

The Professional Development Program

Hospitality Leadership Through Learning

APPLICATION

To apply for PDP 2016, complete **both** pages of this application and include your résumé or curriculum vitae, and a minimum deposit of US\$300 per course, or apply online:

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 _____ Last Name(s) _____

First Name for Name Tag (if different from above) _____

Job Title _____ Company _____

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

I have previously completed the following Cornell University School of Hotel Administration programs:

GMP (year) _____ PDP (year(s)) _____ Online _____

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/industry/executive/pdp/lodging.html. Leave the above line blank if you have not yet made arrangements, and notify us at www.hotelschool.cornell.edu/industry/executive/pdp/students/plans.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 2016 2017 2018 2019

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\$300 per course must accompany this application form.

Full payment for courses is required by June 6, 2016.

Total Amount Due US\$ _____

To receive the Early Full-Payment Incentive of US\$100 per course, we must receive your final payment on or before April 29, 2016. If you choose this option, please reduce your final payment by that amount before remittance.

Cancellation Policy: If you cancel prior to May 30, 2016, you will receive a refund of all course fees paid. If you cancel on or after May 30, 2016, the minimum deposit of US\$300 per course will be forfeited. No refunds will be given if cancellation takes place after June 17, 2016.

I will make a secure online payment at: <https://www.hotelschool.cornell.edu/industry/executive/pdp/students/makepayment.html>

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 (www.hotelschool.cornell.edu/industry/executive/pdp/students/payment.html).



All fees are subject to change.

Cornell Campus, Ithaca, New York

Course Title	Level	Instructor	Fee	Select (one per session)
Session 1 (June 27 - 29) Mon - Wed				
Advanced Hotel Real Estate: Capital Markets, Deal Structuring, Risk Management Part 1	B	deRoos	US\$2,595	<input type="checkbox"/>
Hospitality Financial Management: Operations Decision-Making	A	Flannery	US\$2,595	<input type="checkbox"/>
Hospitality Planning and Development	B	Wellstead	US\$2,595	<input type="checkbox"/>
Marketing Management	A	Kwortnik	US\$2,595	<input type="checkbox"/>
Strategic Hospitality Management	B	Enz	US\$2,595	<input type="checkbox"/>
Session 2 (June 30 - July 2) Thurs - Sat				
Advanced Hotel Real Estate: Capital Markets, Deal Structuring, Risk Management Part 2	B	deRoos	US\$2,595	<input type="checkbox"/>
Driving Profit: Putting Financial Resources to Work	A	Canina	US\$2,595	<input type="checkbox"/>
Essentials of Foodservice Management	A	Susskind /Stanley	US\$2,595	<input type="checkbox"/>
Hotel Revenue Management	A	Anderson	US\$2,595	<input type="checkbox"/>
Innovation and Change Management	B	Enz	US\$2,595	<input type="checkbox"/>
Project Management for Hospitality Real Estate Development	B	Wellstead	US\$2,595	<input type="checkbox"/>
Strategic Pricing for Hotels: Leveraging Consumer and Marketing Knowledge to Enhance Revenue	B	Shoemaker	US\$2,595	<input type="checkbox"/>
Session 3 (July 4 - 6) Mon - Wed				
Advanced Foodservice Management: Tactics and Analytics	B	Susskind	US\$2,595	<input type="checkbox"/>
Building the Human Capital Base: Essential Human-Resources Practices for Managers	A	Tracey	US\$2,595	<input type="checkbox"/>
Demand Management: Maximizing Hotel Revenue Through Distribution Channels	B	Carroll	US\$2,595	<input type="checkbox"/>
Driving Profit through Capital Budgeting, Financing, and Payout Decisions	B	Canina	US\$2,595	<input type="checkbox"/>
Hospitality Facilities and Sustainable Hotel Management	B	Varney	US\$2,595	<input type="checkbox"/>
Strategic Leadership	B	Kasikci	US\$2,595	<input type="checkbox"/>
Strategic Marketing for Hotels and Restaurants	B	Kwortnik	US\$2,595	<input type="checkbox"/>
Session 4 (July 7 - 9) Thurs - Sat				
Advanced Revenue Management and Pricing in Hotels	B	Anderson	US\$2,595	<input type="checkbox"/>
Essential Skills for Leadership	A	Walsh	US\$2,595	<input type="checkbox"/>
New Media in Hospitality Marketing	B	Kwortnik/Carroll	US\$2,595	<input type="checkbox"/>
Strategic Financial Management for Hotels	B	Carvell	US\$2,595	<input type="checkbox"/>

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.

Total US\$



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/industry/executive/pdp/lodging.html



Many PDP courses have online course equivalents, and they can be found at:

www.hotelschool.cornell.edu/execed/online



Cornell University
School of Hotel Administration
Office of Executive Education