

## Announcing the Choice University School of Business Principles & Financial Management

Fully understanding the intricacies of running a hotel business is fundamental to achieving success in the dynamic and highly competitive hospitality industry. That's why Choice University, the industry's most widely awarded learning program, is launching the **School of Business Principles & Financial Management**. This specialized learning hub is designed to equip owners and operators of Choice Hotels International-branded properties with the essential knowledge and skills to help make their hotels thrive.

"Choice University's schools provide our community of owners with targeted and comprehensive learning in key areas of hoteling," explained Jeneane Becker, Dean of Choice University. "Our new School of Business Principles & Financial Management is designed to help them take their hotels' financial performance to the next level."

### Robust Curriculum for Choice Owners and Operators

The School of Business Principles & Financial Management offers Choice owners and operators a robust curriculum covering essential aspects of hotel business management, including the following:

- **Benchmarking Your Business Effectively:** Teaches owners how to measure hotel performance against industry standards and competitors to help identify areas for improvement and capitalize on strengths.
- **Income Statement and Balance Sheet Basics:** Provides a solid understanding of financial statements, enabling owners to better analyze their hotel's financial health and make strategic decisions.
- **10 Revenue Management Strategies that Work:** Offers specific strategies for optimizing revenue, enhancing guest satisfaction and improving occupancy rates.
- **"Your Key to Profit" Resources:** Teaches owners how to use exclusive Choice resources that provide actionable insights and best practices for boosting profitability.

### 3 ChoiceU Schools Open and More on the Way!

In addition to the new School of Business Principles & Financial Management, ChoiceU currently offers the following two schools:

- **The School of Hospitality Excellence & Hotel Operations** Provides learning opportunities on prioritizing guest satisfaction, maintaining cleanliness and streamlining operations for an outstanding guest experience.
- **The School of Hotel Investment & Development** Offers owners a pathway to expanding their hotel portfolio by providing learning content focused on growth preparation, identifying ideal expansion opportunities and securing financing.

These three additional ChoiceU schools will be opening soon:

- **The School of Leadership Development**
- **The School of Professional Studies**
- **The School of Sales & Revenue**

The goal of the overall ChoiceU program is to provide Choice owners and operators with the tools and knowledge they need to help make informed decisions, optimize operations and maximize profitability. Accessible anytime from anywhere, it is *the* go-to resource for continuous hospitality learning and professional development.

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<https://stage.mediaroom.com/choicehotels/2024-12-18-Announcing-the-Choice-University-School-of-Business-Principles-Financial-Management>