HOTEL PLANNING AND DESIGN CERTIFICATE

Program Description

Through the five courses in this certificate program, owners, developers, and designers of full-service hotels will learn to plan and design effective, financially viable hotel properties and successfully perform their roles in the hotel development process.

The program begins with a look at hotel types, marketing concepts, branding practices, and development roles, followed by a study of initial planning decisions, the application of marketing requirements to functional areas, and the use of planning metrics. The focus then turns to specific design considerations for guestrooms, public spaces, and "back-of-house" areas.

The courses feature a set of downloadable tools containing guidelines and reference material for hotel developers and designers. A progression of course projects give participants an opportunity to apply their learning to specific hotel development scenarios.

What You'll Earn

- Hotel Planning and Design Certificate from Cornell Hotel School
- 50 Professional Development Hours (5 CEUs)

Who Should Enroll

- Architects
- Interior designers
- Hotel consultants
- Architecture students
- Owners, developers, and construction managers

Total Investment

- 3 months to complete all the courses

How to Enroll

For more information on how to enroll, please visit Hotel Planning and Design Certificate (https://ecornell.cornell.edu/certificates/hospitality-and-foodservice-management/hotel-planning-and-design/).

Program Requirements

Code	Title	Hours
Required Courses		
eCornell SHA621	Foundations of Hotel Planning	
eCornell SHA622	Hotel Planning Decisions	
eCornell SHA623	Hotel Guestroom Design	
eCornell SHA624	Hotel Public Space Design	
eCornell SHA625	Hotel Back-of-House Design	