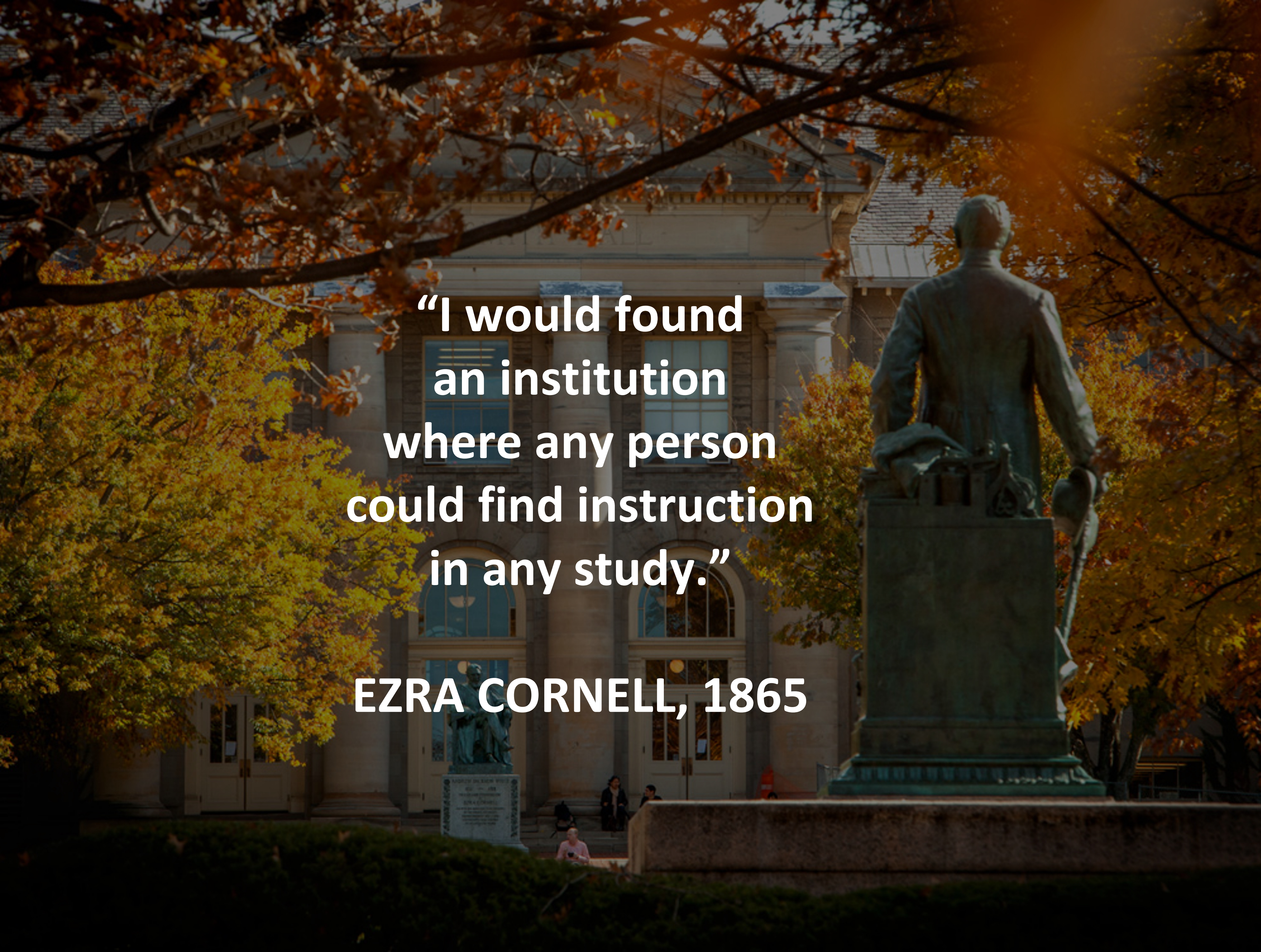


Custom Live Programs

Our team of experts understands that organizational solutions need multi-disciplinary approaches. We will design and build a custom program to develop and inspire your leaders, unleash results-driven teams and foster increased understanding about challenges in the hospitality space.

In addition to expertise of the faculty at **Nolan School of Hotel Administration**, our partners also have access to premier and broad reaching faculty across the University system including **Cornell Tech, Cornell SC Johnson College of Business, Weill Cornell Medical School, College of Agriculture and Life Sciences, Engineering and Computer Science**



A photograph of a university building with a large statue in the foreground, overlaid with a quote. The building is a grand, multi-story structure with classical architectural features like columns and arched windows. The statue is a large, dark-colored figure standing on a pedestal. The scene is set in autumn, with trees showing yellow and orange foliage. The lighting is soft, suggesting late afternoon or early morning. The quote is centered over the image in white text.

**“I would found
an institution
where any person
could find instruction
in any study.”**

EZRA CORNELL, 1865