



Cornell University
College of Agriculture
and Life Sciences



Cornell University
School of Hotel
Administration

Center for Executive Education

PROGRAM CALENDAR

2012

Seed Industry

Hospitality
Management

IT

Food Safety

Biosafety

Food & Agri Business

Stepping Stones to Success

Seed Industry Program

5 - 8 March, 2012

- » The Big Picture - Emerging Trends
- » Trends & Innovations in Corporate Breeding Initiatives
- » Licensing Principles and Practices for Plant Genetic Resources
- » Valuation Principles and Metrics for the Seed Industry
- » Market Access Strategies for Transgenic Seeds
- » Biotechnology trends - Adoption and Product Development Pathways
- » IT solutions for enhancing Seed Sector Productivity
- » Technology Access and Licensing Options for the Seed Sector
- » Gaining Strategic Leadership in Technology and Markets
- » Regulatory Principles and Trends

Hospitality Management Program

8 - 17 June, 2012

- » Introduction to Strategy & strategic planning
- » Emerging Markets - Trends and Practices
- » Building Strategic Relationships
- » Brand Affiliation Contracts
- » Strategic Planning for Competitive Advantage
- » Functional Level Strategies
- » "Value" added exercise of Creating Strategies to Develop Value Perceptions
- » Balanced Scorecard Approach and Practices
- » Revenue Management
- » Marketing Global Best Practices
- » Valuation Concepts and Methods
- » Competency Building Challenges in Emerging Markets
- » Lodging distribution Strategies & Practices

Custom Programs

We offer customized programs on agriculture, food, healthcare, pharmaceuticals, hospitality and intellectual property management. Custom developed to meet your organization's unique requirements, these programs are envisaged to train and update senior managers on emerging trends in strategy and implementation, and help improve organizational performance in a competitive environment.

Food and Agri Business Management Program

7 - 17 August, 2012

- » Global Food Systems
- » Innovations in Food Processing Technologies
- » Functional Foods: Emerging trends and food for Health
- » Marketing Strategy and Product Positioning
- » Innovations for Crop Yield Improvement through Biotechnology
- » Food Safety Standards
- » Global Regulations and Compliances
- » IPR Overview, Technology Transfer and Licensing
- » Supply Chain Management
- » Global Food and Agriculture Research Trends
- » Composite Materials
- » Global Food Retailing Trends
- » Organic Farming - Trends, Strategy and Practices
- » Competitive Advantages for Bio-energy
- » Global Trends in Extension and Relevance for Partnership Models in Extension
- » Post Harvest Technology Trends and Practices
- » The Past, Present and Future of Cornell's Technologies in Agribusiness and Food Industry

Global Food Safety Management Program

3 - 5 October, 2012

- » Perspectives on Food Safety Regulations
- » Global Food Safety Challenges – Emerging Threats
- » Recent Advancements in Principles and Practices of Food Safety
- » Microbiological & Toxicological Risk Assessment and Mitigation
- » Food Safety Surveillance and Monitoring Strategies
- » Product Recall Protocols
- » Risk Management


Global Biosafety Management Program

4 - 7 December, 2012

- » Mechanism of Regulation in Transgenic Crop Development and Commercialization
- » Molecular Aspects in Evaluating Good Events
- » Risk Assessment of Transgenic Product Evaluation Methodologies
- » Best Practices in Agronomical and Field Evaluation Studies
- » Pest Management in GM crops
- » Durable Resistance Management Strategies for Abiotic Stress
- » Tech Transfer and IP in Evolving Partnership Mechanisms
- » GM Food Regulations
- » Socio Economics of Transgenic Crops in South Asia
- » Case Studies on GM Crops: The Indian context

For more details please visit:

www.sathguru.com/cee



Knowledge

Technology

Innovation

Value

Strategy

Success

Exercise Your Mind

Get a Head Start
to Get Ahead