



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

**International Business
Certificate Programs Online**
2007 - 2008

EARN YOUR CERTIFICATE ONLINE

Earn your Executive Certificate in International Management or Marketing with just three eight-week courses. Or earn your Doing Business in China certificate in just eight weeks. You can complete your coursework 100% online without interrupting your busy schedule. It is the most convenient way to add powerful new skills and credentials to your resume.

Executive Certificate in International Management

- Global Management
- Global Leadership
- Global Strategy Implementation

Executive Certificate in International Marketing

- Global Marketing Strategy
- Global Marketing Management
- Global Brand Management

Doing Business in China Certificate “Preparing for the Global Marketplace”

- Building Cultural Competence with the Cultural Navigator™
- Developing Successful Business Partnerships
- Managing Sustainable Teams, Alliances and Joint Ventures
- Creating Competitive Advantage Through Strategic Insight

Hurry! Monthly Classes Fill Quickly.

- 800-605-5278
- Intl. +1 813-612-4295
- ThunderbirdGlobal.com

The Skills and the Knowledge to Become an Effective Global Leader

In today's dynamic global marketplace, wherever you do business, no matter your industry or profession, your ability to effectively apply business knowledge across different social, economic and political environments is critical. Thunderbird's certificate programs are uniquely qualified to provide the tools you and your company need to meet the challenges of today's global business.

Based in Glendale, Arizona since 1946, Thunderbird was the first global management school to concentrate exclusively on international business education. Over the past 60 years, Thunderbird has maintained a core focus in international business with overseas facilities and business partnering programs in Europe, Russia, Asia, North America and South America. Its graduates are global leaders and include presidents and CEOs of some of the nation's most notable companies – from Starbucks Coffee USA to American Express to Merrill Lynch, Asia Pacific Region. And today, students in the farthest reaches of the globe can get the same world-class business education through Thunderbird's 100% online certificate programs.

THE LEADER IN GLOBAL BUSINESS EDUCATION

For more than 60 years, Thunderbird has led in the field of international business with an ever-evolving curriculum addressing the issues and challenges confronting today's global landscape. Thunderbird consistently ranks among the best in global business education, ranked #1 in international business by *U.S. News & World Report*, *The Wall Street Journal/Harris Interactive* 2006 Business School Survey and *Financial Times*.

THE THUNDERBIRD ADVANTAGE – AVAILABLE ONLINE

Both international executive certificate programs and the Doing Business in China certificate program combine the most relevant content, renowned faculty members and the flexibility of the Internet with the leader in international business education – Thunderbird School of Global Management. Together they bring business professionals and organizations a concise yet powerful professional development series – available to anyone, anywhere with a computer and Internet connection. No other open enrollment international management program, online or on campus, delivers this combination of academic excellence, progressive curriculum and technology designed to quickly and effectively increase international business skill sets and success.



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.

UNIVERSITY DISTINCTIONS

- Ranked #1 in "International Programs" by *U.S. News & World Report* for 12 consecutive years
- Ranked #1 in "International Business" by *The Wall Street Journal/Harris Interactive* 2006 Business School Survey
- Ranked #1 in "Global Business" Executive MBA by *BusinessWeek*
- Ranked #1 in "Best in International Business" MBA by *Financial Times*
- Ranked #2 in "International Clients" Custom Programs by *Financial Times*
- Ranked #8 for Custom Programs by *Financial Times*
- Ranked #10 for Executive Education by *Financial Times*

ACCREDITATION

Thunderbird School of Global Management is accredited by the Association to Advance Collegiate Schools of Business and by the North Central Association of Colleges and Schools.

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THUNDERBIRD FACULTY

Thunderbird's international executive certificate programs are taught by renowned faculty recognized for innovative teaching methods, global best business practices and groundbreaking research, as well as commentary and viewpoints on the global business scene.

Global thought leaders.

They come from many different countries around the world, and more than 50 percent have extensive professional experience working and living in the regions of the world about which they teach.

Real-world consultants.

They are highly sought-after real-world business consultants who help companies worldwide remain competitive in rapidly evolving global markets.

Published authors/writers.

They write about the future of global business through a stream of thought-provoking books, articles, guest lectures and more.

Highly experienced instructors.

All Thunderbird instructors for the certificate programs hold a PhD.

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THUNDERBIRD — TRAINING THE WORLD

Each year, Thunderbird trains more than 6,000 business professionals across the globe — making it a truly global education provider. Thunderbird's certificate programs are designed for professionals who are either new to international business and management or who wish to update their international business skill sets in order to succeed in today's "truly global" business environment.

Thunderbird's International Executive Certificates demonstrate a solid understanding of International Management or International Marketing and illustrate your career dedication. These programs focus on both the "hard" and "soft" skills proven international leaders use in order to prepare business professionals and their organizations for the extreme demands of today's global business environment. Each program consists of three eight-week courses, each containing up to 16 hours of streaming video presentation, independent exercises and mastery exams.

Executive Certificate in International Management

As markets become more complex and workforces and business partners become more diverse, professionals are challenged to play a more dynamic role in their company's success than ever before. The **Executive Certificate in International Management** will help you master the complexities of managing businesses across cultural and political boundaries. You will learn techniques to manage effectively across cultures, how to tap into your own global leadership competencies, practical tools to help position your organization for global success and much more through the following three courses:

- Global Management
- Global Leadership
- Global Strategy Implementation

Executive Certificate in International Marketing

As the evolution of technology has led to an ever-shrinking, increasingly competitive global marketplace, marketing has become one of the most critical disciplines in business today. The **Executive Certificate in International Marketing** provides you with a comprehensive understanding of the art and science of marketing including the development, implementation and management of an organization's global marketing strategy. You will learn methods in understanding and forecasting market demand, how to develop and implement an effective global marketing strategy, techniques to address challenges to global product development and branding and much more through the following three courses:

- Global Marketing Strategy
- Global Marketing Management
- Global Brand Management

Doing Business in China Certificate Program

Thunderbird's **Doing Business in China** program is designed to help you master the complexities of doing business in the cultural and political environment of contemporary China. Taught by world-renowned Thunderbird faculty who have lived and worked in China, this comprehensive eight-week certificate program consists of the Cultural Navigator™ exercise and three streaming video lectures including self-assessment exercises, interviews with Chinese business people, critical case studies and more.

Doing Business in China – “Preparing for the Global Marketplace”

Whether you're in China or not, your knowledge of what will certainly be the most influential economic power in the coming decades is crucial. In addition to the series of three lectures, you will have 12 months access to the Cultural Navigator™ – a web-based program with personalized tools to help you tailor your individual business style to achieve optimal effectiveness in Chinese business. You will learn the historical, social and economic forces that affect decision making in the Chinese business environment, your individual cultural preferences and how they differ from your Chinese counterparts, management strategies specific to Chinese negotiation and much more through the following four components:

- Building Cultural Competence with the Cultural Navigator™
- Developing Successful Business Partnerships
- Managing Sustainable Teams, Alliances and Joint Ventures
- Creating Competitive Advantage Through Strategic Insight

ONLINE PROFESSIONAL CERTIFICATES: YOUR KEY TO SUCCESS

Each three-course online program leads to a master or executive 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.

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UNIVERSITYALLIANCE®

The Nation's Leading Universities Online

With more than 300,000 enrollments since its inception, the University Alliance Online is the nation's largest exclusive e-learning provider of degree and certificate programs from accredited universities. The University Alliance includes 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, Dominican University and Jacksonville University.

The University Alliance works with leading universities to transform their classroom curricula into dynamic online programs that offer you optimal learning experiences.

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 financial aid, helping you enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

* Coming in 2008.

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CERTIFICATE PROGRAM TUITION

Executive Certificate in International Management

Global Management	\$1,980
Global Leadership	\$1,980
Global Strategy Implementation	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

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

Continuing Education Units (CEUs): Earn 1.5 for each eight-week course.

Executive Certificate in International Marketing

Global Marketing Strategy	\$1,980
Global Marketing Management	\$1,980
Global Brand Management	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

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

Continuing Education Units (CEUs): Earn 1.5 for each eight-week course.

Doing Business in China Certificate Program

Doing Business in China	\$1,980
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Continuing Education Units (CEUs): Earn 1.0 for this eight-week program.

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 distance learning undergraduate or graduate degree program or a certificate granting 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 one of our classes, 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 online session with one of our experts 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

"Since the Internet enables anyone and everyone to 'go global' in their own business dealings and relationships, the content presented by the Thunderbird experts creates an excellent foundation for anyone who is – or expects to be – interfacing with foreign markets or cultures. I recommend it highly."

*Michele Drgon, Senior Consultant
The Tylney Group, LLC*

Guarantee your staff's success with international business skills from Thunderbird School of Global Management! Getting started is easy. Contact us today for complete details.

A DIVERSE NETWORK

The University Alliance provides corporate education for these prominent firms, including:

- 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

→ 800-605-5278

→ corp@ThunderbirdGlobal.com

**The American Council on Education's College Credit Recommendation Service (ACE) has recognized Thunderbird's Executive Certificate in International Management and Executive Certificate in International Marketing as course material suitable for college credit recommendation.

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