

CAREERS IN BUSINESS AND TECHNOLOGY

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ACCOUNTING CERTIFICATE PROGRAM (ACP)

The ACP enables college graduates in any major to learn the basic concepts, techniques and skills required to understand and practice accounting. Graduates of this program are eligible for positions as accountants and also meet some of the state requirements for taking the CPA examination. Adviser: Steve Petra, Ph.D., (516) 463-4178.

CERTIFICATE IN BUSINESS INFORMATION SYSTEMS (CBIS)

ASSOCIATE AND INTERMEDIATE LEVELS

The CBIS program offers a two-course, accredited business certificate that will add tremendous value to current career paths in all disciplines. Additionally, this program can be extended to intermediate and advanced levels that will prepare college graduates for career opportunities in the fields of database management systems, networking and security, and Web development. Participants learn how to analyze business needs and apply technologies to increase productivity and efficiency. No prior computer experience is necessary for people entering this fast-track program. Adviser: Elaine Winston, Ph.D., (516) 463-5352.

CERTIFICATE IN QUANTITATIVE METHODS (STATISTICS)

ASSOCIATE LEVEL

The Quantitative Methods (Statistics) program offers a two-course, accredited business certificate that will add tremendous value to current career paths in all disciplines. This certificate will be of particular interest to those who want a thorough grounding in statistics to support careers in quality management, market research, operations management, finance and banking, and accounting. Participants learn how to use statistical reasoning to solve business problems. Adviser: Elaine Winston, Ph.D., (516) 463-5352. Courses: QM 1 and QM 122

FINANCE CERTIFICATE PROGRAM (FCP)

The FCP enables college graduates to pursue positions with brokerage and insurance firms, commercial and investment banks, corporations, government and not-for-profit institutions. Graduates may also decide to use these courses as preparation for taking the CFA examinations. Each student must take three required courses and three additional courses in one area of concentration, i.e., investment, corporate or banking. Adviser: Andrew Spieler, Ph.D., (516) 463-5334.

GENERAL MANAGEMENT CERTIFICATE PROGRAM (GMCP)

The GMCP enables college graduates to advance their careers by developing high-level competencies as managers. Individuals who have recently assumed responsibility for coordinating the work of others, and those preparing for promotion to supervisory positions, will benefit from this program. Adviser: Janet Lenaghan, D.Pr.S., (516) 463-6574.

HUMAN RESOURCES MANAGEMENT CERTIFICATE PROGRAM (HRMCP)

The HRMCP enables college graduates in any major to pursue a career in the field of human resources management. As the effective deployment of human capital becomes increasingly important for organizational viability, graduates of this program are eligible for positions in corporations, not-for-profit organizations, and government agencies in both domestic and international markets. Adviser: Janet Lenaghan, D.Pr.S., (516) 463-6574.

INTERNATIONAL BUSINESS CERTIFICATE PROGRAM (IBCP)

The IBCP enables college graduates in any major to gain valuable knowledge of international business. Graduates of this program are eligible to work in a variety of positions in international business (depending on previous education and experience), including international finance, human resources, marketing and trade managers, import/export managers, foreign subsidiary managers and many others. Adviser: Keun Lee, D.B.A., (516) 463-5332.

LABOR STUDIES CERTIFICATE PROGRAM

The Certificate in Labor Studies is designed for individuals who wish only to take one or two courses per semester in a focused program of study on labor management relations, union organization and operations, and related legal and socioeconomic issues. Nearly all courses are taught by full-time professors with doctoral degrees, and most courses are scheduled in the late afternoon or evening. A college degree is not a prerequisite for acceptance into this certificate program. The certificate is granted after successful completion of five required courses (Introduction to Labor Studies, Introduction to Management, Labor and Employment Law, Collective Bargaining and Labor Economics) and one elective. An Advanced Certificate in Labor Studies can also be earned by successful completion of four additional courses beyond the six courses required for the Certificate in Labor Studies. Adviser: Gregory DeFreitas, Ph.D., (516) 463-5040.

MARKETING CERTIFICATE PROGRAMS

Two Marketing Certificate Programs have been developed especially for college graduates who want to pursue a career in marketing management or marketing media. One certificate program focuses on marketing management and prepares students for positions in a variety of settings, i.e., direct marketing, international marketing, sales management, retail management, marketing research and advertising. The other certificate program focuses on marketing media with emphasis on television and print advertising. Students obtain hands-on television and graphic production experience in Hofstra's state-of-the-art television production studio and become uniquely qualified for marketing positions that require working closely with television production people and artists. Adviser: Keun Lee, D.B.A., (516) 463-5332.

CERTIFICATE PROGRAM IN POST-BACCALAUREATE PREMEDICAL STUDIES

The Post-Baccalaureate Premedical Program provides an opportunity for students who hold a bachelor's degree, and who have not previously studied those sciences traditionally considered part of the premedical curriculum, to prepare for entrance into a health care profession of their choice. The premedical adviser, in conjunction with the science faculty, will help students develop an individualized program of study based on their career goals, previous academic work and family/work responsibilities. This flexibility allows students to pursue a variety of careers in medicine (including osteopathic, dentistry, chiropractic, veterinary medicine and optometry), as well as design a schedule that fits their unique needs. Basic science prerequisites can also be completed for some of the allied health professions, such as physician assistant, physical therapy and occupational therapy. However, in these areas, additional course work may be necessary depending on the individual school's requirements. Additional information can be obtained by contacting the program adviser. Adviser: Ellen Davolio, M.S., (516) 463-4958 or visit www.hofstra.edu/uccepremed.

ADVANCED GRADUATE CERTIFICATE IN BUSINESS PROGRAMS

The Frank G. Zarb School of Business (accredited by AACSB International—the Association to Advance Collegiate Schools of Business), working in conjunction with University College for Continuing Education, developed the Advanced Graduate Certificate in Business Programs to meet the ongoing, postgraduate educational and career needs of experienced professionals. These programs enable individuals who possess graduate degrees in business to refocus their careers or update and expand upon specific business skill sets. Individuals who possess professional degrees in other areas, e.g., medicine or law, may also find these programs of interest as an expedient means of achieving expertise in a particular business function. Upon admission, students are assigned to a faculty adviser from the appropriate department within the Frank G. Zarb School of Business who assists with designing a sequence of study conducive to their individual objectives.

Advanced Graduate Certificate in Business Programs are offered in the following 10 areas of specialization: accounting, banking, business computer information systems, corporate finance, general management, human resources management, international business, investment management, marketing and taxation.

Each specialization consists of six graduate-level courses that are taught by Frank G. Zarb School of Business faculty. A total of 18 credit hours are required (exclusive of prerequisites in some programs), and students must take 12 of these 18 credits while in residence at Hofstra. Each program may be completed in as little as one year.

Attaining a competitive edge can be a determining factor in the current corporate environment, and a broader base of knowledge acquired through a precise course of study can greatly assist in securing that edge. Individuals who are interested in enrolling in one of the Advanced Graduate Certificate in Business Programs should contact the Frank G. Zarb School of Business Graduate Programs Office at (516) 463-5683.

 **YES, PLEASE SEND ME MORE INFORMATION!**

Name _____

Address _____

City/State/Zip _____

Daytime Phone _____ Evening Phone _____

E-mail Address _____

Degree _____ Year _____ College _____ Major _____

I am interested in the following certificate program(s):

- | | |
|---|--|
| <input type="checkbox"/> Accounting | <input type="checkbox"/> International Business |
| <input type="checkbox"/> Business Information Systems | <input type="checkbox"/> Labor Studies |
| <input type="checkbox"/> Quantitative Methods | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Post-Baccalaureate Premedical Studies |
| <input type="checkbox"/> General Management | <input type="checkbox"/> Advanced Graduate |
| <input type="checkbox"/> Human Resources Management | |

I want to:

- Speak with an adviser. Please call me at the daytime/evening phone number listed above.
- Receive an information packet on the certificate program(s) indicated above.
- Reserve a space at the Career Certificate Programs Information Session on Wednesday, March 28, 2007.

If you have any questions regarding business certificate programs:

Call: (516) 463-5993 E-mail: uccebusiness@hofstra.edu

Visit us online: www.hofstra.edu/ucce

Note: Other certificate programs for college graduates are also available.

For information, call: Paralegal Certificate Program - (516) 463-5993

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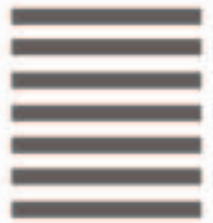
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make the move to a better career!

Hofstra's University College for Continuing Education, working in conjunction with both the Frank G. Zarb School of Business and Hofstra College of Liberal Arts and Sciences, has developed a range of Credit Certificate Programs to meet the needs of lifelong learners. These Credit Certificate Programs are designed to prepare individuals for career changes, career enhancement or further academic study. All Credit Certificate Programs (with the exception of Labor Studies) require a minimum of a bachelor's degree for acceptance into the program.

College graduates can become proficient in accounting, finance, general management, human resources management, international business, marketing, labor studies, pre-med or business information systems. Individuals may obtain a certificate in one year by completing six courses (18-19 credits) that are taught by the Frank G. Zarb School of Business faculty during the day and evening. These credit certificate programs are also extremely useful for those individuals who want to add significant knowledge to their current careers.

Students may start in any semester in which a course is offered – spring, summer, fall or January. Attend the free **Career Certificate Programs Information Session on Wednesday, March 28, 2007**, from 6 to 8 p.m. at University College Hall, North Campus. Representatives and advisers from each program will be on hand to describe the programs and answer questions. You will be able to speak with several advisers to determine which program best suits your needs.

Attendance at the Career Certificate Programs Information Session requires a reservation.
To reserve a place: Simply return the attached postcard • Call: (516) 463-5993 • E-mail: uccebusiness@hofstra.edu

GET GOING ... YOUR NEW CAREER STARTS MARCH 28!
CALL TODAY: (516) 463-5993

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