



Tulane
University

FREEMAN SCHOOL OF BUSINESS

**Professional Development
Certificate Programs Online**

2008 - 2009

EARN YOUR CERTIFICATE ONLINE

Earn your Master Certificate in Business Management, Marketing or Human Resources with just three eight-week courses – and complete your coursework 100% online without interrupting your busy schedule. It's the most convenient way to add powerful new skills and credentials to your resume.

Master Certificate in Business/ Management

- Business Essentials I
- Business Essentials II
- Advanced Management Strategy

Master Certificate in Business/ Marketing

- Business Essentials I
- Business Essentials II
- Advanced Marketing Strategy

Master Certificate in Business/HR Management

- Business Essentials I
- Business Essentials II
- Advanced HR Strategy

Hurry! Monthly Classes Fill Quickly.

- 800-983-6489
- Intl. +1 813-612-4290
- TulaneU.com

Stand Out With Advanced Business Skills and Credentials From Top-Ranked Tulane!

In today's information age learning never stops and your intellectual property – what you know – is fast becoming your most valuable asset. With Tulane University's convenient master certificate programs, you can acquire the latest strategies and techniques from one of the world's top-rated business schools – online! Whether you're a CEO, an aspiring manager or anyone in between, Tulane's certificate programs help you keep your business skills sharp, your credentials current and your career moving in the right direction.

Tulane University offers three master certificate programs that provide comprehensive training in the most critical MBA subject areas: the **Master Certificate in Business/ Management**, **Master Certificate in Business/Marketing** and **Master Certificate in Business/HR Management**. Each professional development program is designed to deepen your understanding of core business disciplines, improve your on-the-job performance and equip you with the advanced skills to handle complex situations and make the best leadership decisions.

LEARN FROM THE EXPERTS AT THE FREEMAN SCHOOL OF BUSINESS – ONLINE!

Tulane's A. B. Freeman School of Business was established in 1914 and has since become one of the nation's premier business schools, world-renowned for its business expertise and leadership development. Both Tulane University and the Freeman School of Business have consistently ranked in *U.S. News & World Report's* Top 50, and *BusinessWeek* recently ranked the Freeman Executive MBA program 28th internationally.

Choose the program that's right for you and tap into Tulane's acclaimed Freeman School of Business via the latest online learning technology anytime, anywhere, 24/7. You'll acquire proven business practices from some of the world's foremost experts, instructors who are regularly published in leading business journals and are sought-after consultants for some of the world's top companies. Enroll today and empower yourself with the knowledge and skills to advance your career and the credentials that will help you stand out from the competition.

“Tulane's master certificate program has added tremendous value to my career... I immediately utilized the knowledge gained in each module. I was recently promoted to Regional Sales Manager and I directly attribute this to the leadership skills that I learned in the online courses. I highly recommend Tulane's Freeman School of Business online master certificate programs.”

*Dan Sylvester,
Hopkinton, MA*



UNIVERSITY DISTINCTIONS

- One of the 25 “Hottest Schools in America” according to Kaplan/Newsweek
- Consistently ranked in *U.S. News & World Report’s* Top 50
- Ranked 28th internationally by *BusinessWeek* magazine
- A founding member of AACSB International
- MBA program ranked 33rd by *Forbes* magazine
- The finance department of the A.B. Freeman School of Business is ranked sixth in the world by London’s *Financial Times*

ACCREDITATION

Tulane University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; telephone 404-679-4501) to award bachelor’s and master’s degrees. Tulane’s Freeman School of Business is accredited by the AACSB International (Association to Advance Collegiate Schools of Business), the premier accrediting body for business schools.

Hurry! Monthly Classes Fill Quickly.

- ➔ 800-983-6489
- ➔ Intl. +1 813-612-4290
- ➔ TulaneU.com



INTERACTIVE ONLINE TECHNOLOGY MAKES THE DIFFERENCE

Through our state-of-the-art e-learning system, you’ll be immersed in a multimedia environment that lets you study at your convenience, around your busy schedule. Each course is carefully designed to maximize your interaction with fellow students and instructors. In fact, many students find they participate and enjoy themselves more in this online program than they ever did in a traditional classroom.

Virtual Classroom

Our online classroom is second to none! With dynamic features such as online chat rooms, streaming video and message boards, you’ll get rich, real-time interaction – it’s just like being in the classroom, live, on the Internet.

Online Video Lectures

Watch and learn from industry professionals as they deliver lectures and course material online via streaming video – when and where it’s convenient for you. And unlike a classroom, you can pause, rewind and review any portion of the lecture so you completely understand the material before continuing your studies.

Online Support

Through virtual office hours, faculty-monitored chat rooms, message boards and email, your professors and classmates are just a click away. So you can get the help you need, when you need it. It’s a great way to meet, collaborate and network with professionals from across the nation and around the world.



TULANE UNIVERSITY FACULTY

Tulane's online courses are taught by the same graduate-level professors who teach on campus at the top-ranked A. B. Freeman School of Business at Tulane University. Through these convenient master certificate programs, you get access to Tulane's expert business instructors anytime, anywhere.

Acclaimed researchers.

Members of the Freeman School of Business faculty routinely publish papers in major academic journals.

Real-world consultants.

The faculty of the Freeman School of Business includes highly sought-after consultants for some of the world's leading companies.

Trusted experts.

All of Tulane's online faculty hold advanced degrees, and more than 75% of the online faculty have a PhD in their field.

Experienced educators.

The instructors of Tulane's online master certificate programs have taught at some of the most prestigious universities in the United States and abroad.

Hurry! Monthly Classes Fill Quickly.

- 800-983-6489
- Intl. +1 813-612-4290
- TulaneU.com

MASTER CORE MANAGEMENT, MARKETING AND HUMAN RESOURCES PRINCIPLES – ONLINE!

Develop the in-demand skills that will ensure success in today's competitive business world. Whether you want to move up in your current organization or launch your own company, these comprehensive programs give you skills you can put to use immediately, and prestigious new credentials that will instantly enhance your resume. Delivered 100% online, each master certificate program is made up of three eight-week courses featuring information-packed lectures, proven tips and strategies, detailed case studies and hands-on simulations.

Master Certificate in Business/Management

As markets become more complex, business professionals are challenged to play a more dynamic role in their company's success than ever before. The **Master Certificate in Business/Management** strengthens your skills in current business theory and practice and gives you the tools to make more effective leadership decisions. You will learn directly from experts in topics such as managerial perspectives, business law and managerial economics. This interactive program is open to anyone interested in improving core business and management skills. Courses include: *Business Essentials I*, *Business Essentials II* and *Advanced Management Strategy*. Among many other benefits, this program will help you to:

- Build a solid understanding of the business disciplines that make up the core of the MBA
- Develop the confidence, objectivity and vision necessary to make effective business decisions both as an individual and as a leader
- Gain the perspective of an executive manager
- Learn to maximize your managerial effectiveness while minimizing liability
- Understand underlying market forces and how they apply to management decision-making and strategy

Master Certificate in Business/Marketing

In today's business world, marketing has become one of the most important business disciplines, affecting decisions made in nearly all areas of an organization. The **Master Certificate in Business/Marketing** provides a complete overview of all aspects of marketing, including the strategic role of marketing in guiding organizational decisions, individual elements of marketing communications, and how to market your product or service both domestically and internationally. This master certificate program is open to anyone interested in gaining and improving core business skills and developing organizational marketing tools and skills. Courses include: *Business Essentials I*, *Business Essentials II* and *Advanced Marketing Strategy*. Among many other benefits, this program will help you to:

- Expand your understanding of business disciplines that make up the core of the MBA
- Develop the perspective necessary to make effective decisions both as an individual and as a leader
- Gain an increased understanding of the role and function of marketing strategy and its use in the decision-making processes in today's organizations
- Develop practical marketing tools to help position your organization for success
- Analyze the business decisions an organization makes as it enters the international arena

Master Certificate in Business/HR Management

To be a successful manager in today's complex business environment, you not only need to know what drives your business, you need to know what drives your people. Whether you're managing a small team or running an entire company, the **Master Certificate in Business/HR Management** gives you the business insight to communicate across departments, and the key strategies to recruit, retain and motivate your staff while minimizing risks and achieving peak performance. This interactive program is ideal for HR professionals of all skill levels or managers in any area of the organization. The Master Certificate in Business/HR Management is open to anyone interested in gaining a solid understanding of core business disciplines and employing vital human resource management techniques. Courses include: *Business Essentials I*, *Business Essentials II* and *Advanced HR Strategy*. Among many other benefits, this program will help you to:

- Expand your understanding of core business disciplines
- Improve performance of departments and teams by applying the latest management and HR techniques
- Boost retention rates and improve morale throughout your department
- Enhance your credentials and marketability and unlock lucrative new career opportunities
- Minimize legal liabilities at the individual and organizational level

ONLINE PROFESSIONAL CERTIFICATES: YOUR KEY TO SUCCESS

Each three-course online program leads to a professional certificate from one of America's finest universities. It's the ideal way to gain superior credentials and the most in-demand skills you can use right away. And when you complete any of our programs, you'll add the prestige of a great school to your resume, plus you'll be recognized as a leader within your organization.

Unlike traditional hotel seminars and other training options that lack depth of content, our programs feature the nation's foremost experts in a wide variety of business fields.

You'll have several weeks – not several hours – to read course materials, discuss key topics with professors and classmates, review streaming video lectures and work on class assignments at your convenience, 24/7. And you can add the workbooks and CD-ROMs to your personal library to reference long after you've completed the program.

Hurry! Monthly Classes Fill Quickly.

- [800-983-6489](tel:800-983-6489)
- [Intl. +1 813-612-4290](tel:+1813-612-4290)
- TulaneU.com

UNIVERSITYALLIANCE®

The Nation's Leading Universities Online

The University Alliance (UA) facilitates the promotion and online delivery of degree and professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments – making UA the largest facilitator of e-learning in the country. University Alliance partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, the University of San Francisco, the University of South Florida, Florida Institute of Technology, The University of Scranton and Jacksonville University.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financing options, helping you to enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

Hurry! Monthly Classes Fill Quickly.

- 800-983-6489
- Intl. +1 813-612-4290
- TulaneU.com

CERTIFICATE PROGRAM TUITION

Master Certificate in Business/Management

Business Essentials I	\$1,980
Business Essentials II	\$1,980
Advanced Management Strategy	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Master Certificate in Business/Marketing

Business Essentials I	\$1,980
Business Essentials II	\$1,980
Advanced Marketing Strategy	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Master Certificate in Business/HR Management

Business Essentials I	\$1,980
Business Essentials II	\$1,980
Advanced HR Strategy	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Continuing Education Units (CEUs): Earn 4.0 CEUs for each eight-week course.

ACE Recommendation: Undergraduate, 3 semester hours for an eight-week course.*

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

Career Training LoanSM

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited university's distance learning undergraduate or graduate degree program or certificate program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.



Military Discount

Special discounts are available for active U.S. military servicemembers. Please call for more information.

CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start With a Pilot Program!

Register a group of your employees in an online class, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique, expert-led online session to “kick off” the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

“The master certificate program helped me understand the different functional areas of business and how they work together, which has helped me work more effectively with my coworkers and superiors. I’ve had coworkers at all levels ask me about the program and I’ve recommended it highly to all of them.”

*Karen D. Kran
New York, NY*

Guarantee your staff’s success with management, marketing and human resources skills from Tulane University! Getting started is easy. Contact us today for complete details.

* The American Council on Education’s College Credit Recommendation Service (ACE) has recognized *Business Essentials I*, *Business Essentials II*, *Advanced Marketing Strategy* and *Advanced Management Strategy* as course material suitable for college credit recommendation. *Advanced HR Strategy* has not yet been approved for college credit recommendation by ACE.

A DIVERSE NETWORK

Join the growing number of companies nationwide who have experienced the University Alliance difference:

- Accenture
- Agfa
- Alliance Energy
- AT&T
- Bell South
- Bethlehem Steel
- Boeing
- Chevron
- Cisco
- CSX Transportation
- Dell
- Deloitte Consulting
- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
- U.S. Department of Energy
- U.S. Military
- Xerox

Corporate Rates are Available

➔ **800-983-6489**

➔ **corp@TulaneU.com**

MADE AVAILABLE BY

UNIVERSITYALLIANCE®

The Nation's Leading Universities Online