

UNIVERSITY[®]
ALLIANCE

The Nation's Leading Universities Online



**Master Certificate
Programs Online**
2008 - 2009



EARN YOUR CERTIFICATE ONLINE

Earn your Master Certificate in Supply Chain Management or Sales and Sales Management with just three eight-week courses – and 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.

Master Certificate in Supply Chain Management

- Functional Perspective of Supply Chain Management
- Tactical Implementation of Supply Chain Management
- Strategic Best Practices of Supply Chain Management

Master Certificate in Sales and Sales Management

- Expert Selling
- Transitioning to Sales Management
- Expert Sales Management

Hurry! Monthly Classes Fill Quickly.

- 800-436-1713
- Intl. +1 813-620-1096
- USanFranOnline.com

Expand Your Skills and Marketability With a USF Master Certificate

Qualified business professionals and leaders are in high demand in virtually every industry around the globe, creating unprecedented career mobility and advancement potential. Get the in-depth knowledge and practical skills you need to capitalize on these opportunities with a master certificate from the University of San Francisco (USF). Whether you're an employee, an executive or an entrepreneur, these cutting-edge online programs will give you the tools you need to propel your company – and your career – to new heights of success.

Designated as one of America's best universities by *U.S. News & World Report* and *The Princeton Review*, USF has earned a reputation for academic excellence that dates back to its founding in 1855. It is committed to becoming internationally recognized as a premier Jesuit Catholic, urban university with a global perspective and a mission of educating leaders who will fashion a more humane and just world. USF's master certificate programs are offered through its School of Business and Management, which was established in 1924 and includes the Masagung Graduate School of Management and the McLaren Undergraduate College of Business.

ACADEMIC EXCELLENCE MEETS ONLINE CONVENIENCE

Now you can take courses from the University of San Francisco anytime and anywhere – 100% online! USF collaborates with the University Alliance Online, enabling you to learn from some of the leading business experts in the nation and earn valuable credentials around your busy schedule. No classroom attendance is ever required.

The University of San Francisco offers two certificate programs online: the **Master Certificate in Supply Chain Management** and the **Master Certificate in Sales and Sales Management**. With a master certificate from USF, you'll develop the skills to be a more effective problem-solver, manager and leader – and have the credentials to prove it. These new qualifications will accelerate your career and open doors to lucrative job opportunities.

“Online certificate programs offer learners new routes toward rewarding careers. For established professionals, certificates offer a practical means for strengthening the degrees they've already earned ... for the career changer, certificates establish a foundation to break into new, lucrative lines of work without emptying their pockets to get there.”

Paul D. Rosevear, ClassesUSA, “No Degree Required: Certificate Programs for In-Demand Jobs”



UNIVERSITY DISTINCTIONS

- *U.S. News & World Report* lists USF as one of “America’s Best Colleges,” ranking it among the top 20 national universities for both Student Diversity and International Student Enrollment
- *The Princeton Review* includes USF in its “Best 366 Colleges” publication, naming it one of the “Best Western Colleges” and ranking it #18 in Diverse Student Population
- The Aspen Institute Center for Business Education features USF in its “Global 100” ranking, which spotlights MBA programs that integrate social and environmental stewardship issues into their curricula and research

ACCREDITATION

The University of San Francisco is accredited by the Western Association of Schools and Colleges (WASC). USF’s School of Business and Management – which includes the Masagung Graduate School of Management and the McLaren Undergraduate College of Business – is accredited by the Association to Advance Collegiate Schools of Business. AACSB International is the premier accrediting body for degree programs in business administration.

Hurry! Monthly Classes Fill Quickly.

- ➔ 800-436-1713
- ➔ Intl. +1 813-620-1096
- ➔ USanFranOnline.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.



UNIVERSITY OF SAN FRANCISCO ONLINE FACULTY

USF's master certificate programs are led by real-world experts who bring a wealth of knowledge and experience to course development and delivery. These instructors comprise a constellation of the best coaches, teachers and experts possible – all gathered in one convenient place.

Accomplished business professionals.

Included among the university's online faculty are seasoned supply chain managers and successful sales professionals who worked their way up the corporate ladder.

Real-world consultants.

USF's online instructors include sought-after business consultants who have helped some of the world's leading companies maximize productivity and profitability.

Published authors.

The university's interactive programs are led by recognized experts who have authored books, white papers, CD series, webinars and articles on their respective disciplines.

Top-notch educators.

Over 90% of USF's online faculty members hold specialized certifications in their field, an advanced degree or both.

Hurry! Monthly Classes Fill Quickly.

→ 800-436-1713

→ Intl. +1 813-620-1096

→ USanFranOnline.com

MASTER SUPPLY CHAIN MANAGEMENT AND SALES LEADERSHIP – ONLINE!

As a world-class provider of leadership development programs, the University of San Francisco empowers you to take control of your professional life, whether your goal is to move into a senior-level position or transition into a new role, company or industry. Each program equips you with new skills you can begin applying immediately and new credentials that will help you advance further and faster. Complete all three courses in a program and you will receive your Master Certificate in Supply Chain Management or Sales and Sales Management.

Master Certificate in Supply Chain Management

All the world's a supply chain, and it's ripe for conquering by those with the right skills and credentials. Develop the multi-disciplinary awareness and practical techniques you need to excel in this complex and highly competitive field with the University of San Francisco's **Master Certificate in Supply Chain Management** program. Delivered 100% online, each of the three eight-week certificate courses features information-packed lectures, proven tips and strategies, detailed case studies and hands-on simulations. Among many other benefits, this program will help you:

- Gain insights into the synergistic relationships between supply chain components and the impact of your role on the organization as a whole
- Improve the flow of information across the supply chain to facilitate channel- and system-wide initiatives
- Implement process changes to address customer demand and optimize your supply chain
- Adapt the best practices of the world's most successful corporations for use within your company
- Prepare for certification from leading industry organizations, including APICS and ISM

Functional Perspective of Supply Chain Management

Whether you're just entering the field of supply chain management, preparing to transition into a new role or hoping to move into a senior-level position, your perspective is critical to your success. This course will enable you to see the world from a supply chain manager's view and make key business decisions based on that perspective.

Tactical Implementation of Supply Chain Management

Delving into detailed tactics and tools, this course teaches professionals how to apply, fine-tune and successfully implement key supply chain management concepts. By the end of the course, you will be fully versed in the procurement and operations aspects of supply chain management and well equipped to set up and run a supply chain in any industry.

Strategic Best Practices of Supply Chain Management

Create a strategic advantage for your company – and yourself – by analyzing best-in-class business practices and the key trends impacting the supply chain of the future. Detailed case studies impart insider tips on how to drive continuous improvement, while realistic simulations illustrate the impact of your decisions throughout the product lifecycle.

Master Certificate in Sales and Sales Management

No matter where you fall in the sales spectrum – from a new sales rep, to a seasoned sales manager, to a senior executive – USF’s **Master Certificate in Sales and Sales Management** program will help you achieve your professional goals. This interactive program will equip you with proven sales techniques and teach you how to effectively manage everything from your time, to your customer relationships, to an entire sales organization. Upon completion of the three eight-week certificate courses, you will have the skills and knowledge to:

- Implement consultative sales techniques that build better customer relationships – resulting in more closes and higher earnings
- Distinguish yourself not only as a successful salesperson, but as a successful mentor and leader
- Leverage your current sales job into a position in sales management – or use it to springboard into a new department, company or industry
- Develop an outstanding sales organization and lead your team to achieve unprecedented profitability

Expert Selling

In today’s competitive sales environment, customers don’t want to deal with pushy salespeople who profess to have all the “right answers”; instead, they want a business partner who asks the right questions and helps them arrive at the best solution. In *Expert Selling*, you’ll learn how to transcend the traditional sales role and position yourself as a consultant capable of maximizing customer value *and* commissions.

Transitioning to Sales Management

Whether you have your sights set on a promotion or are settling into a new managerial role, *Transitioning to Sales Management* will help you successfully make the leap from team member to team leader. The course will focus on three core competencies – managing processes, managing people and managing a sales culture – and teach you how to use them to your best advantage.

Expert Sales Management

As a sales manager, you’re required to juggle many different responsibilities – from building, motivating and training a team, to establishing sales goals and budgets, to interfacing with the company at large – and you must be proficient at *all* of them to achieve optimal results. *Expert Sales Management* offers the edge you need to survive and thrive in this demanding role, imparting new skills, proven techniques and an impressive credential.

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.

- ➔ 800-436-1713
- ➔ Intl. +1 813-620-1096
- ➔ USanFranOnline.com



University of San Francisco

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.

- 800-436-1713
- Intl. +1 813-620-1096
- USanFranOnline.com

CERTIFICATE PROGRAM TUITION

Master Certificate in Supply Chain Management

Functional Perspective of Supply Chain Management	\$1,980
Tactical Implementation of Supply Chain Management	\$1,980
Strategic Best Practices of Supply Chain Management	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Continuing Education Units: Earn 4.5 CEUs for each eight-week course.

Master Certificate in Sales and Sales Management

Expert Selling	\$1,980
Transitioning to Sales Management	\$1,980
Expert Sales Management	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Continuing Education Units: Earn 4.5 CEUs for each 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

"Tomorrow's business leaders will need an increasingly wide range of skills. For those with gaps in their knowledge, executive education programs are an important way of plugging the holes."

*Bill Ridgers, Editor of Executive Education Survey
by the Economist Intelligence Unit*

Guarantee your staff's success with supply chain management, sales and sales management skills from the University of San Francisco! Getting started is easy. Contact us today for complete details.

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

- ➔ 800-436-1713
- ➔ corp@USanFranOnline.com

MADE AVAILABLE BY

UNIVERSITYALLIANCE®

The Nation's Leading Universities Online