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INSTITUTE OF HOSPITALITY MANAGEMENT



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MEDIA BRIEF

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CNI Launches Registrations for the Professional Development Programs in January 2009

7 December 2008 – SINGAPORE - The Cornell Nanyang Institute of Hospitality Management (CNI) is accepting registrations for the Professional Development Program (PDP) course which will take place from January 5th to 17th 2009, in Singapore.

The PDP is a series of three-day, intense, classroom courses. Participants can choose from nearly 40 different courses offered twice a year in Singapore. Courses are geared toward hospitality professionals who have a minimum of two years industry experience or a related field. PDP participants are hospitality executives from around the globe – CNI has welcomed over 900 participants from 40 different countries to the PDP in Singapore. PDP participants learn prevailing management techniques presented by internationally recognized faculty members and industry leaders. The courses are designed for fast-tracking young hospitality managers, seasoned executives, and owners of international resort chains, among others.

CNI Participants delivers the most sophisticated executive-education courses for the hospitality industry. From line-level managers to senior executives, PDP is certain to provide lifelong learning opportunities necessary to advance business and personal success.

PDP offers Cornell Certifications recognized around the world. Certification sequences are composed of four to six sharply-focused courses. January 2009 participants may complete a course sequence in a single year or in as many as four years. Participants can complete the Certification in Real Estate, Development and Hotel Investment by completing four courses - [Fundamentals of the Hotel Investment and Financing Decision](#), [Advanced Hotel Investments](#), [Hotel Asset Management](#) and [Hotel Planning and Design](#).

Program Overview

The PDP puts professionals "ahead of the curve" in today's multifaceted, high-tech hospitality industry. The courses, which cost USD 2,500 each, come from seven different areas including - marketing, revenue management, human resource management, finance, operations, real estate and general management.

Interested students may email questions to: cni-execed@ntu.edu.sg or visit <http://www.cni.ntu.edu.sg/>

[programs/pdp.shtml](#) for details and on-line application

- NOTES -

Programme Outline

Courses held between: January 5 – 7, 2009

e-Commerce in Hospitality and Tourism – Faculty: Kanapaty Pelly Periasamy
Fundamentals of the Hotel Investment and Financing Decision - Faculty: Jan deRoos
Strategic Hospitality Management - Faculty: Toh Thian Ser

Courses held between: January 8 – 10, 2009

Hotel Asset Management - Faculty: Jan deRoos
Operations Management for the Hospitality Industry - Faculty: Gary M. Thompson

Courses held between: January 12 – 14, 2009

Forecasting and its Applications in Hospitality Management - Faculty: Gary M. Thompson
Hotel Planning and Design - Faculty: Richard H. Penner
Managing People: Essential Skills for Leadership - Faculty: J. Bruce Tracey

Courses held between: January 15 – 17, 2009

Advanced Hotel Investments - Faculty: Ko Wang
Hotel Design Consultation - Faculty: Richard H. Penner
Strategic Marketing for Hotels & Restaurants - Faculty: Gerard D. Gonzales

- ENDS -

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About Cornell-Nanyang Institute of Hospitality Management

The Cornell-Nanyang Institute of Hospitality Management (CNI) is jointly operated and governed by Cornell University's School of Hotel Administration and Nanyang Technological University's Business School. Located in Singapore, CNI is strategically positioned to develop leaders, managers and entrepreneurs for the Asian hospitality and tourism industry. CNI offers three hospitality education programs designed to alleviate the severe shortage of qualified talent that is currently plaguing the hospitality industry in Asia and the Middle East.

Equivalent to an MBA, the one year Master of Management in Hospitality (MMH) program prepares students to be theory-based, action-oriented leaders of executive management teams and entrepreneurial ventures in the hospitality and service industry. CNI MMH students spend six months at Cornell University in Ithaca, New York and six months at the Nanyang Technological University in Singapore, thus taking advantage of educational and networking opportunities in both Asia and North America in a single year.

The Professional Development Program (PDP) offers three-day courses that cover different aspects of hotel management. PDP teaches cutting-edge management techniques, presented by internationally recognized faculty members and industry leaders. Participants can earn Cornell certifications in Financial Management, Food, Beverage, and Restaurant Management, General and Strategic Management, Human-Resource Management, Marketing, Operations Management and Property-Asset Management and Real Estate. CNI has hosted over 900 PDP participants from 30 countries in the last two years. The PDP will be held from January 5-17, 2009 in Singapore.

The General Managers Program (GMP) is designed for hotel general managers of full service hotels and their immediate successors. Participants in this 10-day program concentrate on strategic hospitality management issues, work collaboratively to expand the foundation of their knowledge, and produce new solutions to the challenges they face. GMP 2009 in Singapore will be offered from July 20-30, 2009.

Please visit the Cornell-Nanyang Institute of Hospitality Management website (www.cni.ntu.edu.sg) for more information.