A Message from the Dean

The Fall is my absolute favorite time of year. The cooler temperatures and the autumn leaves remind you that the world around you is changing, recharging and soon enough will be reborn again. Consider that this may also be true for you and your job. In today's workforce to remain relevant, you must constantly update your knowledge and skills on the job. Fortunately, we have new course offerings, a completely revamped Real Estate Program, which includes 2 new certificates in Property Operations and Management as well as Advanced Property Operations and Management. You can even complete one of these certificates in a month! Other exciting changes include a new website and registration system, which we are certain will serve you better.

In an ever changing job market, the demand for a wider and richer skill-sets remains common place, and our courses and certificate programs continue to serve you on the cutting edge of the industry trends. Whether you are trying to advance in your career or find a new one we can help you reach your goals. Our courses and certificate programs are developed with input and recommendations from leaders across a wide gamut of professional fields. With their input and our experience we are able to offer perfectly designed curriculum and flexible scheduling to meet the needs of busy professionals, stay at home parents who are trying to get back into the workforce, or for out-placed individuals who need to level up their skills to find their next job.

Our catalog has been completely redesigned so that our certificates and course offerings are organized by subject area sections. We hope this will make it easier for you to find what you are looking for and to plan out your schedule.

The marketing and sales section of our catalog, along with the all-new real estate and management program offerings allow us to attract a wider array of professionals ranging from managers to new vice presidents. If you have been newly promoted to an executive position and need leadership training, we have the perfect courses and certificates for you.

Last but not least, I would like to bring focus to our I.T. program offerings, which include three great certificates that can get you up and running quickly to develop your own web applications and mobile apps. Whether you have a need for web development with Microsoft products, open standards, or mobile specific applications for iOS and Android or you are simply interested in updating your knowledge, try one of our classes. We are confident that you will be more than happy and so will your colleagues at work. We design our classes to enable you to bring your new skills to work the next day.

I look forward to seeing you in class this Fall.

Sincerely,
Ann Clarkson
Associate Dean
Continuing & Professional Studies
Baruch College
FALL 2016 CALENDAR
Check our website for the latest information.
calendar.baruched.com
FALL TERM: 9/1/2016 – 12/31/2016
INTERNATIONAL TRADE OPERATIONS & PROCEDURES

We are pleased to offer professional certificate programs in international trade operations and procedures. These programs build on Baruch’s considerable experience in offering degree programs in international business, as well as the decade-long track record of the Weissman Center for International Business in delivering educational programs to Baruch students and to the international business community in New York City. By integrating this experience with Baruch’s Continuing and Professional Studies programs, our goal is to deliver a competitive, industry-focused educational curriculum that will provide the tools needed to achieve professional development goals in international trade.

Dr. Terrence F. Martell
Director, Weissman Center for International Business

CERTIFIED GLOBAL BUSINESS PROFESSIONAL TEST PREPARATION

This test-preparation program has been designed for individuals seeking the Certified Global Business Professional Certification granted by NASBITE (the North American Small Business International Trade Educators). The credential is nationally recognized and is a benchmark for competence in global trade.

For candidates experienced in international trade, the certification confirms that knowledge. For candidates who are just beginning, it establishes a professional development goal to ensure a full understanding of the profession. For companies, it ensures that employees are able to practice global business at the professional level required in today’s competitive environment.

REQUIRED COURSES:
IEM0022 Global Business Management
IEM0023 Global Marketing
IEM0024 Supply Chain Management
IEM0025 International Trade Finance

TEST PREPARATION COURSE:
IEM9202 CGBP Test Preparation

Individual Course Cost: $2,400
Certificate Costs: $2,185

CUSTOMS BROKER LICENSE PREPARATION

This is a group of courses taught by experts in the Customs Broker Licensure Examination (CBLE). The CBLE is offered by Customs twice a year, in April and October. It is a very comprehensive and demanding examination, and the student’s chance of passing the examination is greatly enhanced by taking these courses. In past exams, as few as 16% of those taking the exam passed. It has been reported that those who took a complete, comprehensive series of courses in preparation for the exam increased their chances of passing to at least 70%.

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0013 C-TPAT Workshop
IEM0019 International Supply Chain, Information & Transport Security
IEM0020 Intermodal/Transport Security Workshop
IEM0021 Information Security Workshop

ELECTIVES (CHOOSE 2):
IEM0002 Import Regulations & Documentation
IEM0005 Customs Law
IEM0008 Export Controls & Licenses
IEM0016 AES Workshop

TEST PREPARATION COURSE:
IEM9201 Customs Broker Licensure Test Preparation

Individual Course Cost: $4,745
Certificate Costs: $4,270

INTERNATIONAL SUPPLY CHAIN SECURITY & COMPLIANCE

This is a series of courses, prepared and presented by experienced professionals, that cover a broad range of topics on international trade security and compliance. This certificate course introduces the student to the many issues, both domestic and international, that are reflected in current laws, rules and regulations governing the import and export of goods and services promulgated by both the U.S. and other countries.

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0013 C-TPAT Workshop
IEM0019 International Supply Chain, Information & Transport Security
IEM0020 Intermodal/Transport Security Workshop
IEM0021 Information Security Workshop

ELECTIVES (CHOOSE 2):
IEM0002 Import Regulations & Documentation
IEM0005 Customs Law
IEM0008 Export Controls & Licenses
IEM0016 AES Workshop

Individual Course Cost: $3,985
Certificate Costs: $3,590
TRADE OPERATIONS AND PROCEDURES

This practical, hands-on and comprehensive set of courses concentrates on the procedures, terminology, documentation, and regulations for the import and/or export of goods and services into or out of the U.S. These classes are taught by accomplished and respected practitioners with years of experience in the subject matter that they teach. The certificates are designed to build a complete and cohesive set of skills for a particular area of international trade.

IMPORT

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0002 Import Regulations & Documentation
IEM0003 Tariff Classification & Customs Valuation
IEM0009 International Logistics for the 21st Century

ELECTIVES (CHOOSE 2):
IEM0004 Legal Aspects of International Trade
IEM0005 Customs Law
IEM0007 International Payments: Terms & Procedures
IEM0111 Customs Entry Workshop
IEM0112 C-TPAT: Understanding, Implementing & Updating
IEM0113 C-TPAT Workshop
IEM0114 Global Sourcing & Supply Chain Management

Individual Course Cost: $4,315
Certificate Cost: $3,880

EXPORT

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0006 Export Regulations & Documentation
IEM0008 Export Controls & Licenses
IEM0009 International Logistics for the 21st Century

ELECTIVES (CHOOSE 2):
IEM0004 Legal Aspects of International Trade
IEM0007 International Payments: Terms & Procedures
IEM0016 AES Workshop
IEM0017 NAFTA: Trade Procedures with Mexico & Canada
IEM0018 E-commerce, the Internet & International Trade

Individual Course Cost: $4,315
Certificate Cost: $3,880

INTERNATIONAL ENTREPRENEURSHIP

This certificate is a practical, hands-on, and comprehensive set of courses concentrating on the process of setting up one’s own import or export company. These classes are taught by practitioners with years of experience in the subjects they teach. The content of these courses is meant to give the risk-taker the basic skills and initiative to establish an import or export business.

EXPORT

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0015 Establishing & Organizing an Export Business

ELECTIVES (CHOOSE 1):
IEM0004 Legal Aspects of International Trade
IEM0006 Export Regulations & Documentation
IEM0008 Export Controls & Licenses
IEM0009 International Logistics for the 21st Century
IEM0007 International Payments: Terms & Procedures
IEM0018 E-commerce, the Internet & International Trade

Individual Course Cost: $2,017
Certificate Cost: $1,985

IMPORT

REQUIRED COURSES:
IEM0001 International Trade: Embarking on the Global Marketplace
IEM0010 Establishing & Organizing an Import Business

ELECTIVES (CHOOSE 1):
IEM0004 Legal Aspects of International Trade
IEM0002 Import Regulations & Documentation
IEM0009 International Logistics for the 21st Century
IEM0007 International Payments: Terms & Procedures
IEM0014 Global Sourcing & Supply Chain Management
IEM0018 E-commerce, the Internet & International Trade

Individual Course Cost: $2,017
Certificate Cost: $1,985

The National Customs Brokers and Forwarders Association of America, Inc. (NCBFAA) has approved many courses, workshops, and seminars offered by CAPS for CEUs. The courses and workshops that allow professionals with the Certified Export Specialist (CES) and Certified Customs Specialist (CCS) designations to satisfy their continuing education requirements are identified in the course descriptions on the next page.

Check the seminar listing on the CAPS website for international trade seminars that offer CEUs.

Email CEU requests to Andrea.Huda@baruch.cuny.edu within three months of course completion.
International Trade: Embarking on the Global Marketplace

This course reviews the environmental factors affecting trade, the elements of an international contract, dispute resolution, rates of exchange, pricing terms, negotiation terms and communications, transportation, financing procedures, documentation, insurance, information resources, government regulations and international trade organizations. The course is designed to serve the student who is new to international trade, as well as the student who has limited experience in international trade.

IEM000101C - $719.00  
(10 Sessions) • Days: MON  
6:15PM - 8:45PM • 9/19 - 12/5

IEM000103 - $719.00  
(10 Sessions) • Days: MON/WED  
6:15PM - 8:45PM • 10/17 - 11/16

IEM0001X2 - $719.00  
(10 Sessions) • Days: MON/WED Online Course • 10/17 - 11/16

International Logistics For The 21St Century

This course provides an in-depth examination of the major issues and practical concerns confronting 21st century global logistics. This course will cover regulatory, documentary and operational issues affecting the movement of freight on the ocean, including the structure of the cargo liner industry, vessel types and usage, shore side operations, Intermodalism, the role of the Federal Maritime Commission, service contracts, selecting the right ocean carrier, the role of intermediaries, NVOCC operations and functions, shippers associations, pricing structure and calculation, manifests and cargo documentation and utilizing the Internet as an information resource.

IEM000901C - $719.00  
(10 Sessions) • Days: WED  
6:15PM - 8:45PM • 9/21 - 12/7

Export Controls and Licenses

This course will provide an in-depth analysis of the various aspects of US government regulations and licenses relating to exports. The student will develop a complete understanding of export clearance procedures and the responsibility for knowing the end-user and end-use of their product, will gain an in-depth understanding of the Export Administration Regulations, International Trafficking in Arms Regulations, determination of license requirements and classification of all products under schedule B and will be provided with practical advice on how to work with government agencies such as the Bureau of Industry and Security, the Food and Drug Administration, the State Department, the Department of Defense and the Department of Commerce. NEI 20 CES Units

IEM000801C - $719.00  
(10 Sessions) • Days: TUE  
6:15PM - 8:45PM • 9/20 - 12/6

International Payments: Terms and Procedures

Banking terms and procedures as used in international trade are unique. In this course, the student will learn about drafts or bills of exchange, bills of lading, insurance and commercial invoices. Methods of payment such as cash in advance, open accounts, collection and the various types of letters of credit will also be addressed. Risks, amendments and discrepancies, Uniform Customs and Practices for Documentary Credits (600), Uniform Rules for Collections (URC 522), Bankers Acceptances, Standby Letters, back-to-back Letters of Credit and special-purpose Letters of Credit are also addressed. NEI 20 CCS/CES Units

IEM000701C - $719.00  
(10 Sessions) • Days: MON  
6:15PM - 8:45PM • 9/19 - 12/5

C-TPAT: Understanding, Implementing, Updating

This course will establish a firm basis for understanding the C-TPAT (Customs -Trade Partnership Against Terrorism) program and will enable the student to assist their company in becoming a member of or sustaining their position in C-TPAT. Topics include geared benefit structure, advanced data entry level submission, risk analysis, self-assessment, security planning and program management, business partner requirements, container trailer security, conveyances security, cargo tracing, physical access controls, personnel security, procedural security, security training and threat awareness and outreach, physical security, information technology security and emergency preparedness/disaster recovery.

IEM001201 - $579.00  
(8 Sessions) • Days: WED  
6:15PM - 8:45PM • 10/5 - 11/30

Global Sourcing and Supply Chain Management

Students who complete this course will have a good understanding of the dynamics of sourcing and buying materials and services from other countries. It will provide them with an understanding of the benefits and challenges of global sourcing and teach them how to manage global supplies and build successful international supply relationships. Some of the topics to be covered include strategic supply-management practices, supply base optimization, commodity, supply relationships, creating alliances and partnerships and global sourcing. NEI 20 CCS/CES Units.

IEM001401 - $719.00  
(10 Sessions) • Days: THU  
6:15PM - 8:45PM • 9/22 - 12/1

Tariff Classification and Customs Valuation

This class concentrates on tariff classification and customs valuation, offering an in-depth understanding of these issues. Topics include: section and chapter notes, determining the essential character of a product, special classification provisions, six methods of valuation and obtaining and challenging a classification. Students will thoroughly review the customs valuation laws with an emphasis on both compliance and the opportunity to reduce duty. This topic is vital for preparing to take the Customs Broker License Examination. NEI 20 CCS Units

IEM000301C - $719.00  
(10 Sessions) • Days: WED  
6:15PM - 8:45PM • 9/21 - 12/7
Establishing and Organizing an Export Business

This course offers students practical approaches and techniques for successfully introducing and establishing product lines overseas. Students will be required to complete an ongoing research project to assess an initial international market potential. Interactive class discussions are emphasized.

NEI 20 CES Units

IEM001501C - $719.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

NAFTA: Trade Procedures, Mexico and Canada

Since 1994, the North American Free Trade Agreement (NAFTA) has been designed to eliminate the barriers to trade and to ease the flow of goods between Canada, Mexico, and the U.S. This is a market of over 430 million people with a combined GDP of $14 trillion. This course will provide students with detailed information on NAFTA regulations and documentation, rules of origin and U.S. Customs documentation.

IEM001701 - $579.00
(4 Sessions) • Days: SAT
9:30 AM - 3:30PM • 10/8 - 10/29

Intermodal/Transport Security Workshop

This is a presentation and discussion on current best practices, practical applications and emerging technologies concerning intermodal transport security. Topics covered may include container seals, regulations and applications, security information sharing, infrastructure security, operational threat response, global maritime intelligence integration and container security initiatives update. NEI CCS Units upon request

IEM002001 - $369.00
(2 Sessions) • Days: SAT
9:30 AM - 3:30PM • 11/12 - 11/19

E-Commerce, The Internet and International Trade

Computers and the Internet have had their effect upon international trade. Goods and services are promoted, offered, sold and paid for on the Internet. This course offers students the opportunity to explore the world of trading products using the Internet. There will be discussions and presentations on the range of information available on the Internet for international business, using the Web to do international market research, finding sales leads and making and receiving payments. The essentials of setting up an internationally focused website and finding legal and trade resources worldwide are also included.

IEM001801C - $719.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

International Supply Chain, Information and Transport Security

This course will provide students with a deeper and broader understanding of security issues and will place students in a better position to lead their efforts in participation, compliance and updating. This course will also cover topics such as the US Container Security Initiative, the US Bioterrorism Act, the World Customs Organization and International Maritime Organization initiatives on Safety of Lives at Sea and OFAC. Also the security initiatives of other countries, such as the UK Terrorism Act of 2000, will be addressed. Students will understand the basics of preparing a compliance manual and will learn how a security program can improve the bottom line.

IEM001901C - $719.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Legal Aspects Of International Trade

This course will provide an overview of the regulatory environment that affects international business. Students will review the laws that impact imports and exports. Topics covered will include a comparison of different legal systems, agency and distribution agreements, joint ventures and licensing, intellectual property rights, dispute resolution, trading blocs and tax treaties, antidumping and countervailing duties, product liability and environmental laws.

NEI 20 CCS/CES Units

IEM000401C - $719.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Export Regulations and Documentation

The student will be introduced to US government regulations, such as the Bureau of Industry and Security, CCL and license exceptions, boycott regulations, export documentation licenses, denied parties lists, State Department ITAR regulations, scheduled B classification and valuation, the Automated Export System and documents used to support export transactions. There will also be discussion about hazardous materials, automated systems and claims.

NEI 20 CES Units

IEM000601C - $719.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Customs Law

This course provides a strategic legal perspective to importing requirements and customs rules. There will be a review of US Customs with an emphasis on current compliance issues. The course will also address transfer pricing, change of practice, trans-shipment, country origin rules, anti-dumping implications, customs reorganization, the penalty framework and revised guidelines, valuation statute issues, buyer/seller identification and the establishment of sale of exportation to the US. Actual case studies are used.

NEI 20 CCS Units

IEM0005X1 - $719.00
(10 Sessions) • Days: TUE
Online Course • 9/20 - 12/6

IEM000502C - $719.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Establishing and Organizing an Import Business

Importing into the US can be lucrative. This course provides a detailed approach to developing a new import business or updating an existing one. Students will be introduced to the concepts of a business plan, operational procedures and calculation of pricing including freight and duty charges. Students will review case studies and simulate actual transactions.

NEI 20 CCS Units

IEM001001C - $719.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5
Financial Accounting I

Explore the basic principles and practices of accounting, which will equip you to comprehend and prepare balance sheets, income statements for cash, fixed assets, receivables, and inventory.

ACC00001C - $599.00 (6 Sessions) • Days: SAT 9:30 AM - 3:30 PM • 9/17 - 11/22

ACC000104C - $599.00 (10 Sessions) • Days: TUE 6:15PM - 8:45PM • 9/20 - 12/6

ACC000102C - $599.00 (10 Sessions) • Days: THU 6:15PM - 8:45PM • 9/22 - 12/6

Financial Accounting II

This advanced class will enable you to master topics surrounding advanced depreciation, bonds, stock equity, capital transactions, dividends and investments, subsidiary ledgers, liabilities, and taxes. Real-world examples and case studies will enhance your learning.

ACC000101C - $599.00 (10 Sessions) • Days: MON 6:15PM - 8:45PM • 9/22 - 12/1

ACC000210C - $599.00 (10 Sessions) • Days: MON/WED 6:15PM - 8:45PM • 9/26 - 12/2

Individual Income Taxes

Learn to prepare tax returns now! Guided by a CPA, you will study deductions, dependents, exclusions, optimize returns, withstand audits, exemptions, and cost recovery, learn the laws and regulations needed for the upcoming year.

ACC0000401C - $599.00 (10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/21 - 12/7

Budget Management

In this class, you will learn to optimize budget dollars. Best practices in establishing and monitoring financial plans will be presented, empowering you to effectively set objectives, plan, control variances, identify and control costs, complete break-even analyses, and accurately complete status reports.

ACC000601C - $599.00 (10 Sessions) • Days: MON 6:15PM - 8:45PM • 9/19 - 12/5

Forensic Auditing Practices and Procedures

Forensic auditing is an area targeted for tremendous career growth, in light of developments over the past few years. In this class you will have the opportunity to focus on appropriate approaches to audits, their effectiveness, and how to assess the finances and management practices associated with assets. Historical forensic audits will round out this material, with student analyses of case studies.

ACC000901 - $519.00 (7 Sessions) • Days: THU 6:15PM - 8:45PM • 10/27 - 12/15

Auditing Techniques In Accounting

Acquire the skill set necessary to properly and systematically examine accounts in order to maximize financial efficiencies and minimize monetary loss. Attention will also be given to the evaluation of financial operations, ethics, liability, internal controls and reports.

ACC001801C - $639.00 (10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/21 - 12/7

ACC001802 - $639.00 (5 Sessions) • Days: SAT 9:30 AM - 3:30 PM • 11/5 - 12/10

ACC001803 - $639.00 (3 Sessions) • Days: FRI/SAT/SUN 9:00 AM - 5:00 PM • 12/16 - 12/18

Advanced QuickBooks 2015 For Accounting

This course is designed for the accounting professional eager to learn “best practices” for the implementation and use of the QuickBooks program. Students will learn about the chart of accounts, period-end processing, how to review financial statements, and catch common errors. Prerequisite: ACC0018

ACC001801C - $639.00 (10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/21 - 12/7

ACC002001 - $599.00 (5 Sessions) • Days: SAT 9:30 AM - 3:30 PM • 9/17 - 11/22

Advanced Financial Statement Analysis

This course will look more closely at financial reports. You will develop a fuller appreciation of operating, investing and financing activities, as well as of balance sheets and income statements. Red flags for statement reviewers will be identified and discussed. By the end of this course, you will have the ability to analyze the well-being and growing concern of a company, as well as to create comparisons to industry counterparts.

ACC001801C - $599.00 (10 Sessions) • Days: THU 6:15PM - 8:45PM • 9/22 - 12/1

Federal Income Tax Issues For Small Businesses

If you are a sole proprietor of a business, learning the basics of federal income tax laws that are relevant to you can help you to make informed decisions. This course allows you to gain the knowledge necessary to understand the current tax regulations that impact your business.

ACC001601 - $599.00 (10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/28 - 12/14

Financial Statement Analysis

Being able to read between the lines of a financial statement is an important skill for those seeking to learn more about a corporation. Gain an understanding of the different forms of ownership, profitability, valuation, cash flow, and ratio analysis. Special attention will be paid to the notes to financial statements as prepared in accordance with Generally Accepted Accounting Principles (GAAP).

ACC002001 - $599.00 (5 Sessions) • Days: SAT 9:30 AM - 3:30 PM • 9/17 - 11/22

ACC001601 - $599.00 (10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/28 - 12/14

Intermediate Accounting

Enrich your understanding of assets, liabilities, and earnings in this high-level accounting course. Special attention will be paid to preparing documents for external viewing, especially the policies, practices, and procedures that must be correctly followed.

ACC002301C - $599.00 (10 Sessions) • Days: MON 6:15PM - 8:45PM • 9/19 - 12/5
Analysis Of Financial Data
If accurately interpreted, financial data can reveal a great deal of information about an entity. Acquire skills that professional reviewers employ to make sound decisions for forecasting, financing and risk-assessment purposes. Topics such as liquidity, capital structure, profitability, debt, and operating performance will be discussed in this hands-on course.

ACC000301 - $599.00
(10 Sessions) • Days: TUE 6:15PM - 8:45PM • 9/20 - 12/6

Investigating and Reporting Financial Fraud
This class will enable you to effectively investigate, detect, and report fraud, with an emphasis on financial statement fraud. A case-based approach will be used to help you acquire practical techniques for determining fraud, poor accounting practices and questionable ethics.

ACC000801 - $519.00
(7 Sessions) • Days: MON 6:15PM - 8:45PM • 10/17 - 11/28

Ethics and Law Of Forensic Accounting
This course will familiarize you with appropriate techniques for implementing an ethical framework during the audit process and will expose you to the relevant body of law.

ACC001001 - $519.00
(7 Sessions) • Days: WED 6:15PM - 8:45PM • 10/19 - 12/7

Advanced Financial Reporting
This class will enable you to define regulations such as Sarbanes-Oxley, as well as others such as FASB and ERISA, to ensure accurate and compliant reporting in the national and international domains.

ACC001701C - $599.00
(10 Sessions) • Days: THU 6:15PM - 8:45PM • 9/22 - 12/1

Forensic Accounting: An Introduction to Fraud
This three session prep course is specifically designed for non-accountants who are pursuing the Forensic Accounting certificate. This course will focus on basic accounting concepts including the accounting equation, cost basis, the matching principle and materiality. Students who have background in accounting but have not practiced it are also encouraged to take this course.

ACC003001 - $219.00
(3 Sessions) • Days: TUE 6:15PM - 8:45PM • 9/27 - 10/19

Bribery, Corruption and Procurement Fraud
This seven session course is specifically designed to complement the three other courses already included in the Forensic Accounting certificate. The course provides the knowledge necessary to understanding key trends in bribery and corruption including international and local risk factors, bribery and corruption schemes and global enforcement trends, including FCPA provisions. Additionally, the course will focus on procurement and vendor fraud schemes and will offer mitigation strategies. The course will provide students with practical knowledge that is required in today’s marketplace.

ACC003101 - $519.00
(5 Sessions) • Days: TUE 6:00PM - 9:30PM • 11/1 - 12/13

ACCOUNTING PRINCIPLES CERTIFICATE
This certificate is intended for those seeking a strong foundation in accounting, whether to advance their careers, to manage their own businesses, or for personal interest. Participants will learn how to develop a set of financial controls and gain the skills needed to measure, record, and report business transactions.

REQUISITED SEQUENCE OF CLASSES:
ACC0001 Financial Accounting I
ACC0002 Financial Accounting II
ACC0004 Individual Income Taxes
ACC0006 Budget Management
ACC0015 Auditing Techniques in Accounting

ELECTIVES (CHOOSE 2):
ACC0018 Accounting with QuickBooks
ESB0001 Business Development
ACC0030 Financial Statement Analysis
EBC0037 Communicating in Finance and Accounting

Individual Course Cost: $4,235
Certificate Cost: $3,855

ADVANCED ACCOUNTING CERTIFICATE
This certificate, designed for financial managers who require advanced accounting and financial analysis skills, provides an in-depth understanding of public and private accounting issues. The certificate is industry-driven and led by industry professionals. Courses explore the factors that drive accounting and financial reporting.

REQUISITED COURSES:
ACC0003 Analysis of Financial Data
ACC0016 Federal Income Tax Issues for Small Businesses
ACC0017 Advanced Financial Reporting
ACC0023 Intermediate Accounting

ELECTIVES (CHOOSE 2):
ACC0019 Advanced QuickBooks for Accounting
ACC0021 Advanced Financial Statement Analysis
MGT0014 Business Statistics
MGT0027 Business Law

Individual Course Cost: $3,596
Certificate Cost: $3,275

FORENSIC ACCOUNTING CERTIFICATE
This certificate provides students with a comprehensive program of study in forensic accounting practices. Courses teach the investigation, litigation, prevention, and reporting practices surrounding issues of fraud.

REQUISITED COURSES:
ACC0008 Investigating & Reporting Financial Fraud
ACC0009 Forensic Auditing Practices & Procedures
ACC0010 Ethics & Law of Forensic Accounting
ACC0030 Forensic Accounting: An Introduction to Fraud
ACC0031 Bribery, Corruption & Procurement Fraud

Individual Course Cost: $2,295
Certificate Cost: $2,195
PAYROLL

PAYROLL-PAYTRAIN CERTIFICATE

This certificate program, intended for those with little payroll experience who want to enter or advance in the field, is ideal for organized people who possess strong analytical and problem-solving skills. Upon completion and with appropriate on-the-job experience, students are prepared to sit for the American Payroll Association’s Fundamental Payroll Certification (FPC) exam. Certificate price includes textbooks.

REQUIRED COURSES:
PRL0004 PayTrain Fundamentals
PRL0005 PayTrain Mastery

Individual Course Cost: $2,458
Certificate Cost: $2,245

PayTrain Fundamentals
This course teaches fundamental payroll calculations and applications, providing you with the basic knowledge and skills required to maintain payroll compliance and avoid costly penalties. This course is ideal for new payroll professionals, those who support the payroll industry, and those who are preparing for FPC certification. Materials fee included in tuition (textbooks, interactive on-line access).

PRL000401 - $1,149.00
(5 Sessions) • Days: SAT 9:30 AM - 4:30PM • 9/17 - 11/22

PRL000402 - $1,149.00
(10 Sessions) • Days: MON/WED 6:15PM - 9:15PM • 9/21 - 11/2

PayTrain Mastery
PayTrain Mastery is a comprehensive course providing you with a solid understanding of advanced payroll topics necessary for payroll managers and supervisors. This course is ideal for experienced payroll professionals seeking compliance training, professional development or CPP certification preparation. Please note: PayTrain Fundamentals (PRL0004) is a prerequisite. Materials fee included in tuition (Textbooks, interactive on-line access)

PRL000501 - $1,309.00
(6 Sessions) • Days: SAT 9:30 AM - 4:30PM • 11/5 - 12/17

PRL000502 - $1,309.00
(12 Sessions) • Days: MON/WED 6:15PM - 9:15PM • 11/9 - 12/21

BOOKKEEPING

BOOKKEEPING CERTIFICATE

This AIPB-endorsed certificate program, designed for people with little or no experience in bookkeeping, teaches basic bookkeeping skills and prepares students to sit for the AIPB exam. (AIPB certification is required for staff bookkeepers in many large companies.) Completion of the certificate prepares the student to work independently as a full-charge bookkeeper.

REQUIRED SEQUENCE OF CLASSES:
BKP0001 Essentials of Bookkeeping
BKP0002 Advanced Bookkeeping
ACC0018 Accounting with QuickBooks
ACC0019 Advanced QuickBooks for Accounting

EXAM REVIEW OPTION:
BKP9201 Bookkeeping Certification Exam Review

Textbook is included for exam review.

Individual Course Cost with BKP9201: $4,165
Certificate Cost with BKP9201: $3,785
Individual Course Cost without BKP9201: $2,876
Certificate Cost without BKP9201: $2,615

Essentials Of Bookkeeping
With this course, you are on your way to becoming a certified bookkeeper. Topics to be covered include the principles of the accounting cycle for service businesses, general journals and ledgers, adjusting entries and the worksheet, closing entries and post-closing trial balance. You will also learn payroll concepts, including employee earnings and deductions, as well as employer taxes, payments, and reports.

BKP000101 - $799.00
(10 Sessions) • Days: TUE 6:15PM - 9:15PM • 9/26 - 12/12

BKP000102 - $799.00
(10 Sessions) • Days: MON 1:00PM - 4:00PM • 9/26 - 12/12

Advanced Bookkeeping
Building upon previously learned concepts, you will expand your skills and abilities to the level of a full-charge bookkeeper. Concepts covered will pertain to merchandising businesses, such as adjusting entries for supplies and the periodic inventory system. Other processes to be explored include classified financial statements, closing and reversing entries, ending inventory and inventory valuation.

BKP000201 - $799.00
(10 Sessions) • Days: SAT 9:30 AM - 4:30PM • 9/24 - 12/17

BKP000202 - $799.00
(10 Sessions) • Days: MON 6:15PM - 9:15PM • 9/26 - 12/12

Bookkeeping Certification Exam Review Course
This course is designed as the final step in the Bookkeeping Certificate sequence and as comprehensive test preparation for anyone preparing to take the American Institute of Certified Bookkeeping Examination. It includes an intensive review of the six tested subject areas, practice questions and test-taking techniques to ensure success. Plus, students receive individual attention. Tuition fee includes AIPB materials purchased and distributed by CAPS. Students who withdraw from the course or cancel their registration are responsible for a $65 returned materials fee.

BKP920101 - $1,289.00
(10 Sessions) • Days: SAT 9:30 AM - 4:30PM • 9/24 - 12/17
FINANCE

Principles Of Finance
Take your knowledge to the next level through careful study of the basics, including security pricing, valuation of annuities, measurement of risk and return, and capital budgeting. With this course, you will gain a thorough understanding which will carry you through subsequent courses in this intriguing field.
FIN000102 - $599.00
(5 Sessions) • Days: SAT
9:30 AM - 3:30PM • 9/17 - 11/22

FIN000101C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Corporate Finance and Valuation
If you already have a general grasp of finance, you will appreciate this opportunity to apply what you know to the world of corporations. Through case studies, you will see first-hand how to advance capital budgeting, structure, and financial policy relate to debt and equity, dividend policy, taxation issues, and M and As. If you are looking to understand sound decision-making and practices as they relate to corporations, this course is for you. Pre-requisite is: Principles of Finance
FIN000201C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Debt And Fixed Income Markets
Upon completion of this course, you will have a comprehensive knowledge of the behavior of market interest rates, the pricing of bonds, measures of yield and return, duration and immunization, yield curves and secured and unsecured debt. Emphasis will also be placed on the role of US Treasury securities.
FIN001101C - $599.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Equity Markets and Portfolio Theory I
This course is mandatory for students enrolled in the Finance Certificate programs. Students will focus on the concepts of Modern Portfolio Theory and the Efficient Market Hypothesis. The course will also outline the basics of portfolio optimization and asset allocation. Students will review equity market valuation models; risk-reward dimensions of investing; systematic and unsystematic risk; as well as fiscal and monetary policies. Fundamental and technical analysis theories, market anomalies, ETF’s and Indexes will also be discussed. Extensive use of online testing is a component of this class. PC access is a must. Prerequisite: Personal Investments 1 Required HP-12C Financial Calculator
FIN000301C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Equity Markets and Portfolio Theory II
Equity Markets 11 is a continuation of Equity Markets 1. Therefore, this course is only open to those who have successfully completed Equity Markets 1. This semester involves greater use of statistical analysis and mathematical formulas. This is an intensive course. Students should expect to devote a minimum of two hours a week to required readings, with at least an additional three hours a week to online testing and portfolio construction. Upon completion of the course, students should be able to: Understand equity market valuations. Do online research of various asset classes. Analyze results of security selections.
FIN000401C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Investment Banking
With this course, you will be introduced to the world, processes, and mindset of investment banking. Topics will include the securities framework and regulations, company and situation analysis, due diligence, the sequence and practicalities of handling transactions from start to completion, and discussion of specific product approaches to client situations. Guest speakers from the banking industry will participate to help bring the subject to life.
FIN000701 - $599.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Capital Markets
The course offers students an introduction to capital markets. It gives a historic overview and explores the risk and return for investing in these markets. The course goes into an in-depth discussion and analysis of the Equity, Debt and Derivative markets and addresses both the primary and secondary procedures, as well as their roles in the overall economic environment.
FIN000801 - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Introduction To Derivatives Markets
Financial derivatives, whose valuation depends on a risk factor, will be defined, explored, and valued in this predominantly quantitative course. Binomial and Black Scholes models will be reviewed and applied to different scenarios. You will also learn hedging strategies effective in mitigating risk in this ever-changing market.
FIN000901C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Entrepreneurial/Venture Finance
Explore the world of start-ups with this course which addresses financing new companies. Topics to be covered include forecasting, planning and control, valuation models and market standards and practices. Strategies for successful negotiations will be discussed.
FIN001301C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Money And Banking
In this course, learners will explore the nature of money, its functions, the U.S. Financial System, and the Federal Reserve. Also to be covered are the roles of financial institutions and the markets, interest rates, the nuances of the banking industry, money supply, pricing, and monetary policy.
FIN001501 - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Personal Investments I
Here is an introductory course for individuals who would like to enhance their knowledge and experience in order to make better investment decisions. You will learn how to read financial pages and analyze the risks and rewards of investing.
INV00101C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6
INV00102 - $599.00
(5 Sessions) • Days: SAT
9:30 AM - 3:30PM • 11/5 - 12/10

www.baruched.com 646-312-5000
ADVANCED FINANCE AND INVESTMENT CERTIFICATE

This certificate is for services personnel and managers who require intermediate- and advanced-level capital markets training. Learn what drives the global equity, fixed-income, and derivatives markets.

**Prerequisites:** Bachelor's or advanced degree in finance, accounting, or economics, or the Finance and Investment Principles certificate.

**REQUIRED COURSES:**
- FIN0009 Introduction to Derivative Markets
- FIN0011 Personal Investments I
- FIN0013 Corporate Finance & Valuation
- FIN0003 Equity Markets & Portfolio Theory I
- FIN0008 Capital Markets

**Individual Course Cost:** $3,596
**Certificate Cost:** $3,275

FINANCIAL PLANNING PROGRAM

Suitable for both entry-level and practicing professionals looking to distinguish themselves as objective financial planners, whether as individual practitioners or as planners sponsored by large advisory companies. This certificate offers a comprehensive review of the fundamentals of financial planning and uses a curriculum developed by the College for Financial Planning. Courses provide the opportunity to learn and apply financial planning techniques in a classroom environment, with an emphasis on real-world application and problem solving. Tuition includes access to the College of Financial Planning's website and the cost of textbooks.

**REQUIRED COURSES:**
- CFP0002 Financial Planning Process & Insurance Planning
- CFP0003 Investment Planning
- CFP0004 Tax Planning
- CFP0005 Retirement Planning & Employee Benefits
- CFP0006 Estate Planning
- CFP0007 Financial Planning Development for CFP Certification

**Individual Course Cost:** $6,785
**Certificate Cost:** $6,185

INVESTMENTS

**FINANCE AND INVESTMENT PRINCIPLES CERTIFICATE**

This certificate provides an excellent foundation for those entering or considering a transition into the field of finance. Serving as an introduction to the world of financial and investment decision-making, the program also serves those considering a graduate-level degree in the field of finance, as well as non-finance professionals and others requiring a deep understanding of finance and investment principles.

**REQUIRED COURSES:**
- ACC0020 Financial Statement Analysis
- INV0001 Personal Investments I
- FIN0001 Principles of Finance
- FIN0002 Corporate Finance & Valuation
- FIN0003 Equity Markets & Portfolio Theory I
- FIN0008 Capital Markets

**Individual Course Cost:** $3,596
**Certificate Cost:** $3,275

**ADVANCED FINANCE AND INVESTMENT CERTIFICATE**

This certificate is for services personnel and managers who require intermediate- and advanced-level capital markets training. Learn what drives the global equity, fixed-income, and derivatives markets.

**Prerequisites:** Bachelor's or advanced degree in finance, accounting, or economics, or the Finance and Investment Principles certificate.

**REQUIRED COURSES:**
- FIN0009 Introduction to Derivative Markets
- FIN0011 Debt & Fixed Income Markets

**ELECTIVES (CHOOSE 3):**
- ACC0021 Advanced Financial Statement Analysis
- FIN0004 Equity Markets & Portfolio II
- FIN0007 Investment Banking
- FIN0103 Entrepreneurship & Venture Finance
- INV0009 Wealth Management

**Individual Course Cost:** $2,996
**Certificate Cost:** $2,725

**Wealth Management**

Designed to help individual investors understand and evaluate the wealth management landscape. Become educated on how to become a better consumer of financial products and services.

**INV000901C** - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5
Negotiation, Decision Making and Conflict Management

This experiential course is intended to help you better understand the theory, processes, and practices of negotiation, conflict resolution and decision making so that you can be a more effective negotiator in a wide variety of situations. The course utilizes class discussions and simulations in both one-on-one and group situations.

MGT000901C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

MGT000902 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 9/23 - 9/25

MGT000903 - $599.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:00PM • 12/3 - 12/10

Business Law

After a review of the doctrines governing principal and agent, the course will examine the laws governing partnerships and corporations. Students will focus on formation, operation, internal relationships and dissolution of these entities under New York law.

MGT002701 - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Strategic Planning

Strategic planning is both an art and a skill. Students in this course will learn how to break down a business plan, identify its weak points and realign its components to create a stronger successful plan. The secondary goal of a strategic plan is to bolster support, in which students will learn the art of selling the plan.

MGT002501 - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Contemporary Management Practices

This course covers the basic structure of an organization and how the essential managerial functions of planning, organizing, motivating, directing, controlling, and leading relate to one another as well as to the organizations mission. The course also introduces the psychology of management, interpersonal dynamics between managers and employees, power and politics, and organizational change.

MGT005101C - $599.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

The Art Of Supervision: Confronting The Difficult Employee

This practical approach to working with others will include improving group performance, exerting authority, time management and staffing interviewing. In this constantly changing business environment, sticky situations are bound to arise. The course will distinguish between coaching, counseling and correcting employee performance through the use of case studies, simulations and group discussion.

MGT005201C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

MGT005202 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 12/2 - 12/4

Finance for Non-Financial Managers

This course is for managers, supervisors and professionals who want to understand the basics of finance and accounting. The course benefits any manager, business executive or owner who needs to understand, prepare, analyze and communicate financial information. Topics include: introduction of basic accounting and financial concepts; financial statements, such as the balance sheet, income statement, cash flow, and financial ratios; application of accounting and financial principals to managerial decisions; and more. The course addresses the basic understanding that sound financial decisions are based on choosing accounting methods which increases your cash flows, help you manage the business and improve the bottom line.

MGT005301 - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Planning And Managing Organizational Change

Because change is inevitable and constant in this new global business environment, managing change is critical. This case-study-based course will prepare managers and business professionals responsible for facilitating or managing change initiatives, identifying key business drivers that typically underlie the need for organizational change. Learn different techniques and interventions for working with resistance in various organizational settings. Click here if you are interested in group rates or the 10% corporate learning partners discount.

MGT005401C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

MGT005402 - $599.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:00PM • 10/15 - 10/22

Creating Effective Teams And Partnerships

Developing teamwork is essential in orchestrating and driving organizational success. This course will teach you the essential tasks needed to perform to build an effective team, and provide you with effective techniques you can use for each of those tasks. These skills and tools will give you the team-leadership abilities that are an asset to any type of organization.

MGT005501C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

MGT005601C - $599.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/6

MGT005802 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 11/4 - 11/6

From Manager To Coach: Achieving Team Excellence Through Coaching

Effective coaching has proven to be one of the most powerful tools at the disposal of managers at all levels. This intervention-based course will address the one-on-one process between manager and employee. When properly utilized, coaching can have a significant impact on absenteeism, turnover and overall productivity.

MGT005501C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Business Ethics And Corporate Social Responsibility

This course will focus on identifying and solving real-world ethical dilemmas present in corporate life. We will examine business ethics from the 1990s through today’s ongoing trials and revelations with an emphasis on what caused members of the business community to distort and manipulate the truth at the expense of stakeholders. Case studies will be drawn from real-life examples of ethical failures and successes.

MGT005601C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

www.baruched.com
BUSINESS MANAGEMENT CERTIFICATE

It is essential that you stay up-to-date with the skills and knowledge needed to manage. This certificate program allows you to obtain the maximum results from your employees, peers, and supervisors. Regardless of your industry or field, this certificate will allow you to develop the core competencies that all supervisors require. Courses deliver comprehensive, hands-on training in supervision, project management, time and budget management, effective communication, goal-setting, decision-making, providing feedback, and coaching.

REQUIRED COURSES:
- MGT0051 Contemporary Management Practices
- MGT0052 The Art of Supervision: Confronting the Difficult Employee
- PPM0001 Fundamentals of Project Management
- MGT0009 Negotiation, Decision-Making, and Conflict Management
- HRM0027 Performance Management

Individual Course Cost: $2,996
Certificate Cost: $2,725

ADVANCED BUSINESS MANAGEMENT CERTIFICATE

By pursuing this certificate, you will study emergent trends in organizational behavior, change management, effective teamwork and strategic planning. Employees with some management experience looking to advance their careers and senior managers considering leadership positions are encouraged to enroll. After completion, students should have the skill set to lead their industries, communicate effectively among all employment levels, supervise, accept change, manage conflict, and build successful teams.

REQUIRED COURSES:
- MGT0025 Strategic Planning
- MGT0058 Creating Effective Teams & Partnerships
- MGT0054 Planning & Managing Organizational Change
- HRM0009 Organizational Behavior
- HRM0025 Talent Management & Succession Planning

Individual Course Cost: $2,996
Certificate Cost: $2,725

FOUNDATIONS OF BUSINESS PRINCIPLES CERTIFICATE

This certificate program prepares those who hold a BA degree for business school, and provides an introduction to the business world with a focus on finance, accounting, or management.

Often taken as a preliminary or “core” certificate, this program serves as a stepping stone for students who want to further develop their skills and abilities through more specialized certificate programs available at Baruch College CAPS.

REQUIRED CORE COURSES:
- ACC0001 Financial Accounting I
- HRM0001 HR Management
- ESB0001 Understanding the Business
- FIN0001 Principles of Finance

TRACK 1: ACCOUNTING
- ACC0020 Financial Statement Analysis
- ACC0002 Financial Accounting II

TRACK 2: FINANCE
- FIN0002 Corporate Finance & Valuation
- INV0001 Personal Investments I

TRACK 3: MANAGEMENT
- MGT0054 Planning & Managing Organizational Change
- MGT0009 Negotiation, Decision-Making & Conflict Management

Individual Course Cost: $3,513
Certificate Cost: $3,275
PROJECT MANAGEMENT CERTIFICATE

Utilize the latest manual and computerized tools to learn how to structure, schedule and implement a project plan, develop a risk-management process, review assumptions, manage resources, establish controls, and track and report progress. Whether you want to learn project management, become certified, or both, we have the certificate program for you. Program participants with the required work experience are eligible to sit for the Project Management Professional (PMP) and Certified Associate in Project Management (CAPM) exams.

REQUIRED SEQUENCE OF CLASSES:

- PPM0001 Fundamentals of Project Management
- PPM0002 Advanced Professional Project Management
- PWR3257 Microsoft Project
- MGT0009 Negotiation, Decision-Making & Conflict Management

ELECTIVES (CHOOSE 1):

- PPM0008 Client Management
- PPM0013 Leadership Skills for Project Managers
- MGT0058 Creating Effective Teams & Partnerships

Individual Course Cost: $3,036
Certificate paid in full: $2,765
Business Writing
This course focuses on professional written communication. Students learn to write clear, concise, and effective business letters, memos, reports, email, texts, and proposals. Additionally, students learn to target their message for stakeholders (superiors, colleagues, employees, and clients) using effective tone, language structure, and word choice.

EBC001801 - $499.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 11/29

Oral Communication Skills for Professionals
Oral communication skills are essential to professional success. In this course, students improve their ability to lead meetings, conduct telephone and conference calls, and communicate with superiors, colleagues, employees, and clients. Activities focus on simulated role-plays, practice exercises, and oral communication strategies.

EBC002001 - $499.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Business Presentations
Giving effective presentations is critical to professional success. In this class, students learn how to organize messages, choose appropriate language for informing, persuading and influencing audiences in different professional contexts and deliver interactive and engaging formal and informal presentations using PowerPoint.

EBC002101 - $499.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Grammar for Better Professional Communication
We are often judged by our ability to use language that is grammatically correct. In this course, students improve their grammar through targeted oral and written communication exercises. Activities and strategies are customized to meet specific professional and communication needs. Students build confidence as they develop their ability to refine their language structure.

EBC002901 - $499.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Cross-cultural Communication
In today’s global environment, communicating effectively with audiences from different countries and cultures is essential to business success. In this course, students improve their ability to communicate by utilizing sensitive cross-cultural writing and speaking techniques. Students learn to use appropriate eye contact, body language, space/proximity, negotiating, and credibility building in a variety of cultural contexts.

EBC003401 - $499.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Leadership Communication
Successful leadership starts with effective communication. In this course, students develop the communication strategies needed to motivate and persuade colleagues, employees and stakeholders. Through lecture, discussion and hands-on activities, students enhance their power by learning how to listen actively, target messages, influence an audience, and incorporate effective style.

EBC003601 - $499.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

Career Planning and Development
In this course you will learn how to conduct an effective job search, write a successful resume and cover letter, enhance your interviewing skills, and how to effectively use professional social media tools like LinkedIn. You will also learn how to negotiate your salary, benefits, and work environment to advance your career. You will gain a deeper understanding of corporate culture and employer expectations.

EBC004201 - $499.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Communicating in Finance and Accounting
Numbers tell only half the story. This course provides students with the communication tools needed to succeed in the areas of finance, accounting and banking. Students learn how to write and speak clearly, concisely and accurately for clients, investors, employers and other major stakeholders. Additionally, students work on reports, proposals, explaining financial statements to lay audiences, and formal and informal presentations.

EBC003801 - $499.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 11/29

Corporate Communication
Job competition is fierce. To get ahead, the most effective corporate communication strategies are needed. In this course, students learn crisis communication, successful internal and external communication tips and the latest digital tools for getting messages across to a wide-ranging audience.

EBC003901 - $499.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 11/29

Communication About U.S. Business And Politics
This interactive and challenging course provides you with a broad overview of current trends in American industries, markets and government. You will develop your knowledge and critical thinking skills by reading newspaper, magazine and journal articles, writing summaries and reaction papers, discussing news programs and films, participating in presentations and debates and conducting a short research project.

CAB000101 - $599.00
(20 Sessions) • Days: MON/WED
4:00PM - 6:00PM • 9/19 - 12/7
CERTIFICATE IN PROFESSIONAL COMMUNICATION

This certificate is designed for professionals seeking to polish and expand their communication skills. It combines practical coursework in written and oral communication. Each course focuses on some aspect of creating clear, concise, persuasive, and effective messages for a variety of audiences, including employers, colleagues, direct reports, and clients. In order to complete the certificate, a student needs to take all four required courses and one of the elective courses (five courses in total).

REQUIRED COURSES:
- EBC0030 Speaking with Confidence
- EBC0020 Oral Communication Skills for Professionals
- EBC0021 Business Presentations
- EBC0018 Business Writing

ELECTIVES (CHOOSE 1)
- EBC0029 Grammar for Better Professional Communication
- EBC0034 Cross-Cultural Communication
- EBC0036 Leadership Communication
- EBC0037 Communicating in Finance & Accounting
- EBC0038 Corporate Communication

Individual Course Cost: $2,495.00
Certificate Cost: $2,295.00

Business Communication

Having effective communication skills is critical in today's job market. In this course, you will enhance your business communication skills through a solid foundation in theory, practice and extended application. You will write clear and concise email, memos, letters, reports and proposals. Additionally, you will give a presentation, lead simulated business meetings and practice telephone and conference call strategies.

CAB000201 - $599.00
(20 Sessions) • Days: TUE/THU 4:00PM - 6:00PM • 9/20 - 12/6

Managing Your Career

In this course you will learn how to conduct an effective job search, write a successful resume and cover letter, and enhance your in-person and telephone interviewing skills. You will also learn how to negotiate your salary, benefits, and work environment to advance your career. Finally, you will gain a deeper understanding of corporate culture and employer expectations.

CAB000301 - $599.00
(20 Sessions) • Days: MON/WED 4:00PM - 6:00PM • 9/19 - 12/7

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CAPS DISABILITY ACCOMMODATIONS

If you wish to inquire about disability services, please contact CAPS at 646-312-5000 to discuss your needs. Requests for accommodations must be accompanied by documentation of disability. Please submit requests and documentation four weeks before the class start date to ensure that reasonable accommodation requests can be processed in a timely manner.

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HUMAN RESOURCES

Human Resources Management
This course covers the HR functions necessary for optimal performance, including management practices, staffing, strategic planning, globalization, employee engagement, going digital, and current HR trends.

HRM000101 - $599.00
(5 Sessions) • Days: SAT
9:30 AM - 3:30PM • 9/17 - 10/22

HRM000102 - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/26 - 12/12

Recruitment, Selection and Employment Practices
This course provides an overview of the recruitment process, from sourcing candidates, analyzing jobs, preparing job requisitions, interviewing, and candidate assessment.

HRM000201C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Compensation and Benefits
This course teaches learners the basic components of compensation and benefits. From developing rewards strategies and establishing classifications, plan design, health care, retirement plans, and more.

HRM000401 - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/28 - 12/14

Succession Planning and Talent Management
Managing your top talent can help ensure that your organization stays ahead of the curve. Learn how to manage your organizational talent, perform succession planning, and move star performers to places where they will have the most influence.

HRM002501 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 12/9 - 12/11

GBA 1: Group Health Plan Design
The coverage of health care benefits begins with a discussion of the environment of health care and health care plans, followed by health plan designs and cost-control techniques.

CEB000101 - $659.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Training and Development
This course will examine the role of training in the workplace and current theory relevant to the subject. The course will focus on assessing needs, setting objectives, choosing instruction strategies, resources and methods, and evaluating results using practical examples.

HRM000501 - $599.00
(10 Sessions) • Days: TUE/THU
6:15PM - 8:45PM • 11/1 - 12/8

Organization Behavior
Study many of the factors that influence employee behavior in this practical, hands-on course. Concepts covered include motivational theories, interpersonal relations, team dynamics, leadership, and enabling you to effectively analyze the culture of your organization.

HRM000901C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Strategic Human Resources
In this capstone course, students will incorporate knowledge acquired in previous classes to comprehend the human capital framework, focusing on numerous issues including organization design, outsourcing, talent policies and practices, health and benefits, and selection and onboarding, among others.

HRM001201 - $599.00
(5 Sessions) • Days: SAT
9:30 AM - 3:30PM • 11/5 - 12/10

Performance Management
In this course dedicated to managing performance, learners will develop an understanding of the strategic, tactical, and legal components of performance management. Defining performance, measuring results and behaviors, conducting appraisals, and employee development will be covered, through practical exercises and case studies.

HRM002701 - $599.00
(10 Sessions) • Days: TUE/THU
6:15PM - 8:45PM • 9/20 - 10/27

HRM002702 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 11/4 - 11/6

CEBS - GBA 2: Group Benefits Management
Following coverage of the various forms of life insurance benefits provided through the employment relationship, GBA 2 examines a wide variety of other welfare benefits including: dependent care and family leave benefits; work/life benefits—such as financial planning, adoption assistance, legal services, education assistance, and more.

CEB000201 - $659.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

CEBS - RPA 1: Retirement Plan Design
This course focuses on individual retirement needs, employer-sponsored programs, and plan design considerations. Additionally, an overview of retirement plans, the primary provisions of Social Security, tax-qualified plans, 401(k) plans 403(b), and 457 plans found in the nonprofit and public sectors.

CEB000301 - $659.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

CEBS - RPA 2: Retirement Plan Management
This course examines approaches to enhancing retiree financial security. The impact of various types of retirement planning structures and the importance of effectively managing retirement assets are discussed, investment principles, (IRAs), Keoghs, benefit structures, and more.

CEB000401 - $659.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

CEBS - CMS 1: HR and Compensation Management
Employee benefits continue to be an integral part of the human resources and compensation management functions of an organization. The first part provides an overview of human resource management, including a discussion of internal and external factors affecting supervision. Issues related to creating effective training and development programs and dependable performance assessment systems are emphasized.

CEB000501 - $659.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6
HR FUNDAMENTALS CERTIFICATE

Designed for those new to the field of human resources or seeking to expand areas of general expertise, this program covers many of the basic elements essential for proper consideration of compensation, benefits, and employment law and labor relations. Also considered are the more interpersonal elements of performance management, recruitment, and general human resources topics. The certificate concludes with a capstone course in Strategic Human Resources, linking best practices in the field to the bottom line.

REQUIRED SEQUENCE OF CLASSES:

- HRM0001 Human Resource Management
- HRM0004 Compensation & Benefits
- HRM0006 Employment Law & Labor Relations
- HRM0027 Performance Management
- HRM0028 Recruitment, Selection & Employment Practices
- HRM0012 Strategic Human Resources

Individual Course Cost: $3,596
Certificate Cost: $3,275

COMPENSATION AND BENEFITS CERTIFICATE

In this advanced program, learners will build on the knowledge gained through real-world and classroom experience by delving deeper into critical components of proper compensation and benefits administration. Working with technology and vendors will also be discussed.

Prerequisite: HRM0004 Compensation & Benefits

REQUIRED COURSES:

- HRM0032 Benefits II
- HRM0014 Compensation II
- HRM0007 HRIS
- MGT0053 Finance for Non-Financial Managers
- HRM0012 Strategic HR

ELECTIVES (CHOOSE 1):

- MGT0054 Planning & Managing Organizational Change
- MGT0009 Negotiation, Decision-Making & Conflict Management
- EBC0036 Leadership Communication

Individual Course Cost: $3,596
Certificate Cost: $3,275

ORGANIZATION DEVELOPMENT CERTIFICATE

In this advanced program of HR study, attention will be paid to the human element of the field. Learning techniques for talent management, succession planning, and training and development will keep students at the forefront of new developments and best practices.

REQUIRED COURSES:

- HRM0009 Organization Behavior
- HRM0005 Training & Development
- MGT0051 Contemporary Management Practices
- HRM0012 Strategic HR
- HRM0027 Performance Management

Electives (choose 1):

- HRM0025 Talent Management & Succession Planning
- MGT0054 Planning & Managing Organizational Change
- MGT0009 Negotiation, Decision-Making & Conflict Management
- EBC0036 Leadership Communication

Individual Course Cost: $3,596
Certificate Cost: $3,275

SHRM ESSENTIALS OF HR MANAGEMENT PROGRAM

This introductory course in HR management provides a broad overview of the HR function. It is designed to help front-line managers, supervisors, and junior-level HR staff effectively handle issues related to performance management, recruiting, retention, compensation, and the latest updates in labor laws, such as FLSA, FMLA, and more. Those who complete this course receive a Certificate of Human Resource Management from SHRM.

Certificate Cost:

- Individual Course Cost: $3,596
- Certificate Cost: $3,275

2016 SHRM LEARNING SYSTEM FOR SHRM-CP/SHRM-SCP

Our SHRM-CP/SHRM-SCP certification preparation course is designed primarily for individuals seeking credentials that focus on identifying and testing the knowledge and practical real-life experiences HR professionals around the world need to excel in their careers today.

Earning your SHRM Certified Professional (SHRM-CP) or SHRM Senior Certified Professional (SHRM-SCP) credential establishes you as a recognized expert in the HR field. These new certifications recognize that HR professionals are at the core of leading organizational success.

For more information on these new credentials visit www.shrmcertification.org

For those not seeking certification, this course provides a comprehensive and accelerated option for professional development.

REGISTER TODAY

shrm.baruched.com
MARKETING AND SALES

MARKETING CORE CERTIFICATE
Learn how to market your company's products and services to increase sales or brand an image. Completion of this program can also prepare participants for the future, with an in-depth review of marketing communications or marketing strategy.

REQUIRED SEQUENCE OF CLASSES:
- MKT0001 Marketing for New Marketers
- MKT0033 Integrated Marketing Communications
- MKT0032 Managing Your Product
- MKT0042 Pricing Issues
- MKT0046 Effective Channel Management
- MKT0020 Building Your Brand

Individual Course Cost: $3,596
Certificate Cost: $3,275

MARKETING STRATEGY CERTIFICATE
This program provides an understanding of the most significant ways a company can increase its competitive position: market segmentation and targeting, positioning, brand management, new-product development, competitive intelligence, product management, and marketing planning. Completion of this program prepares participants to position a company for long-term competitiveness.

REQUIRED COURSES:
- MKT0039 Marketing Strategy
- MKT0026 Marketing Management
- MKT0041 New-Product Development
- MKT0040 Target Marketing
- MKT0033 Integrated Marketing Communications
- MKT0031 Understanding Your Customer

Individual Course Cost: $3,596
Certificate Cost: $3,275

MARKETING COMMUNICATIONS CERTIFICATE
Learn more about how to promote a company's products and services in order to better increase sales or improve a brand image. This program provides an understanding of the most significant ways a company can promote its products and services: advertising, marketing, public relations, direct marketing, sales promotions, Internet marketing, sales, and media planning. Completion of this program prepares participants to promote a company's products and services.

REQUIRED COURSES:
- MKT0033 Integrated Marketing Communications
- MKT0034 Direct Marketing
- MKT0035 Advertising
- MKT0036 Promoting Sales
- MKT0018 Interactive Marketing

ELECTIVE COURSES (CHOOSE ONE):
- MKT0004 Public Relations & Business Communications
- EBC0021 Business Presentations

Individual Course Cost: $3,596
Certificate Cost: $3,275

Marketing for New Marketers
Become more familiar with the core marketing activities of market research, consumer behavior, product management, supply chain management and integrated marketing communications. These marketing core bases will be analyzed to provide an understanding for market management.

MKT000101 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 9/16 - 9/18

MKT000102C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5

Public Relations And Business Communication
This multidisciplinary, practical course applies the practices of public relations and other business communications in a variety of career settings, including corporations, financial institutions, marketing, advertising/PR agencies, governmental units and institutional settings.

MKT000401 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:30 AM - 3:30PM • 9/17 - 10/29

Advertising
Advertising is a paid, one-way communication through a medium in which the sponsor is identified and the message is controlled by the sponsor. Every major medium is used to deliver these messages. Advertisements are usually placed anywhere an audience can easily access. Topics covered include account planning and research, developing ad plans, creative strategy, execution and process, and producing ads for print, electronics and digital media.

MKT003501C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/22 - 12/1

Global Marketing
This course will cover international marketing operations including the evaluation of market entry, developing strategies for foreign markets, and redefining the marketing mix in the evolving international environment.

MKT000801C - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Interactive Marketing
Gain valuable information with an overview of interactive promotions including: e-mail messaging, media buying for interactive advertising, search engine optimization, search engine submission and publicity through lists and blogs.

MKT001801C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Marketing Management
Optimizing profitability and meeting long-term goals enables the marketing manager to achieve maximum impact. Learn how to develop resources, achieve goals, and follow integrated plans.

MKT002601 - $599.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:00PM • 11/12 - 11/19

MKT002602 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 12/16 - 12/18

Direct Marketing
Direct marketing attempts to send its messages directly to targeted customers. Direct marketing often includes paper mail, e-mail, voice mail, telemarketing, and faxing. It may also include promotional media. Topics covered include direct marketing planning, databases, mailing lists, creating offers/mail packages, telemarketing, internet, direct media, and catalogues.

MKT003401C - $599.00
(10 Sessions) • Days: MON
6:15PM - 8:45PM • 9/19 - 12/5
Managing Your Product

Product management deals with the planning or marketing of a new or existing product or product line, at all stages of the product lifecycle. Product Management also describes the many different activities performed in order to deliver a particular product to market; everything from targeting particular customers, forming a marketing mix, and budgeting issues. Topics covered include marketing planning, category attractiveness, competitor and customer analysis, market potential and forecasting, product strategy, and marketing mix decisions.

MKT003201 - $599.00
(10 Sessions) • Days: TUE/THU 6:15PM - 8:45PM • 9/20 - 10/27

MKT003202 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN 9:00 AM - 5:00PM • 10/28 - 10/30

Integrated Marketing Communications

Integrated Marketing Communications is designed to ensure that the information received by a customer or potential customer for a product or service is consistent. This concept includes simultaneously marketing through many online and offline marketing channels. Online marketing channels include any interactive marketing campaigns or programs, from search engine optimization and submission to pay-per-click, affiliate, e-mail, and banner advertising. Offline marketing channels such as traditional newspaper, magazine, direct mail, public relations, radio, and television are also integrated.

MKT003301 - $599.00
(10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/21 - 12/7

MKT003302 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN 9:00 AM - 5:00PM • 10/14 - 10/16

Promoting Sales

Sales promotional communications are employed for a pre-determined, limited time, to increase customer demand, stimulate market demand, or improve product availability. Examples include: contests, sweepstakes, point of purchase displays, rebates, coupons, free product samples, etc. Sales promotions targeted to the “consumer are called consumer sales promotions.” Sales promotions targeted at wholesalers and retailers are called trade sales promotions. Topics covered include consumer promotions such as coupons, rebates, premiums, special sales, bonus packs, and trade promotions such as quantity discounts, cooperative advertising, sales force training, and free inventory.

MKT003601C - $599.00
(10 Sessions) • Days: WED 6:15PM - 8:45PM • 9/21 - 12/7

Marketing Communications and Media Plan Development

The primary goal of a marketing communications plan is to build an integrated program for communicating a company’s promotional messages using advertising, PR, direct marketing, sales promotion, etc. Ideally, your plan should outline each of the promotional tools with timelines and cost analysis. Topics covered include background and situation analysis, objectives and budgeting, creative strategy, media planning, advertising, direct marketing, sales, public relations, sales promotions, internet, and program evaluation.

MKT003701 - $599.00
(3 Sessions) • Days: SAT 9:00 AM - 5:00PM • 11/5 - 11/19

Digital Marketing Certificate

Learn the most innovative and effective marketing strategies to get found on the internet, build traffic to your website, convert your online audience to leads and paying customers, and measure ROI from start to finish. This program provides a holistic framework for developing and executing a winning digital marketing strategy, both for businesses and entrepreneurs. The immersive learning curriculum is comprised of class lectures, hands-on workshops, and real-world projects. Completion of this program prepares participants to build and optimize an online business, including digital strategy, WordPress, blogging, social media, content marketing, website monetization and analytics, digital advertising, pay-per-click, and SEO.

Digital Strategy

Strategy drives tactics, not the other way around. Learn the fundamentals of digital media planning and strategy development, including the key digital trends, innovations, channels, and platforms. Learn key steps and elements of a winning strategic digital marketing approach to develop a plan that catapults your brand, small business, or personal visibility online to the next level.

Content Marketing & SEO

Learn how to attract followers and leads like a magnet. This hands-on workshop is designed to arm you with innovative and field-tested SEO hacks, tools and strategies to increase your online visibility on search engines, blogs and social media.

Digital Advertising

Facebook ads work...if you know how to set up, target and measure your digital campaign effectively. Google AdWords and pay-per-click channels offer the highest ROI for any brand. In this class, you will learn: Promoted YouTube videos, Promoted Pins, Facebook ads, Twitter ads, LinkedIn ads, Outbrain, Google AdWords, Google AdSense, Google Display Network, contextual advertising, DSPs, ad networks, and more.

Social Media Strategy

Social media is not the future of business; the shift already happened. Have you missed the boat? Are you capturing the vast opportunities that social media platforms have to offer? Your content needs to be native, authentic, and human. This session will cover the nuts and bolts of social media success, including: tips and best places to begin, how to tell a story, how to pick the right social network, how to develop social media strategy, social media tips, and more.

Analytics and Monetization

In this course, you will learn the various online monetization business models, how to optimize and use them to meet business objectives, and how to analyze results and track ROI. You will learn how to identify the right monetization model for your online business, including e-commerce, subscription, affiliate, crowdfunding, subscription, lead generation, banner ads, and Google Analytics.

Capstone Presentations & Industry Panel

Certificate Cost: $1,790

Visit www.baruched.com for schedule and program updates
MARKETING AND SALES (continued)

Marketing Strategy
Creating a logical connection between an overall strategy and its image in the marketplace and in the minds of consumers is the topic of this fascinating course. Vision, mission, goals, and objectives into a strategic plan will be highlighted.

MKT003901C - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/20 - 12/6

Target Marketing
Target marketing uses demographics, psychographics and behavioral research to identify potentially lucrative markets. Targeting can be selective (based upon a focus strategy, market specialization strategy), or extensive (based upon mass marketing, cost superiority or product specialization).

MKT004001H - $599.00
(10 Sessions) • Days: MON/WED
6:15PM - 8:45PM • 11/9 - 12/14

New Product Development
New Product Development is the complete process of bringing a new product or service to market. It involves idea generation and evaluation, business analysis, product design, test marketing and commercialization. Topics covered include Opportunity Identification and Selection, Concept Evaluation, Testing, Sales Forecasting and more.

MKT004101 - $599.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:00PM • 10/22 - 10/29

Marketing Plan Development
A Marketing Plan is a written document that details the necessary actions to achieve marketing objectives. It can be for the entire company or a product or service, a brand, or a product line. A marketing plan is usually part of the overall business plan. Topics covered include Analyzing the Current Situation, Understanding Markets and Customers, Planning Segmentation, Objectives, Developing Product and Brand Strategy, and Planning Performance Measurement and Implementation Control.

MKT004301 - $599.00
(10 Sessions) • Days: SAT/SUN
6:15PM - 8:45PM • 11/9 - 11/26

Effective Channel Management
This course teaches students how to design, develop, maintain, and manage business relationships among marketing channel members to achieve competitive advantage. It includes coordination and collaboration with channel partners, such as suppliers, wholesalers, retailers, selling agents, third-party service providers, and customers.

MKT004601 - $599.00
(3 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/26 - 11/2

Social Media Marketing
Learn the latest interactive promotional strategies and tactics. Learn to utilizes tools and techniques for building your brand, retain customers, and market your offerings online. Topics covered include social media, building a Social Media Marketing Plan, and measuring the success of your efforts.

MKT004702 - $599.00
(5 Sessions) • Days: SAT
9:30 AM - 3:30PM • 11/5 - 12/10

Pricing Issues
Pricing is one of the four Ps of the marketing mix. Pricing is the process of applying prices to product or service offerings that will be profitable, enticing, and competitive. Topics covered include Tactical Pricing, Pricing Strategy, Value Creation, Price Structure, and more.

MKT004201 - $599.00
(3 Sessions) • Days: FRI/SAT/SUN
9:00 AM - 5:00PM • 11/11 - 11/13

Customer Relationship Management
In the high-pressure, fast-paced market of today, companies must grow along with their clients. Review the techniques and practical information needed to develop and nurture long-term customer relationships.

CRM000201 - $599.00
(10 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 12/7

Professional Selling
Start a career in sales or improve your current sales performance by learning all the basic concepts of professional selling. This course will provide a starting point for additional in-depth courses or can be taken as a one-time course to gain an overview of professional selling. Topics include: selling as a profession, relationship marketing, communication, prospecting, sales call planning, effective sales presentations, handling objections, closing the sale, and more.

SAL000101 - $599.00
(10 Sessions) • Days: MON/WED
6:15PM - 8:45PM • 9/26 - 11/2

Advanced Selling Methods
This course focuses on advanced concepts in professional selling. It is designed to enhance your ability to improve client relationships and generate additional sales. Topics include: consultative sales strategies, how other people really see you, understanding and changing your customer relationships, understanding and adapting to buyers, building rapport and trust, uncovering hidden needs, cementing credibility and trust, and presenting your ideas for positive impact. Prerequisites: Professional Selling

SAL000201 - $599.00
(10 Sessions) • Days: MON/WED
6:15PM - 8:45PM • 9/26 - 11/2

Negotiation and Persuasion
In this practice-based course, you will improve your ability to negotiate and persuade employers, colleagues, and clients. You will build your confidence and negotiation skills while focusing on communication strategies, language choice, and vocal delivery. Prerequisites: Professional Selling and Advanced Selling

SAL000301 - $599.00
(3 Sessions) • Days: SAT
9:00 AM - 5:00PM • 11/5 - 11/19

Prospecting and Lead Development
Learn how to increase sales by prospecting for qualified leads. Emphasis will be placed on building relationships with prospects and developing qualified leads. Topics include understanding lead generation, defining your best lead, lead generation ROI, value proposition, building the lead generation plan, and synergies in tactics such as lead generation via phone, e-mail, public relations, event marketing, the web, direct mail, referrals, blogs, and podcasting.

SAL000601 - $599.00
(10 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/27 - 12/13

Handling Objections and Closing the Sale
Increase your sales performance by learning the many ways to work with your clients and overcome their hesitations and objections. Close more sales deals, contracts, etc. by learning how to confidently close the sale. Topics include a review of common objections and their solutions as well as time tested methods for closing a sale.

SAL001601 - $599.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/29 - 12/15
MARKETING AND SALES CERTIFICATE
Combining two closely related topics, this certificate covers contemporary practices in marketing techniques and selling strategies.

Marketing for New Marketers or extensive industry experience is required before starting the certificate program.

REQUIRED SEQUENCE OF CLASSES:
- MKT0001 Marketing for New Marketers
- SAL0001 Professional Selling
- MKT0033 Integrated Marketing Communication
- SAL0006 Prospecting & Lead Development
- MKT0042 Pricing Issues
- CRM0002 Customer Relationship Management

Individual Course Cost: $3,596
Certificate Cost: $3,275

PROFESSIONAL SELLING CERTIFICATE
The Professional Selling Certificate covers the basic aspects of selling. This program is aimed at sales professionals who have had little or no sales training and others who may wish to pursue a career in sales.

REQUIRED SEQUENCE OF CLASSES:
- SAL0001 Professional Selling
- SAL0006 Prospecting & Lead Development
- SAL0016 Handling Objections & Closing the Deal
- CRM0002 Customer Relationship Management

ELECTIVES (CHOOSE 1):
- SAL0004 Sales Presentations
- SAL0005 Sales Proposals

Individual Course Cost: $2,996
Certificate Cost: $2,725

ADVANCED PROFESSIONAL SELLING CERTIFICATE
Understanding the sales process at a deeper level is the subject of this advanced certificate. From drafting a proposal to closing the deal, learning will address practical, relevant topics that are necessary to ensure that time with clients is well-spent.

REQUIRED SEQUENCE OF CLASSES:
- SAL0002 Advanced Selling Methods
- SAL0010 Team Selling
- SAL0008 Major Account Management
- SAL0003 Negotiation & Persuasion

ELECTIVES (CHOOSE 1):
- SAL0007 Telemarketing
- SAL0013 Sales Management
- SAL0011 Sales Forecasting

Individual Course Cost: $2,996
Certificate Cost: $2,725
Adobe Photoshop CC

This course will cover creating graphics for the web and for print and the uses of different file formats, image editing and manipulation tools, filters, layers, gradients, masks and brushes, seamless tile-able images, custom brushes, fonts, and stamp and clone tools, as well as image retouching techniques.

CGI000101C - $379.00
(5 Sessions) • Days: MON 6:15PM - 9:15PM • 9/19 - 10/31

CGI000102C - $379.00
(5 Sessions) • Days: SAT 10:00 AM - 1:00PM • 10/15 - 11/12

Adobe Illustrator CC

Adobe Illustrator CS6 is a vector-based image creation software used in illustration, technical drawing, animation, special effects, logo and T-shirt design and motion graphics. Topics include Bezier curves, color and gradients, dynamic type and gradient mesh tool, live trace, live paint, creating custom workspaces, control palette and integration with the rest of the Adobe Creative Suite.

CGI000201C - $379.00
(5 Sessions) • Days: TUE/THU 6:15PM - 9:15PM • 9/20 - 10/6

Adobe Dreamweaver CC

This course will introduce students to template creation, integrating video/Flash/sound elements, creating image hotspots, use of JavaScript, error checking, web browser compatibility, and CSS, as well as how to manage a web site from inception to completion. Students will take part in exercises that will help them plan the creation of their website, work around software limitations, conduct navigation and information architecture research, as well as how to correct HTML problems manually.

CGI000201C - $379.00
(5 Sessions) • Days: TUE 6:15PM - 9:15PM • 11/1 - 12/7

Typography

This course will cover creating and choosing fonts, sizes, and colors; incorporating text and illustrations; avoiding common mistakes in text usage and common rules. The course will look at the history of typography and students will learn about the anatomy behind the fonts. Emphasis will be placed on using the correct font for the correct application, readability and scalability. The course will teach students about using licensed fonts in their projects, how to create their own fonts and how to market that font to other graphic designers. Recommended Prerequisites: Adobe Illustrator (CGI0002)

CGI000301C - $379.00
(5 Sessions) • Days: THU 6:15PM - 9:15PM • 11/3 - 12/8

Color Theory

Understand primary, secondary, tertiary, and analogous colors, and how they fit into the complementary color circle. Learn about hue, value, and intensity and how these terms translate to the Adobe suite of graphic design software. Students will work from digital color palettes, mix acrylic paints to see how colors affect each other and explore how color in professional printing applies to the traditional methods of color theory.

CGI001101C - $379.00
(5 Sessions) • Days: MON 6:15PM - 9:15PM • 9/19 - 10/31

Portfolio Management

A strong professional portfolio provides an important foundation for the development of a successful career in digital design. The course will guide students in improving their current student portfolio pieces, developing new ones, and presenting their work, and themselves in a compelling way. Students will take part in exercises that will help them plan the creation of their website, work around software limitations, conduct navigation and information architecture research, as well as how to correct HTML problems manually.

CGI001701C - $379.00
(5 Sessions) • Days: WED 6:15PM - 9:15PM • 11/2 - 12/7

DIGITAL DESIGN CERTIFICATE

This program, intended for individuals pursuing a career in graphic design, is divided into two tracks: one for designers who wish to design for print, and the other for designers who want to create websites. Both have the same core courses, which focus on the use of Adobe’s Creative Suite.

REQUIRED COURSES FOR BOTH TRACKS:

CGI0001 Adobe Photoshop
CGI0002 Adobe Illustrator
CGI0003 Adobe InDesign
CGI0017 Portfolio Management
CGI0007 Dreamweaver

GRAPHIC DESIGN TRACK

REQUIRED COURSES PLUS:

CGI0005 Typography
CGI0011 Color Theory

Individual Course Cost: $2,653
Certificate Cost: $2,414

WEB DESIGN TRACK

REQUIRED COURSES PLUS:

CGI0014 Advanced Dreamweaver
ITS9119 Build Your Own Website
ITS9124 HTML5

Individual Course Cost: $3,032
Certificate Cost: $2,759

Digital Design courses are taught on Windows workstations with Adobe CC 2015
**Introduction To Microsoft SQL Server**

As the most fully featured Relational Database Management System offered by Microsoft, SQL Server is the most fully featured Relational Database Management System offered by Microsoft. SQL Server provides an excellent platform on which to learn querying and basic administration. Learn Transact-SQL, database design, diagramming, and creation, and backup and recovery, all on enterprise quality software within the Windows environment.

ITS007801 - $519.00  
(4 Sessions) • Days: SAT  
9:30 AM - 3:30PM • 10/15 - 11/5

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**Oracle I: Intro To SQL**

Learn the Structured Query Language, the industry-standard syntax for interacting with relational databases, using Oracle, the industry-leading database software. This course will cover database diagramming, design, and creation, entity relationship (ER) modeling, querying, data warehousing, reporting, and more.

ITS208801 - $609.00  
(8 Sessions) • Days: THU  
6:15PM - 9:15PM • 10/6 - 12/1

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**PHP and MySQL: Build Your Own Web Application**

These free, high-performance, industry-standard technologies work together to allow development of any type of database-driven web application without costly licensing fees. In lab sessions, participants will enhance standard HTML pages with PHP code to manage session information and store data in a MySQL database server. Prerequisite: Website Design in HTML or equivalent background.

ITS208901 - $519.00  
(8 Sessions) • Days: TUE  
6:15PM - 8:45PM • 10/18 - 12/6

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**JavaScript and Ajax**

Bring your web pages to life! Learn how to use JavaScript to modify CSS properties and the DOM (Document Object Model) of a webpage to create dynamic effects and behaviors. Use AJAX (Asynchronous JavaScript and XML) to create next-generation interactivity in web pages, and leverage jQuery, a popular JavaScript library. Get the front-end development foundation you need to create web pages with the responsive qualities of standalone applications. Prerequisite: Website Design in HTML or equivalent background.

ITS312301C - $369.00  
(6 Sessions) • Days: MON  
6:15PM - 8:45PM • 9/19 - 11/7

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**Excel 2013 - Intermediate**

This course builds on the fundamentals in the Excel 2013 Basic course. In this class, you will create financial outlines and subtotals, create, apply and manage cell names, as well as sort and filter data sets. Styles and themes will be covered and you'll learn how to navigate and manage large workbooks. This course also covers publishing Excel worksheets on the web. Prerequisite: Excel 2013 Basic or equivalent knowledge.

ITS602101 - $219.00  
(3 Sessions) • Days: WED  
6:15PM - 8:35PM • 11/7 - 12/12

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**Excel 2013 - Advanced**

In this class you will work with numeric functions such as IF, VLOOKUP, SUMIF, and PMT. Text functions such as RIGHT, MID, UPPER and PROPER will be used in data formatting scenarios. And you'll also create Pivot Tables and Macros. Importing and exporting data, as well as data validation techniques are also covered. Prerequisite: You must have expertise in using range names and/or have successfully completed the Excel 2013 Basic and Intermediate classes.

ITS602601 - $239.00  
(6 Sessions) • Days: WED  
6:15PM - 8:45PM • 11/18 - 12/14

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**Microsoft Excel 2013 - Macros and VBA Programming**

This course is designed to give experienced Excel 2013 users hand-on experience in creating macros that run in response to specific spreadsheet conditions, working with control structures, developing user screens to accept or display data, validating data entry as well as debugging and handling code errors. Prerequisite: Excel 2013 - Advanced or equivalent experience.

ITS600501 - $219.00  
(3 Sessions) • Days: WED  
6:15PM - 8:35PM • 11/30 - 12/14

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**Financial and Statistical Applications in Microsoft Excel**

This introductory course is designed for Excel users who would like develop their quantitative skills for managerial decision-making. It is designed for Excel users with little or no finance background. Students will learn how to use present value, Internal Rate of Return, Standard Deviation and more. It features a mix of case studies, individual exercises and group activities. This course is appropriate for all students who wish to strengthen their quantitative skills. The emphasis is on real-world scenarios that are widely used in diverse industries. Prerequisites: ITS6005 Excel 2013 Basic or equivalent experience.

ITS602501 - $219.00  
(1 Session) • Days: SAT  
9:00 AM - 5:00PM • 11/19 - 11/19

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**PowerPoint 2013 Master Class**

In this comprehensive workshop, you will create, and edit slides containing multimedia content, tables, charts and equations. Using problem-solving and case study methods, you will integrate Word and Excel elements, customize action buttons, photo albums, equations and hyperlinks. In addition to modifying themes, slide masters, and animations, complete presentations will be created into various types of slide shows. Prerequisite: Personal Computers, An Introduction or equivalent knowledge.

ITS602601 - $239.00  
(6 Sessions) • Days: MON  
6:15PM - 9:15PM • 10/17 - 11/21
Java For new Programmers

Learn the basic constructs of object-oriented programming in the Java language. Define an object complete with methods and variables, and then compile and run the code you have written. This course will also introduce typing, flow control, and exception handling, as well as providing an overview of how you can define groups of objects to accomplish any programming task.

ITS802901C - $309.00
(3 Sessions) • Days: SAT
1:00PM - 4:30PM • 9/10 - 9/24

Java I

Java provides an ideal environment in which to grasp the universal concepts of Object Oriented Programming. Use the Java API to create Graphic User Interfaces, handle mouse events and other user input, work with data structures, manage the file system, connect to a database using JDBC, and create dynamic web pages using HTML and JSP. Prerequisite: Java for New Programmers or prior programming experience.

ITS802801C - $309.00
(4 Sessions) • Days: MON
6:15PM - 8:45PM • 11/14 - 12/5

Java II: J2Ee, Jsp, Ejb, and Web Services

Using Eclipse as a development environment, this course will delve into creating robust, secure web applications and web services. Learn to develop database-driven applications that separate presentation, business logic, and data persistence using the MVC (Model-View-Controller) design pattern within the JEE (Java Enterprise Edition) framework. Gain greater familiarity using Servlets, JSP, and JDBC. Prerequisite: Java I or equivalent background.

ITS803001 - $309.00
(4 Sessions) • Days: MON/WED
6:15PM - 8:45PM • 12/12 - 12/21

C# Programming in the Windows .NET Framework

Gain an understanding of the basics of object-oriented programming, including how to create classes and inheritance structures. In a series of hands-on labs, develop a database-driven application complete with a graphical user interface. Also, learn how to create a basic web application using ASP.NET with C#. Make this language your all-purpose .NET development tool.

ITS803701 - $519.00
(8 Sessions) • Days: TUE
6:15PM - 8:45PM • 10/18 - 12/6

Build Your Own Website in HTML

This hands-on course will cover creating web pages, organizing content with tables, planning a site structure with a site map, linking web pages, implementing navigation, publishing content to the web, and web hosting. Learn how to quickly and easily create a website even if you don’t have prior programming experience!

ITS911901C - $369.00
(6 Sessions) • Days: WED
6:15PM - 8:45PM • 9/21 - 11/2

CSS and XHTML

Gain greater control of your website’s look and feel using CSS, the industry-standard technology for layout and presentation. In a series of project-driven labs, you will learn to standardize colors, fonts, and layouts across groups of pages, and to customize content for different browsers and mobile devices. In addition, you will learn SEO (Search Engine Optimization) techniques for increasing your website’s placement in search engine results. Prerequisite: Website Design in HTML or equivalent background.

ITS912001 - $379.00
(5 Sessions) • Days: WED
6:15PM - 9:15PM • 9/21 - 10/26

Developing Web Applications with ASP.NET

Create Web applications and web services with the .NET platform and Microsoft Visual Web Developer. In a series of hands-on labs, set up website navigation, manage user login and accounts, and interact with a database. This class culminates in development of an E-commerce website, complete with product presentation pages, virtual shopping cart, and an overview of how to securely process credit card payments using payment gateways. Learn to use C#, ASP.NET, ADO.NET, and MS SQL Server. Suggested Prerequisite: C# Programming or equivalent background.

ITS912101C - $579.00
(10 Sessions) • Days: THU
6:15PM - 8:45PM • 9/22 - 12/1

HTML5

Enhance your web applications with HTML5 and JavaScript. In hands-on lab sessions, learn to access user location with Geolocation, Canvas, embed video and audio for native multimedia experiences (without browser plugins), and use offline storage options with Web Storage. This class will introduce cutting edge development techniques likely to be cornerstones in the next wave of web and mobile application development.

ITS912401C - $309.00
(4 Sessions) • Days: WED
6:15PM - 8:45PM • 11/9 - 12/7

Mobile App Development for Android using Java

Developing for handheld devices is a new frontier in software. Learn about the different platforms that are available, and create a mobile application for Google’s Android operating system using Java and the Eclipse Development Environment.

ITS912601 - $309.00
(4 Sessions) • Days: TUE
6:15PM - 8:45PM • 11/22 - 12/13

Mobile App Development for iPhone and iPad

Develop mobile applications for iOS devices like the iPhone and the iPad using the Objective C programming language. Learn to use the iOS Software Development Kit and Xcode - Apple’s Integrated Development Environment.

ITS912501 - $309.00
(4 Sessions) • Days: SAT
10:30 AM - 1:00PM • 10/15 - 11/5
WEB DEVELOPMENT WITH OPEN STANDARDS

Learn the nuts and bolts of creating websites and web applications using open standards. In a hands-on lab setting, you will create stylish, responsive and database-driven web environments using technologies that offer exceptional quality without any licensing fees or associated costs.

REQUIRED COURSES:
- ITS3123 JavaScript & AJAX
- ITS2089 PHP & MySQL
- ITS9119 Build Your Own Website in HTML
- ITS9120 CSS & XHTML

ELECTIVES (CHOOSE 1):
- ITS9124 HTML5
- ITS9125 Mobile App Development for iPhone & iPad

Individual Course Cost: $1,935
Certificate Cost: $1,775

WEB DEVELOPMENT WITH MICROSOFT .NET

Develop different types of web-enabled software and services in Microsoft’s .NET environment and learn key concepts of object-oriented programming (OOP) along the way. You will learn to use freely downloadable versions of Microsoft’s user-friendly development tools to create interactive web pages, manage data using business logic, and configure different software components to interact with each other.

REQUIRED COURSES:
- ITS0078 Introduction to Microsoft SQL Server
- ITS3123 JavaScript & AJAX
- ITS8037 C# Programming in the Windows .NET Framework
- ITS9121 Developing Web Applications with ASP.NET

Individual Course Cost: $1,986
Certificate Cost: $1,835

JAVA AND ORACLE DEVELOPMENT

In a hands-on project setting, learn to create various types of software using the Java programming language. Build everything from stand-alone applications with a graphic user interface to robust, database-driven web applications powered by Oracle’s industry-leading database software. Central concepts of object-oriented analysis and design (OOAD) will guide these classes.

REQUIRED SEQUENCE OF CLASSES:
- ITS8029 Java for New Programmers
- ITS8028 Java I
- ITS8030 Java II: JSP, EJB & Web Services
- ITS2088 Oracle I: Intro to SQL

Electives (choose one):
- ITS3123 JavaScript & AJAX
- ITS9126 Mobile App Development for Android

Individual Course Cost: $1,845
Certificate Cost: $1,695
The Contemporary American Business Practices (CABP) certificate, designed to familiarize individuals with the processes, routines, and best practices of modern business, is relevant for domestic and international students who are interested in entering or enhancing a career in marketing, finance, accounting, international trade or management. The CABP program immerses students in an interactive learning environment and introduces them to the latest techniques employed by corporate America—the business practices recognized globally for innovation, effectiveness and efficiency.

Classes for the 11-month cohort program meet Monday through Thursday evenings.

All classes meet Monday through Thursday evenings. For international students, this full-time, 18-hour-per-week program meets the requirements for an I-20 Certificate of Eligibility and allows students to apply for F-1 student visas.

**Recommended Application Deadlines:**
Contemporary American Business Practices (CABP) applications are reviewed year-round and students are admitted on a rolling basis. Although we strongly recommend that all applicants adhere to our deadlines, late applications will be reviewed on a space-available basis. Those applying for full-time international student status should allow enough time to complete their application requirements in order to obtain their F-1 visa and student I-20 to study at Baruch.

**Spring Term Deadlines:**
December 15: International Applicants (new I-20)
January 5: Domestic/Transfer Applicants

**Upcoming Start Dates:**
Spring 2017: January 17, 2017
Summer 2017: May 15, 2017
Fall 2017: September 18, 2017

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**ENGLISH EXPRESS**

This two-week intensive English program prepares students who receive iBT TOEFL scores of 70–78 or an IELTS score of 6.0 for the Certificate in American Business Practices (CABP) program. Students develop their English language skills through courses in academic writing, reading, listening and speaking, vocabulary and accent reduction. Upon successful completion of these courses, students may enter the CABP program. This program is also open to students in levels 7–10 who would like to improve their academic English skills in preparation for college or graduate school.

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**OPT**

Upon successful completion of this rigorous program, students may apply for Practical Training, temporary employment directly related to the student’s field of study. Students must contact their International Student Advisor at Baruch’s International Student Service Center (ISSC) to discuss eligibility. Authorization for employment is not guaranteed.

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**APPLY TODAY!**

Download a CABP information package:

[cabp.baruched.com](http://cabp.baruched.com)
# TRACKS OF STUDY

**FINANCE • MANAGEMENT • MARKETING • ACCOUNTING • INTERNATIONAL TRADE • WEB DESIGN & DEVELOPMENT**

## REQUIRED COURSES FOR ALL TRACKS:

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>IEM0001</td>
<td>International Trade: Embarking on the Global Marketplace</td>
</tr>
<tr>
<td>MGT0014</td>
<td>Business Statistics</td>
</tr>
<tr>
<td>ACC0001</td>
<td>Accounting I</td>
</tr>
<tr>
<td>CAB0001</td>
<td>Communicating about U.S. Business &amp; Politics</td>
</tr>
<tr>
<td>FIN0001</td>
<td>Principles of Finance</td>
</tr>
<tr>
<td>FIN0002</td>
<td>Corporate Finance &amp; Valuation</td>
</tr>
<tr>
<td>FIN0003</td>
<td>Equity Markets &amp; Portfolio Theory I</td>
</tr>
<tr>
<td>INV0009</td>
<td>Wealth Management</td>
</tr>
<tr>
<td>FIN0008</td>
<td>Introduction to Derivatives Markets</td>
</tr>
<tr>
<td>FIN0011</td>
<td>Entrepreneurial Venture Finance</td>
</tr>
<tr>
<td>FIN0007</td>
<td>Investment Banking</td>
</tr>
<tr>
<td>FIN0011</td>
<td>Debt &amp; Fixed Income Markets</td>
</tr>
</tbody>
</table>

## FINANCE TRACK

An understanding of finance and investments is a valuable tool that will provide you with confidence in making major job-related and personal decisions. With an increased focus on conducting business in a global environment, this track provides students with an excellent foundation that will allow them to enter or transition into finance and investments fields. Professionals in the finance and investment fields assist organizations to generate funds necessary to support and expand business operations, put together acquisitions, manage cash resources, and ensure future economic stability. The finance components of this track address basic financial principles, theories in equity markets, valuation, corporate finance, behavioral finance, investment banking, debt and fixed income markets, and international payments.

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<td>Customs Law</td>
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</table>

## MANAGEMENT TRACK

This track of study builds fundamental management knowledge and introduces a set of core competencies demanded of supervisors at every organizational level. Students get comprehensive, hands-on training in supervision, project management, time and budget management, effective communication, goal setting, decision-making, providing feedback to employees, and coaching. The coursework exposes students to real-life scenarios and provides them with skills necessary to obtain maximum results from employees, peers and supervisors.

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</tr>
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<tbody>
<tr>
<td>MKT0009</td>
<td>Negotiation, Decision-Making &amp; Conflict Management</td>
</tr>
<tr>
<td>MGT0051</td>
<td>Contemporary Management Practices</td>
</tr>
<tr>
<td>MGT0054</td>
<td>Planning &amp; Managing Organizational Change</td>
</tr>
<tr>
<td>MGT0052</td>
<td>The Art of Supervision: Confronting the Difficult Employee</td>
</tr>
<tr>
<td>HRM0009</td>
<td>Organizational Behavior</td>
</tr>
<tr>
<td>MGT0058</td>
<td>Creating Effective Teams &amp; Partnerships</td>
</tr>
<tr>
<td>MGT0025</td>
<td>Strategic Planning</td>
</tr>
<tr>
<td>CRM0002</td>
<td>Customer Relationship Management</td>
</tr>
</tbody>
</table>

## MARKETING TRACK

This track offers Contemporary American Business Practices students the opportunity to focus on one of the most creative and dynamic industries in today's business world. Companies around the world need to promote their services and products, increase sales, and manage their image. To that end, the marketing track has been designed to cover all aspects of best practices in the field. With this certificate, you will learn the most significant ways a company can increase its competitive position through classes such as: Strategic Marketing, Consumer Behavior, Marketing Management, Marketing Communications, and more.

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<tr>
<td>MKT0008</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>MKT0020</td>
<td>Building Your Brand</td>
</tr>
<tr>
<td>MKT0039</td>
<td>Marketing Strategy</td>
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<tr>
<td>MKT0047</td>
<td>Social Media Marketing</td>
</tr>
<tr>
<td>MKT0001</td>
<td>Marketing for New Marketers</td>
</tr>
<tr>
<td>MKT0022</td>
<td>Integrated Marketing Communication</td>
</tr>
<tr>
<td>MKT0018</td>
<td>Interactive Marketing</td>
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<tr>
<td>MKT0035</td>
<td>Advertising</td>
</tr>
</tbody>
</table>

## ACCOUNTING TRACK

Students in this track learn how to develop a set of financial controls and gain the skills needed to measure, record and report business transactions. This concentration on accounting principles provides students with a strong foundation on which to build a career or a business. Along with accounting principles, students will benefit from cutting-edge courses in budget management, financial statement analysis, auditing techniques and accounting software like QuickBooks. This track also provides students with an in-depth understanding of public and private accounting issues.

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<td>Financial Accounting II</td>
</tr>
<tr>
<td>ACC0020</td>
<td>Financial Statement Analysis</td>
</tr>
<tr>
<td>ACC0006</td>
<td>Budget Management</td>
</tr>
<tr>
<td>ACC0021</td>
<td>Advanced Financial Statement Analysis</td>
</tr>
<tr>
<td>ACC0015</td>
<td>Auditing Techniques in Accounting</td>
</tr>
<tr>
<td>ACC0023</td>
<td>Intermediate Accounting</td>
</tr>
<tr>
<td>ACC0018</td>
<td>Accounting with QuickBooks</td>
</tr>
</tbody>
</table>

## INTERNATIONAL TRADE TRACK

This is a practical, hands-on and comprehensive set of courses concentrating on the procedures, terminology, documentation and regulations for the import and export of goods and services into and from the U.S. Classes are taught by accomplished and respected practitioners with years of experience. This track is designed to build a complete and cohesive set of skills for a particular area of international trade. Classes in this challenging program will provide up-to-date information and practical skills that will help students become competitive in this dynamic area.

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## WEB DESIGN & DEVELOPMENT TRACK

Designed to provide international students with the foundation to build and curate their own websites. This track prepares students who are interested in designing the look, layout and organization of websites for careers in any field including, but not limited to marketing, design, and entrepreneurship.

<table>
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<tr>
<td>Check website for details:</td>
<td>cabp.baruched.com</td>
</tr>
</tbody>
</table>

Costs: $8,900
The Negotiating Bootcamp
Topics include: Overview of excellent negotiations vs. ordinary negotiating ability, how much more you can earn by being a Top Producer, Pre-Negotiating Tactics, Partnership Negotiations, and Negotiating with Banks and Financial Institutions.
NCPEL6301 - $99.00
(1 Session) • Days: SAT 9:00 AM - 3:45 PM • 12/10

How EB5 Programs Finance Real Estate Projects
Overall understanding of Employment-Based Immigration: Fifth Preference (EB-5). Topics include: Understanding the Fifth Preference Category (EB-5), what are the legal requirements and challenges of EB-5?, feasibility & SEC and raising capital, and recent developments.
NCPEL8502 - $349.00
(4 Sessions) • Days: TUE/WED/THU 6:00 PM - 8:50 PM • 10/4 - 10/13
NCPEL8501 - $349.00
(4 Sessions) • Days: TUE/THU 6:00 PM - 8:50 PM • 11/1 - 11/10

Construction Project Management
Master the tools used by Project Managers: work breakdown structure, critical path, task analysis, project plan, project scheduling and more. Gain the skills needed to plan, track progress, and stay focused on the end result.
NCCP400001 - $475.00
(8 Sessions) • Days: TUE/THU 6:00 PM - 8:50 PM • 10/4 - 11/1
NCCP400002 - $475.00
(3 Sessions) • Days: SAT/SUN 9:00 AM - 5:45 PM • 9/2 - 9/17

Introduction to Environmental Health Hazards
This course is designed to introduce and familiarize real estate professionals with current issues involved with asbestos, lead, mold and radon in commercial, institutional and residential structures. Property transfer practices now include specific procedures and practices for disclosure and recordkeeping for the presence of environmental health hazards. Students will become familiar with these standard practices, as well as the regulatory infrastructure associated with the issues and services that exist to respond to the need.
NCPEL10301 - $99.00
(1 Session) • Days: SAT 9:00 AM - 5:45 PM • 12/10

OSHA
This course focuses on occupational safety and health in the work zone. Students will be able to identify precarious situations on the job, and ensure that appropriate interventions take place. Friday 6pm-9:45pm Saturday 9am - 5:45PM
NCCP903201 - $225.00
(3 Sessions) • Days: MON/WED 6:00 PM - 9:45 PM • 12/5 - 12/12
NCCP903203 - $225.00
(2 Sessions) • Days: FRI/SAT 6:00 PM - 9:45 PM • 10/14 - 10/15

Offering the most up-to-date curriculum, our instructors are talented professionals with significant industry credentials and expertise committed to transferring their knowledge and expertise to you. Our curriculum is designed to suit your needs, immersing you into inner workings of the real estate, providing you with marketable skills you can use to pursue successful careers in the field. With the goal of turning you into experts enhancing your knowledge of the real estate market, our courses will engage you in practical discussions as well as real world presentations, subsequently complimenting critical thinking, analysis, and negotiation skills, giving you a cutting edge advantage. Our curriculum covers the real estate market in depth, are affordable by design giving you unquestionable value backed by the credentials of the prestigious Baruch College. We offer accelerated track options to accommodate even the busiest professional. Most of our certificates are developed allowing students to complete the program in as little as one semester. Contact the Real Estate Education Department at 646-312-5000 for information about our courses and programs.

REAL ESTATE CERTIFICATES CAN BE COMPLETED IN ONE SEMESTER. FOR MORE INFORMATION CALL 646-312-5000.
Managing Property
This course will cover the real property processes and specialized project management techniques. This course is designed to challenge the course participant with improving basic knowledge and skills required to function as a manager with such understanding of financial statements, green building technology, landlord policies, contractual obligations, diverse leases, lease negotiation, public and tenant relations including the basic technical aspects of maintenance and operations.

NCP250001 - $475.00
(3 Sessions) • Days: MON/WED
6:00 AM - 5:45 PM • 10/17 - 11/9

Understanding the Closing Process
From the initial offer through the closing appointment, this course will cover what learners need to know in reference to this most critical of transactions. Specific topics including title checks, contingencies, and mortgages will be reviewed. Discussions will also include documentation and final arrangements for successful transactions.

NCPEL6101 - $240.00
(4 Sessions) • Days: TUE/THU
6:00 PM - 8:50 PM • 11/15 - 12/6

Legal and Administrative Issues in Multiple Dwelling Properties
The goal of this course is to present participants with the legal and administrative knowledge necessary for the management of multi-dwelling properties. The specifics of coops and condos, as well as elements of effective decision-making and current legal issues, especially within New York State, will be covered. This class is essential for individuals seeking to manage properties within this domain.

NCPEL6501 - $240.00
(4 Sessions) • Days: TUE/THU
6:00 PM - 8:50 PM • 11/29 - 12/8

Real Estate Title Closing
This course will focus on and provide all the skills necessary to pursue a career as a title closer or notary signing agent. Students will learn the origins and importance of title insurance, drafting and review of closing documents, clearing and disposition of title abstract and exceptions, testing to acquire a notary license and all skills needed to attend and close on behalf of a title insurance company.

NCPEL1501 - $325.00
(2 Sessions) • Days: SAT
9:00 AM - 5:15 PM • 9/17 - 9/24

Essentials of Marketing Green Building
The latest initiatives in sustainable building and are examined. Specifically, students will gain the skills necessary to critically examine green building principles currently coming to bear on the real estate market. Special detail will be placed on how this shift in the real estate market can be effectively marketed through traditional and cutting edge techniques to drive sales, increase partnerships and improve overall visibility.

NCPEL7401 - $475.00
(8 Sessions) • Days: THU
6:00 PM - 8:50 PM • 9/8 - 10/27

Real Estate Fundamentals
In this introduction to the world of Real Estate, this class will cover fundamental topics of the field. From property rights, titles, and encumbrances, to legal considerations, contracts, concepts of brokerage, and financing, learners will be able to discuss the basic elements of the industry and, particularly, New York State. This course is especially geared for individuals who wish to enter the profession, regardless of the particular career track they may wish to follow.

NCP100001 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 9/12 - 10/5

Dealing With Distressed Properties (Foreclosures)
Students will learn about analyzing and buying distressed properties, including foreclosures, defaulted mortgages, and other troubled real estates. They will complete the course with a full understanding of how to buy right and successfully turn around these diamonds in the rough.

NCPEL2701 - $325.00
(4 Sessions) • Days: THU
6:00 PM - 8:50 PM • 10/6 - 10/27

Human Rights and Fair Housing
New York State Department of State required human rights and fair housing training for real estate salespersons and brokers. As of July 1, 2008, all real estate licensees must complete three hours of human rights and fair housing training to renew their real estate licenses. Class time is considered part of the mandatory 22.5 hour continuing education licensees are required to complete every two years. Prerequisite: NYS Real Estate Salesperson's or Broker's License
Text: Course Handouts/Internet Downloads

NCPEL5501 - $65.00
(1 Session) • Days: WED
6:00 PM - 9:00 PM • 10/19

NCPEL5502 - $65.00
(1 Session) • Days: SAT
9:00 AM - 12:00 PM • 11/5

NCPEL5503 - $65.00
(1 Session) • Days: SAT
9:00 AM - 12:00 PM • 11/19

Appraisal Concepts
Students will learn what real estate appraisers do as the role of the professional appraiser is discussed. Topics will include basic valuation principles, the professional appraiser and the structure of the Appraisal Institute, New York State Appraiser Licensure and Certification, the nature of appraisals, the nature of values, valuation process, data collection, neighborhoods, and site description, improvements description, and highest and best use. Target Student: Open to all students, this is an overview for non-appraisers. Fundamentals of Real Estate Appraisal, 9th Ed., by William L. Ventolo and Martha Williams

NCP300001 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 11/14 - 12/12

Appraisal Standards (USPAP)
Students will learn the basic rules for ethical behavior and competent performance. This course is designed to comply with USPAP requirements for state-certified appraisers and will highlight the role of the appraiser and the implied impartiality associated with this role. Participants will learn how requirements of the Uniform Standards of Professional Appraisal Practice affect their appraisal businesses.

NCPAPS101 - $395.00
(2 Sessions) • Days: MON
9:00 AM - 5:45 PM • 9/12 - 10/24
The Future of Blueprint Reading

The word “blueprint” makes us think of white line drawings on a deep blue background showing beautiful old buildings, or ships, or historic city plans. This introductory course visits the development of blueprints within the construction industry, and shows the student what to expect in a contemporary construction drawing set, and how to understand scale and symbols in drawings. There is hands-on experience with drawing simple scaled drawings. The later lessons in this course review the place of CADD and more advanced 3-D and intelligent building modeling as “blueprints” morph in the world of e-technology.

NCCP903001 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 10/3 - 11/2
NCCP903002 - $475.00
(3 Sessions) • Days: FRI/SAT
9:00 AM - 5:45 PM • 10/1 - 10/15

Construction Contract Law and Practices

This course will help students understand fundamentals of construction contracting, including project delivery methods, types of contractual arrangements, roles and responsibilities of the parties and common issues such as changes, delays, defective workmanship, default and termination. Students will be taught basic principles of contract law to foster an understanding of contract formation, performance obligations, and grounds for default and remedies for breach.

NCCP902602 - $475.00
(8 Sessions) • Days: TUE/THU
6:00 PM - 8:50 PM • 9/13 - 10/1
NCCP902601 - $475.00
(3 Sessions) • Days: FRI
9:00 AM - 5:45 PM • 10/7 - 10/21
NCCP902603 - $475.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 11/5 - 11/12

Construction Management

Construction Management is a multi-disciplinary field that requires a broad perspective of projects. In this course, learners will improve the bottom line of projects they manage, through the implementation of efficiency protocol, and effective practices in design, development, budgeting, contracts, and supervision.

NCCP100001 - $475.00
(8 Sessions) • Days: TUE/THU
6:00 PM - 8:50 PM • 9/6 - 9/29
NCCP100002 - $475.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 9/10 - 9/17

Construction Estimating

This course covers the basic processes of construction estimating, including types of estimates, estimate components, and pricing techniques. It also will provide participants with the skills for adjusting estimates, making estimates on labor and materials, and more. Individuals in this course will gain an understanding of this component of managing projects effectively. Pre-requisite: Future of Blueprint Reading (NCCP9030)

NCCP500002 - $475.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 10/29 - 11/5
NCCP500001 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 11/7 - 11/30

Green Principles and Practices

This course demystifies green jargon and gives scientific explanations of concepts like synergy, embodied energy, renewable vs. sustainable, green power and global warming vs. ozone depletion. Students will understand technologies like geothermal, fuel cells, PV vs. thermal solar, gray water reclamation, and more. An overview of LEED, Energy Star and National Association of Homebuilders rating systems is included. Students are also provided an analysis of financial incentives available for green projects.

NGRN000101 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 11/5 - 11/12

Green Buildings and Practices

In this course, students will cover the following topics: What is a Green building? How Green Design is different, Green Materials, Green Technology, LEED Procedures, Sustainable Sites, Water Efficiency, Energy & Atmosphere, Materials and Resources, Indoor Air Quality, Innovation and Design process, Green Finance - How much Green can I save? & How Real Estate Professionals can benefit by understanding Green. Also, the following Fair Housing Topics will be covered: Fair Housing Concepts, History & Legislation, and Fair Housing Today (22.CE Credits).

NGRN001001 - $475.00
(3 Sessions) • Days: MON/WED
9:00 AM - 5:45 PM • 11/14 - 12/12

Green Appraisal

The President of the Appraisal Institute recently compared green design to air conditioning: first a luxury, now a necessity. However, valuation of green properties has been a real challenge for appraisers. This course addresses the salient issues, including comparables, bank financing, calculating return on investment, life-cycle costing and more. Appraisers are provided with all available tools to inform their opinions of value on green properties.

NGRN000201 - $95.00
(1 Session) • Days: SAT
9:00 AM - 5:15 PM • 11/5 - 11/5

Credits).
Green Business

This course recommends processes and considerations for companies that are beginning to launch Green business markets. Participants in this course gain experience through discussing several of the ethical dilemmas in ‘Going Green’ and knowledge of business models. In order to increase not only the short-term profitability, but also the long-term integrity of the business, this course focuses on ‘How’ successful businesses approach green market areas through research, analysis, planning and reporting. The course takes a comprehensive view by introducing case studies of several diverse companies and Best Practices in Green Business.

NGRN000301 - $475.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 12/3 - 12/10

History and Future of Green Architecture

This course prepares Learners to participate in emerging trends by shedding light on Green Architecture as a long-term movement. The class explores Green Architecture as a unique cultural expression of its time and place -- exploring the chronology from indigenous architecture to the exceptional range of contemporary architectural built work to emerging trends. The course constructs a journey through time, beginning with the basics (local materials, climate, sun and natural conditions) then expands to reveal innovative and increasingly high-tech integrated systems that continue to propel the continuing developments in the Green Architecture Movement.

NGRN000701 - $69.00
(1 Session) • Days: WED
6:00 PM - 9:30 PM • 11/2 - 11/2

LEED Green Associate

Leadership in Energy & Environmental Design (LEED) is a point system for rating green buildings developed by U.S. Green Building Council. Individuals may obtain a certificate demonstrating their mastery of green principles by passing a challenging 3rd party Green Associate test administered by Green Building Certification Institute. To qualify for the test, candidates must have experience in a related green career OR take a course in green building principles.

NGRN000801 - $419.00
(4 Sessions) • Days: TUE/THU
5:45 PM - 10:00 PM • 10/25 - 11/3

Facilities Management

In this course, students will learn the critical tasks and responsibilities of Facilities Management. With cost effectiveness in mind, learners will study how to manage and properly care for real estate, considering the many different aspects of the field. From maintenance and security, through janitorial services and outsourcing, topics will enable course participants to gain a realistic overview of this industry.

NCFP903002 - $475.00
(8 Sessions) • Days: MON/WED
6:00 PM - 8:50 PM • 9/7 - 10/3

NCFP903001 - $475.00
(3 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 10/1 - 10/22
Leed Green Associate - Exam Prep Overview

This interactive workshop engages students in learning best practices and valuable insights into the LEED v4 rating system and the Tier I, LEED Green Associate Exam. Topics include the LEED application process, Task Domains, Knowledge Domains, synergistic opportunities, and the integrative approach to developing LEED registered Projects. Successful completion of this course assists participants in preparing to pass the current, v4 LEED Green Associate Exam.

NGRN001A01 - $95.00
(1 Session) • Days: FRI
9:00 AM - 5:15 PM • 10/28

NGRN001A02 - $95.00
(1 Session) • Days: THU
9:00 AM - 5:15 PM • 11/17

Real Estate Licensee’s 32-Hour Remedial Course

New York State Department of State required course for real estate salesperson license applicants that did not obtain a salesperson’s license prior to June 30, 2008. The course is also required for real estate broker license applicants who completed only a 48-hour (not 78-hour) salesperson’s pre-qualifying course. Course requires thirty hours of instruction plus a two-hour exam. Prerequisite: 48-hour NYS Salespersons License Pre-qualifying Course.

NCPEL8001 - $225.00
(4 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 10/15 - 10/23

NCPEL8002 - $225.00
(4 Sessions) • Days: SAT/SUN
9:00 AM - 5:45 PM • 12/3 - 12/11

NCPEL8003 - $225.00
(4 Sessions) • Days: TUE/WED/THU/FRI
9:00 AM - 5:45 PM • 12/13 - 12/16

3-Hour Notary Public Exam Prep Class

Please note that this 3-Hour prep class will include a 50-question review exam. The notary public course prepares you to learn about the laws and duties in serving the public as an official representative of the State of New York. By notarizing documents, you are providing a valuable community service for which you are compensated. Additionally, your services are used by corporations and small businesses as well as real estate, legal and title companies.

NCPEL15B01 - $50.00
(1 Session) • Days: SAT
10:00 AM - 1:00 PM • 10/1

NCPEL15B02 - $50.00
(1 Session) • Days: SAT
10:00 AM - 1:00 PM • 11/12

New York Salespersons’ License Pre-qualifying

Our 78-Hour Salespersons’ License Pre-qualifying Course is a comprehensive real estate course that helps prepare our students pass their NYS DOS Real Estate licensing exam. Topics include: Property Management, Law of Agency, the Contract of Sales and Leases, Real Estate Finance, and much more. A school exam is given during the final three hours. Students must also pass the New York State Department of State licensing exam and obtain Real Estate Broker sponsorship for licensure.

NCPEL15A01 - $75.00
(1 Session) • Days: SAT
9:00 AM - 5:15 PM • 10/8

Real Estate Brokers Course

48-hour Brokers’ license course. The school exam is given during the final three hours. Students must also pass the New York State Department of State “DOS” license exam and meet the experience requirements when filing their license application with the DOS.

NCPEL0101 - $475.00
(9 Sessions) • Days: MON/WED
9:00 AM - 3:20 PM • 10/17 - 11/14

Notary Public Training

Enter the exciting field of real estate by becoming a notary public. The notary public course prepares you to learn about the laws and duties in serving the public as an official representative of the State of New York. By notarizing documents you are providing a valuable community service for which you are compensated. Additionally, your services are used by corporations and small businesses as well as real estate, legal and title companies.

NCPEL15A01 - $75.00
(1 Session) • Days: SAT
9:00 AM - 5:15 PM • 10/8

New York Home Inspection Licensing

Meets the New York State requirement for a Home Inspector License.

Courses can also be taken individually. Call 646-312-5000 for more information.

The first 100 hours of this class will focus on environmental concerns. The final 40 hours will be allocated to field work. This course meets the New York State requirement for a Home Inspector License. Thurs and Fri from 7pm to 10pm and Saturdays from 8:30am to 6PM.

NCPEL4601 - $2,200.00
(1 Session) • Days: MON-SUN
12 AM - 12PM • 12/8

Principles of Real Estate Capital Markets

This course introduces the interplay between Commercial Real Estate investments and the providers of Debt and Equity Capital. We will focus on money flows from the Capital Markets to Commercial Real Estate, and the various factors influencing the availability and cost of capital. We will also examine the major public market participants (both providers and users of capital), concentrating on Real Estate Investment Trusts and Commercial Mortgage Backed Securities (CMBS), as well as the national and global factors affecting the capital markets currently. Prerequisites: Principals of Real Estate Finance or Fundamentals of Real Estate Investment, or equivalent work experience.

NCPEL10101 - $475.00
(3 Sessions) • Days: SAT
9:00 AM - 5:45 PM • 12/3 - 12/17

An Economic Perspective on Real Estate

This course will provide students with a broad overview of the world of real estate investing and its place in the overall economy. Students will learn about the many economic factors that influence the real estate market including, availability and types of spaces, options for funding, and the effect outside economic conditions have on the environment for income producing real estate investments.

NCPEL20001 - $475.00
(8 Sessions) • Days: TUE/THU
6:00 PM - 8:50 PM • 11/15 - 12/8
Principles of Real Estate Finance I

In this fundamental course in Real Estate Finance, learners will acquire an understanding of this specialty. Covered will be topics including valuation, investments, analysis, and decision-making. Students will be provided with a general understanding of how finance fits in with the larger picture of the economics of Real Estate.

NCP400001 - $475.00
(8 Sessions) • Days: MON/WED 6:00 PM - 8:50 PM • 9/7 - 10/3
NCP400003 - $475.00
(3 Sessions) • Days: SAT/SUN 9:00 AM - 5:45 PM • 12/3 - 12/10

Principles of Real Estate Finance II

This course will build upon the knowledge acquired in Finance I to enhance students’ practical job related finance skills. Students will gain the knowledge needed to understand income analysis, operating statements, pro forma analysis, capitalization rates, discount rates, return on investment, net operating income, debt and equity markets and conduits.

NCP500001 - $475.00
(8 Sessions) • Days: TUE/THU 6:00 PM - 8:50 PM • 10/4 - 11/1

Fundamentals of Market Analysis

Skills acquired from this course will allow students to better understand the fundamental techniques of real estate market analysis. Students will learn to analyze and compare real estate properties as well as how these skills can be practically applied in the world of real estate sales.

NCP800002 - $475.00
(3 Sessions) • Days: SAT 9:00 AM - 5:45 PM • 10/29 - 11/12
NCP800001 - $475.00
(8 Sessions) • Days: MON/WED 6:00 PM - 8:50 PM • 11/14 - 12/12

Argus Real Estate Financial Analysis Software

This course is a NYS Approved 11.25 Real Estate CE Course. Students will study line-by-line lease and discounted cash flow analysis for office, retail, industrial, or multi-family dwellings. Topics will include leasing assumptions, space absorption and property resale value. Capabilities include rate of return computation and presentation reports.

NCPEL0501 - $399.00
(4 Sessions) • Days: TUE 6:00 PM - 8:50 PM • 9/13 - 10/4
NCPEL0502 - $399.00
(4 Sessions) • Days: TUE/THU 6:00 PM - 8:50 PM • 10/18 - 10/27
NCPEL0503 - $399.00
(4 Sessions) • Days: TUE 6:00 PM - 8:50 PM • 11/29 - 12/20

Real Estate Investment Trusts

Students will be given an in-depth look at REITs and how the public capital markets impact real estate investment and equity portfolios.

NCPEL0901 - $349.00
(4 Sessions) • Days: TUE/THU 6:00 PM - 8:50 PM • 10/25 - 11/3

Fundamentals of Real Estate Investment

This course examines the fundamental knowledge and skills necessary to enter the world of basic real estate investing. Topics covered will include an overview of different real estate investment property types, relevant laws surrounding each, financing options and much more. Students will further enhance their skills by utilizing case studies to examine the details of typical investment scenarios.

NCPEL1101 - $325.00
(4 Sessions) • Days: MON/WED 6:00 PM - 8:50 PM • 10/17 - 10/26
NCPEL1103 - $325.00
(2 Sessions) • Days: SUN 9:00 AM - 3:40 PM • 10/30 - 11/6

PROPERTY & OPERATIONS MANAGEMENT CERTIFICATE

This certificate is designed to provide a solid foundation for anyone interested in pursuing a career in property and operations management. The topics covered will provide students with the basic, tactical and strategic skills needed to fully understand the roles, responsibilities and functionalities of a successful property manager.

REQUIRED COURSES:
NCFP9030 Introduction to Facilities & Operations Management
NCCP1000 Construction Management
NCFP9034 Codes, Health & Safety for Facilities
NCP7000 Legal Basics in Real Estate

Certificate Cost: $1,755.00

ADVANCED PROPERTY & OPERATIONS MANAGEMENT CERTIFICATE

Students enrolled in this certificate will be fully prepared to advance their career in property and operations management through the acquisition of knowledge and technical skills required to increase effectiveness and productivity. This more advanced program will enable you to master topics surrounding facility finance, marketing, legal and administrative issues in multiple dwelling properties as well as other key components of property management. Upon completion of this certificate, students will gain increase skills of property management expertise in addition to hands-on experience that can be immediately applied to property and operations growth.

REQUIRED COURSES:
NCFP9036 Facility Finance
NCFP9040 Marketing Your Property To Increase Profitability
NCPEL65 Legal and Administrative Issues in Multiple Dwelling Properties
NCFP9041 Trends in Technology and Property Management
NCFP9042 Leasing Strategies and Property Management
NCPEL29 Sustainable Property Management

Certificate Cost: $1,794.00

** These Real Estate certificates can be completed in one semester. Contact the Baruch CAPS office at 646-312-5000 or via email at caps@baruch.cuny.edu to explore your options.
REAL ESTATE PRINCIPLES CERTIFICATE

This certificate will provide a comprehensive overview of the principles, foundation and ethics of real estate. The courses in this program are designed for brokers and agents working in all areas of real estate as well as for individuals seeking to enter the profession. This certificate will give you the basic knowledge and theories for becoming a real estate expert as well as enhancing your knowledge of the profession.

REQUIRED COURSES:
NCP1000  Real Estate Fundamentals
NCP7000  Legal Basics in Real Estate
NCP2500  Managing Property
NCP4000  Principles of Real Estate Finance I
NCPEL61  Understanding the Closing Process

Certificate Cost: $1,958.00

REAL ESTATE CONSTRUCTION PROJECT MANAGEMENT CERTIFICATE

Our Real Estate Construction Project Management Certificate will provide you with the basic and experiential skills required to perform effectively and efficiently in the field. This certificate focuses on construction project management best practices and will explore topics team management and leadership, project scheduling and cost estimating. The Real Estate Construction Project Management Certificate will provide you with fundamental skills to undertake advanced roles.

REQUIRED COURSES:
NCCP1000  Construction Management
NCCP3000  Primavera
NCCP4000  Construction Project Management
NCCP5000  Construction Estimating
NCCP9026  Construction Contract Law
NCCP9030  The Future of Blueprint Reading

ELECTIVES: (CHOOSE TWO, ONE FROM EACH SECTION)
NCCP9032: (OSHA) OR NCPEL17: (Zoning Analysis and Land Use in NYC)
NCCP2000: (Construction Methods & Technology) OR NCSP9010: (Fundamentals of Sustainable Design Construction and Development)

Certificate Cost: $3,231.00

REAL ESTATE APPRAISALS CERTIFICATE

The Real Estate Appraisals Certificate is designed to provide students with the skillset and practical application needed to make effective evaluations attracting investors, builders, and others to make decisions guiding their work. The focus of this certificate is to develop and enhance the practical and theoretical knowledge and understanding of this area of specialization through courses and topics ranging from basic appraisal principles procedures, and concepts of the Uniform Standards of Professional Appraisal Practice (USPAP) requirements and beyond.

REQUIRED COURSES: (Must be completed in order listed)
NCP5  Basic Appraisal Principles
NCP6  Basic Appraisal Procedures
NCPA51  Appraisal Standards (USPAP)
NCP7  Residential Market Analysis/Highest and Best Use
NCP8  Residential Appraiser Site Valuation and Cost Approach
NCP9  Residential Sales Comparison and Income Approach
NCP10  Residential Report Writing and Case Studies

Certificate Cost: $2,636.00

REAL ESTATE FINANCE CERTIFICATE

This certificate provides solid knowledge and information on real estate finances and the different types of real estate financing options. Students pursuing this certificate will be educated on factors that drive real estate markets allowing you to mitigate risks, make smart investments, and apply savvy decision making. Upon completion of this certificate program, students will be equipped with risk models and practical examples allowing you to achieve a well-informed thoughtful perspective.

REQUIRED COURSES:
NCP2000  An Economic Perspective on Real Estate
NCP4000  Principles of Real Estate Finance I
NCP5000  Principles of Real Estate Finance II
NCPEL94  Understanding Your Financial Calculator
NCPEL32  Understanding the World of Real Estate Taxation

Certificate Cost: $1,958.00

REAL ESTATE (continued)
<table>
<thead>
<tr>
<th>Course Title</th>
<th>Description</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Understanding the World of Real Estate Taxation</td>
<td>Students will be introduced to the variety of tax codes and procedures related to real estate. The course will examine the most common topics including income deductions, capital gains issues and strategies, 1031 Tax-Free Exchanges and refinancing. Additional emphasis will be placed on topics of particular relevance to today’s market such as air rights and short sales.</td>
<td>NCP900001 - $475.00 (8 Sessions) Days: THU 6:00 PM - 8:50 PM • 9/6 - 9/29 for Sustainable Real Estate Development. Text: Real Estate Development by Mike E. Miles.</td>
</tr>
<tr>
<td>Zoning Analysis and Land Use in NYC</td>
<td>This course reviews the history of zoning regulations, and how they impact NYC today. Issues of particular concern to the various communities will be discussed, including land use regulations, building requirements, and preservation. Green building technology and taxes will also be examined.</td>
<td>NCPEL1701 - $225.00 (4 Sessions) Days: WED 6:00 PM - 8:50 PM • 9/14 - 10/5, NCPEL1702 - $225.00 (3 Sessions) Days: TUE 6:00 PM - 9:45 PM • 10/18 - 11/8.</td>
</tr>
<tr>
<td>Sustainable Real Estate Development</td>
<td>Students will explore the developer's role concerning the development of commercial and residential building types. Topics include building a team, site and market evaluation, alternative use analysis, acquisition, planning, financing, marketing, and exit strategies. Text: Real Estate Development by Mike E. Miles.</td>
<td>NCP900001 - $475.00 (8 Sessions) Days: THU 6:00 PM - 8:50 PM • 9/6 - 10/27 for Sustainable Real Estate Development. Text: Real Estate Development by Mike E. Miles.</td>
</tr>
<tr>
<td>Understanding Your Financial Calculator</td>
<td>Students will be given training in the use of the HP 12-C Financial Calculator to supplement their Real Estate finance skills. Required HP-12C Financial Calculator.</td>
<td>NCPEL9401 - $95.00 (2 Sessions) Days: TUE/THU 6:00 PM - 9:30 PM • 11/15 - 11/17.</td>
</tr>
<tr>
<td>Legal Basics in Real Estate</td>
<td>Designed to inform learners about the legal basics of Real Estate, this course emphasizes both residential and commercial law. Special attention will be paid to landlord-tenant relations, coops and condos, real property, leases, closings, and contracts, themes that will help students make informed decisions when evaluating contracts and other transactions. Also, the following Fair Housing Topics will be covered: Fair Housing Concepts, History &amp; Legislation, and Fair Housing Today (22 CE Credits).</td>
<td>NCP700001 - $475.00 (8 Sessions) Days: THU 6:00 PM - 8:50 PM • 9/8 - 10/27, NCP700002 - $475.00 (8 Sessions) Days: TUE/THU 6:00 PM - 8:50 PM • 10/18 - 11/10.</td>
</tr>
<tr>
<td>Sustainable Property Management</td>
<td>Learn how to manage properties sustainably! This course will cover topics critical for environmentally sound property management, including air, waste, water, and energy systems. Insight into audits, green procurement, and cleaning programs will also be reviewed.</td>
<td>NCP900001 - $475.00 (8 Sessions) Days: THU 6:00 PM - 8:50 PM • 9/6 - 9/29.</td>
</tr>
<tr>
<td>Leasing Strategies and Property Value Maximization</td>
<td>This course will cover all aspects of leasing as it applies to office buildings and retail properties. The material will explain all the clauses of a commercial lease from a legal, operational and cost-effectiveness point of view. It will provide information about the importance of drafting and administering good leases so that property managers can maximize the value of their properties. The instructor will go into depth about why certain clauses exist and how they impact the operations of a building in the short term as well as the long term. The course will also review how certain property management goals and initiatives can be achieved through specific lease strategies.</td>
<td>NCFP90401 - $159.00 (8 Sessions) Days: MON/TUE/WED 6:00 PM - 9:45 PM • 10/4 - 10/18.</td>
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<tr>
<td>Marketing Your Property Retail, Residential &amp; Commercial To Increase Profitability</td>
<td>This class will focus on applying key methodologies of increasing profitability by marketing residential, commercial and retail properties through the application of survey methods of marketing. Students will be updated on current and emerging trends in marketing, client relations and maintenance that will increase efficiency and sustainability of building performance. There will also be a focus on regulations, standards, and guidelines of quality controls and sustainability.</td>
<td>NCP900001 - $475.00 (8 Sessions) Days: THU 6:00 PM - 8:50 PM • 9/6 - 9/29.</td>
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</tbody>
</table>
Our ESL program offers many options and services for the language learner. We have I-20 programs in full-time ESL, intensive TOEFL and intensive GMAT/GRE. Part-time classes (daytime and evening) include offerings in business English, conversation, writing and reading, pronunciation, grammar, vocabulary, and public speaking. If you prefer customized instruction, personal tutoring is an option. We also offer academic advisement to help you meet your long-term educational goals and apply to a degree program. Free after-class activities such as workshops, a tutoring center, conversation hour, and field trips promote fluency and cultural enrichment. Finally, as our student, you also have access to campus services like the Baruch library, health center, gym and computer lab.

ACADEMIC INTENSIVE ENGLISH PROGRAM
I-20 VISA ELIGIBLE PROGRAM

The Academic Intensive English Program is designed to help prepare non-native English speakers for college or graduate school in the U.S. Students receive 20 hours per week of instruction in writing, reading, listening, and speaking. Additionally, students choose a daytime elective from a unique menu of courses, including grammar, TOEFL preparation, public speaking, pronunciation, business English, and more.

Writing
This course provides students with the skills needed for effective writing in academic and professional settings. The writing process is emphasized with particular focus on organization and development of ideas within paragraphs and essays.

ESL010001 - $870.00
(30 Sessions) • Days: MON/WED/FRI
9:00 AM - 11:00 AM • 9/26 - 12/12

Reading
This course is designed to help students become more confident and proficient readers in English. Students explore a variety of genres (articles, websites, short stories, etc.) and reading skills (vocabulary-building, summarizing, critical thinking, etc.).

ESL020001 - $580.00
(20 Sessions) • Days: TUE/THU
9:00 AM - 11:00 AM • 9/27 - 12/8

Listening and Speaking
This course is designed to help students develop fluency, accuracy and clear pronunciation in spoken English. In addition, students work on their listening skills through activities with audio and visual materials, dialogue practice, role-play, and note-taking.

ESL030001 - $870.00
(30 Sessions) • Days: MON/WED/FRI
11:30 AM - 1:30PM • 9/26 - 12/12

An ESL Placement Test score is required for all new students registering for Writing, Reading, and Listening and Speaking courses.
### Pronunciation-Basic
This course is designed to help students improve their pronunciation of American English. Students explore the vowel, consonant, stress, and intonation rules of American English. Using various techniques and fun activities, students learn how to sound more natural when speaking English. Students need to be in levels 1-4 to take this course.

ESL043301 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Pronunciation
This higher-level pronunciation course is designed to help students sound more like native speakers of American English. Techniques include physical and vocal warm-up and breathing exercises, along with work on pronunciation, articulation, intonation, stress and vocal projection. Students develop short oral presentations to enhance their speech. Students need to be in levels 5-10 to take this course.

ESL043401 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Academic Vocabulary
This course is designed for those preparing for university, graduate school, and standardized exams, such as the iBT TOEFL and GMAT. In this course, students learn new academic vocabulary related to business, economics, psychology, the US education system, science, history, and more. Practice exercises are challenging and interactive, providing students with strategies for enhancing their English reading, writing, listening, and speaking. Students need to be in levels 6-10 to take this course.

ESL042001 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Grammar-Basic
Grammar doesn't have to be boring! In this course, students explore different elements of English structure through readings, digital media, dialogs, songs, games, and student writing. The focus is on learning grammar that is relevant to students’ lives, including form, meaning, and use of structures. By the end of the course, students should have a solid grasp of verb tense, prepositional phrases, articles, and sentence varieties. Students need to be in levels 1-4 to take this course.

ESL041001 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Writing and Reading Intermediate
In this course, students learn to write more fluently and accurately in English. Activities focus on sentence and paragraph development through writing simple narrative and descriptive essays, email, and personal correspondence. Emphasis is also placed on the writing process, including prewriting, drafting, revising, and editing. Readings serve as a basis for developing vocabulary, ideas, and writing models. Students need to be in levels 3-4 to take this course.

ESL040101 - $580.00  
(20 Sessions) • Days: TUE/THU  
9:00 AM - 11:00 AM • 9/27 - 12/8

ESL040102 - $699.00  
(20 Sessions) • Days: TUE/THU  
6:15PM - 8:15PM • 9/27 - 12/8

### ESL Introductory
This course is for those students who are just starting to learn English. Through the practice in speaking, listening, reading and writing you will learn the basic grammar rules of English. You will be able to talk about yourself, ask for information, describe places and people, have conversations, and write and read emails and short texts.

ESL042201 - $699.00  
(20 Sessions) • Days: MON/WED  
9:00 AM - 11:00 AM • 9/26 - 12/12

ESL042202 - $699.00  
(20 Sessions) • Days: TUE/THU  
6:15PM - 8:15PM • 9/27 - 12/8

### Public Speaking
This course provides students with the skills needed to deliver formal and informal presentations. Students learn how to research, organize, and prepare presentations that will inform and persuade an audience. Students develop their platform skills (body language, eye contact, voice projection) as they deliver clear, concise, and relevant messages. They also learn to design effective PowerPoint slides and visuals. Students need to be in levels 7-10 to take this course.

ESL043501 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Vocabulary and Idioms-Basic
In this course, students will not only expand their vocabulary, but will also learn strategies for understanding the meaning of new words. Using film, TV shows, songs, readings, and digital media, students focus on comprehension, recognition, and the application of new words and phrases. Students learn how to make their speech clearer, more varied, and more native-like. Students need to be in levels 1-4 to take this course.

ESL041001 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Grammar
In this higher-level grammar course, students improve their English fluency and accuracy through engaging activities. Focusing on sophisticated forms such as, gerunds and infinitives, complex sentences types, reduced clauses, and appropriate word selection, students enhance their speaking and writing skills. Activities incorporate a combination of readings, digital media, dialogs, and student writing. Students need to be in levels 5-10 to take this course.

ESL041101 - $580.00  
(20 Sessions) • Days: TUE/THU  
11:30 AM - 1:30PM • 9/27 - 12/8

### Writing and Reading High Intermediate
This course helps intermediate level students develop their academic writing. The focus is on essay writing skills, including organizing, developing, and supporting ideas. The writing process is also emphasized: prewriting, drafting, revising, and editing. Authentic readings serve as a basis for compare/contrast and cause/effect essays. Students need to be in levels 5-6 to take this course.

ESL040201 - $580.00  
(20 Sessions) • Days: TUE/THU  
9:00 AM - 11:00 AM • 9/27 - 12/8

ESL040202 - $699.00  
(20 Sessions) • Days: TUE/THU  
6:15PM - 8:15PM • 9/27 - 12/8

An ESL Placement Test score is required for all new students registering for any ESL course.
Writing and Reading Advanced
This advanced writing course helps students polish their writing skills while concentrating on more sophisticated writing tasks, such as summary writing, paraphrasing, quoting, and synthesis. Students gain practice in writing argumentative essays, mini-research papers, and critiques. Students need to be in levels 7-10 to take this course.

ESL040301 - $580.00
(20 Sessions) • Days: TUE/THU
9:00 AM - 11:00 AM • 9/27 - 12/8

ESL040302 - $699.00
(20 Sessions) • Days: TUE/THU
6:15PM - 8:15PM • 9/27 - 12/8

Conversation High Intermediate
In this course, students further develop their oral communication skills in real-life situations, such as interviews, meetings, and social events. Role-plays, dialogs, discussions, vocabulary-building exercises, and the language lab are used to help students develop their listening comprehension, speaking, and pronunciation skills. Students need to be in levels 5-6 to take this course.

ESL043101 - $699.00
(20 Sessions) • Days: MON/WED
9:00 AM - 11:00 AM • 9/26 - 12/8

ESL043102 - $699.00
(20 Sessions) • Days: MON/WED
6:15PM - 8:15PM • 9/26 - 12/14

Conversation Intermediate
Students learn to participate in real-life situations, such as communicating over the phone, making small talk, giving and following directions, and expressing problems. Role-plays, dialogs, discussions, vocabulary-building exercises, and the language lab are used to help students develop their listening comprehension, speaking, and pronunciation skills. Students need to be in levels 3-4 to take this course.

ESL043001 - $699.00
(20 Sessions) • Days: MON/WED
9:00 AM - 11:00 AM • 9/26 - 12/8

ESL043002 - $699.00
(20 Sessions) • Days: MON/WED
6:15PM - 8:15PM • 9/26 - 12/14

Conversation Advanced
Students perfect their listening and speaking skills in this advanced level course. Students increase their confidence as they develop more sophisticated vocabulary and expression to communicate with native speakers in discussions, negotiations, and meetings. Complex role-plays, real-life simulations, oral presentations, and other interactive exercises provide students with many opportunities for practice and improvement. Students need to be in levels 7-10 to take this course.

ESL043201 - $699.00
(20 Sessions) • Days: MON/WED
9:00 AM - 11:00 AM • 9/26 - 12/8

ESL043202 - $699.00
(20 Sessions) • Days: MON/WED
6:15PM - 8:15PM • 9/26 - 12/14

American Accent
This higher-level pronunciation course is designed to help students sound more like native speakers of American English through an examination of the vowels and syllables and the patterns of stress, rhythm, and intonation. With extensive class exercises and drills, individual problem areas will be identified and students develop techniques to overcome them. Dialogues, short speeches, and class discussion help students practice and gain skill and confidence. Students need to be in levels 5-10 to take this course.

ESL043601 - $699.00
(20 Sessions) • Days: MON/WED
6:15PM - 8:15PM • 9/26 - 12/14

An ESL Placement Test score is required for all new students registering for any ESL course.
TOEFL Preparation
This course is designed to help students build the skills and strategies needed to succeed on the iBT TOEFL exam. Special emphasis is placed on the independent and integrated tasks of the TOEFL, including reading, listening, writing, and speaking. Students gain confidence and improve their test-taking skills and strategies through practice questions and diagnostic tests. Instruction takes place in both classroom and language lab settings. Students need to be in levels 5-10 to take this course.

ESLO50002 - $699.00
(20 Sessions) • Days: MON/WED 6:15PM - 8:15PM • 9/26 - 12/14

ESLO50001 - $580.00
(20 Sessions) • Days: TUE/THU 11:30 AM - 1:30PM • 9/27 - 12/8

TOEFL Preparation - Advanced
This course is designed to help high level students build the skills and strategies needed to succeed on the iBT TOEFL exam. Special emphasis is placed on the independent and integrated tasks of the TOEFL, including reading, listening, writing, and speaking. Students gain confidence and improve their test-taking skills and strategies through practice questions and diagnostic tests. Instruction takes place in both classroom and language lab settings. Students need to be in levels 7-10 to take this course.

ESLO50051 - $525.00
(10 Sessions) • Days: SAT 10:00 AM - 1:00PM • 10/1 - 12/17

CUNY Assessment Test Preparation
Before matriculating at a CUNY undergraduate degree program, students are required to take the CUNY Assessment Tests. This course specifically prepares students for the CUNY Assessment Test in Writing (CAT-W) and the CUNY Assessment Test in Reading (CUNY-R). Students focus on building their academic writing and reading skills while developing their test-taking strategies and confidence. At the beginning and end of the term, students take authentic CUNY Assessment Tests administered by Baruch College’s Office of Testing and Evaluation. Students need to be in levels 5-10 to take this course.

ESLO50101 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/26 - 11/3

ESLO50102 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/27 - 12/15

Intensive TOEFL Preparation
This 20-hour-per-week course provides intensive instruction and practice on the iBT TOEFL exam. Working with an experienced and caring teacher, students develop their English proficiency while building their test-taking strategies and skills. Special emphasis is placed on the independent and integrated tasks of the TOEFL, including reading, listening, writing, and speaking. Instruction takes place in both classroom and language lab settings. Students need to be in levels 5-10 to take this course.

ESLO500101 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/26 - 11/3

ESLO500102 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/27 - 12/15

Intensive GMAT Preparation
This course is designed for international students who are applying to MBA programs. This course offers 20 hours per week of intensive GMAT preparation. Focus is placed on the quantitative (problem solving and data sufficiency) and verbal (reading comprehension, critical reasoning and sentence correction) sections of the exam. Students practice with GMAT sample questions, diagnostic tests, and GMAT software. Students need to be in levels 7-10 to take this course.

ESLO50101 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/26 - 11/3

ESLO50102 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 11/9 - 12/15

Intensive GRE Preparation
This course is designed for international students who are applying to graduate schools. This course offers 20 hours per week of intensive GRE preparation. Focus is placed on the analytical writing, verbal reasoning, and quantitative reasoning. Students practice with GRE sample questions, diagnostic tests, and GRE software. Students need to be in levels 7-10 to take this course.

ESLO500401 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 9/26 - 11/3

ESLO500402 - $1,800.00
(25 Sessions) • Days: MON-FRI 9:00 AM - 1:30PM • 11/9 - 12/15

ESL TUTORING
Do you need extra help learning English? We offer quality one-on-one tutoring at a low cost. You choose the skills you most want to work on: writing, reading, listening, speaking, pronunciation, grammar, and/or vocabulary.

5 HOURS • $625.00
10 HOURS • $1,150.00
20 HOURS • $2,000.00
Understanding the Business World

This course is designed for students interested in studying business in an American university, or those who want to get a job in the business field. Working with newspapers, internet resources, and digital media, students learn about current events and trends in economics, finance, marketing, international trade, and sustainability. In this course, students also develop their skills in writing, reading, listening, speaking, vocabulary, and grammar through mini-research projects, presentations, and real-world simulations. Students need to be in levels 5-10 to take this course.

ESL060001 - $580.00
(20 Sessions) • Days: TUE/THU 11:30 AM - 1:30PM • 9/27 - 12/8

Business Vocabulary

In this course, students develop their professional writing and speaking skills by enhancing their business vocabulary. Students learn and practice vocabulary and idioms most frequently used in professional settings. Through intensive exercises, role-plays, and extended activities, students become comfortable and confident in using relevant new words and expressions. This is a great course for those who are preparing for the GMAT exam, business school, or a promotion. Students need to be in levels 5-10 to take this course.

ESL060101 - $360.00
(10 Sessions) • Days: MON 6:15PM - 8:15PM • 9/26 - 12/12

Business Writing for Non-native Speakers

In this course, students learn how to write effective text messages, email, memos, and letters. Students develop their writing, grammar, and vocabulary as they focus on appropriate formats, style, and tone for a variety of audiences, including employers, colleagues, customers, and clients. Students need to be in levels 5-10 to take this course. If you have not taken ESL classes or a Placement Test with CAPS in the past year, register for the test by calling 646-312-5000 or emailing caps@baruch.cuny.edu.

ESL060201 - $360.00
(10 Sessions) • Days: TUE 6:15PM - 8:15PM • 9/26 - 12/6

Oral Communication in Business

In this course, students improve their oral communication skills to meet the challenges of professional interactions. Students gain confidence and expertise in making small talk, participating in conference calls and leading meetings. Through extensive practice exercises, role-plays and business simulations, students gain effective strategies for communicating with supervisors, colleagues, employees and clients. Students need to be in levels 5-10 to take this course. If you have not taken ESL classes or a Placement Test with CAPS in the past year, register for the test by calling 646-312-5000 or emailing caps@baruch.cuny.edu.

ESL060301 - $360.00
(10 Sessions) • Days: THU 6:15PM - 8:15PM • 9/26 - 12/6

Making Presentations

Making effective presentations is often a key to success in the business world. In this course, students gain confidence and build communication strategies for giving presentations. Students learn how to organize and deliver presentations that inform, persuade and influence a variety of audiences, including supervisors, colleagues, employees, customers and clients. Students need to be in levels 5-10 to take this course.

ESL060401 - $360.00
(10 Sessions) • Days: WED 6:15PM - 8:15PM • 9/28 - 12/14

Grammar Troubleshooting

This course focuses on the grammar areas that highly proficient non-native English speakers typically have difficulty with. This course will allow you to express yourself in English more accurately and fluently by using more complex grammatical structures and sophisticated word choices. Open to Zicklin MBA/MS non-native English-speaking students only.

ZIC000301 - $500.00
(10 Sessions) • Days: WED 9:00 AM - 11:30 AM • 9/14 - 11/23

ZIC000302 - $500.00
(10 Sessions) • Days: SAT 9:00 AM - 11:30 AM • 9/24 - 12/10

American English Pronunciation

This course is designed to help you develop a more native-sounding American English accent. Through role plays, pronunciation exercises and language laboratory tasks, you will improve your ability to be understood in an American English academic and business environment. Open to Zicklin MBA/MS non-native English-speaking students only.

ZIC000401 - $500.00
(10 Sessions) • Days: THU 9AM - 11:30 AM • 9/15 - 12/1

ZIC000402 - $500.00
(10 Sessions) • Days: SAT 12PM - 2:30PM • 9/24 - 12/10

An ESL Placement Test score is required for all new students registering for any ESL course.
GMAT Math Preparation
This course helps you to develop the skills and strategies needed to improve your GMAT score. Focus in this course is placed on the quantitative (problem solving and data sufficiency) section of the exam. Students practice with GMAT sample questions, diagnostic tests and GMAT software.

GMAT920402 - $499.00
(8 Sessions) • Days: SAT
9:00 AM - 11:30 AM • 9/10 - 11/5

GMAT920401 - $499.00
(8 Sessions) • Days: MON
6:15PM - 8:45PM • 9/12 - 11/14

GMAT920404 - $499.00
(8 Sessions) • Days: SUN
9:00 AM - 11:30 AM • 10/23 - 12/18

GMAT920403 - $499.00
(8 Sessions) • Days: WED
6:15PM - 8:45PM • 10/26 - 12/21

GMAT Verbal Preparation
This course helps you develop the skills and strategies needed to improve your GMAT score. Focus in this course is placed on the verbal (reading comprehension, critical reasoning and sentence correction) section of the exam. Students practice with GMAT sample questions, diagnostic tests and GMAT software.

GMAT920502 - $499.00
(8 Sessions) • Days: SAT
12:00PM - 2:30PM • 9/10 - 11/5

GMAT920501 - $499.00
(8 Sessions) • Days: WED
6:15PM - 8:45PM • 9/14 - 11/9

GMAT920503 - $499.00
(8 Sessions) • Days: SUN
12:00PM - 2:30PM • 10/23 - 12/18

GMAT920504 - $499.00
(8 Sessions) • Days: MON
6:15 AM - 8:45PM • 10/31 - 12/19

GRE Math Preparation
Get a head start on your graduate school application by preparing for the GRE exam now. This course provides you with the skills and strategies needed to succeed on the GRE exam. Emphasis in this course is placed on the quantitative reasoning section of the exam. Gain practice and confidence through sample tests and computer-based activities.

GRE920301 - $499.00
(8 Sessions) • Days: SAT
12:00PM - 2:30PM • 9/10 - 11/5

GRE920302 - $499.00
(8 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/13 - 11/8

GRE920303 - $499.00
(8 Sessions) • Days: THU
6:15PM - 8:45PM • 10/20 - 12/15

GRE920304 - $499.00
(8 Sessions) • Days: SUN
12:00PM - 2:30PM • 10/23 - 12/18

GRE Verbal Preparation
Get a head start on your graduate school application by preparing for the GRE exam now. This course provides you with the skills and strategies needed to succeed on the GRE exam. Emphasis in this course is placed on the analytical writing and verbal reasoning sections of the exam. Gain practice and confidence through sample tests and computer-based activities.

GRE920401 - $499.00
(8 Sessions) • Days: SAT
9:00 AM - 11:30 AM • 9/10 - 11/5

GRE920402 - $499.00
(8 Sessions) • Days: THU
6:15PM - 8:45PM • 9/15 - 11/3

GRE920403 - $499.00
(8 Sessions) • Days: SUN
9:00 AM - 11:30 AM • 10/23 - 12/18

GRE920404 - $499.00
(8 Sessions) • Days: TUE
6:15PM - 8:45PM • 11/1 - 12/20

Math Review
Math Review course will help you refresh or learn the basic concepts in arithmetic, algebra, and geometry. The content is largely adapted to your current level of knowledge with focus on fractions, decimals, probabilities, equations, ratios, radicals, geometric principles, and word problem solving.

MTH920201 - $299.00
(5 Sessions) • Days: TUE
6:15PM - 8:45PM • 9/27 - 11/1

MTH920202 - $299.00
(5 Sessions) • Days: THU
6:15PM - 8:45PM • 11/8 - 12/6

Verbal Review
Do you need a better grasp of grammar or more polished punctuation? Need to improve your reading and writing to get into grad school? Verbal Review is a back-to-basics class in language skills for native and non-native speakers of English. If you have received low verbal scores on past standardized tests or have discovered that your job demands more writing than you had anticipated, this is the refresher course for you. Verbal Review will focus on reading comprehension, inferencing, synthesizing information, reasoning skills, vocabulary development and grammar.

VBL920201 - $299.00
(5 Sessions) • Days: THU
6:15PM - 8:45PM • 9/27 - 11/1

VBL920202 - $299.00
(5 Sessions) • Days: THU
6:15PM - 8:45PM • 11/8 - 12/6

NYC Specialized High School Exam Prep
This course offers students high-quality and affordable preparation for the Specialized High School Assessment Test (SHSAT). Learn practical tips and strategies from expert math and English teachers. Detailed feedback provided during each class.

SHS920101 - $399.00
(5 Sessions) • Days: SAT
9:00 AM - 1:30PM • 9/10 - 10/15

SAT Preparation
This course helps you to develop the test-taking skills and strategies needed to succeed on the SAT. The course covers critical reading (reading comprehension, sentence completion and paragraph-length critical reading), math (number and operations, algebra and functions, geometry, statistics, probability and data analysis), and writing (grammar, usage, word choice and essay). Practice examinations with complete explanations and simulated materials are included. You will focus on timing techniques, selective guessing, reducing test anxiety, and identifying and applying problem types. Offered for a “Complete” grade only.

SAT920101 - $699.00
(8 Sessions) • Days: SAT
9:00 AM - 12:45PM • 9/10 - 11/5
Beginner Swimming
A safe and supportive environment will be provided for students with little or no previous swimming experience, who will progress at their own pace. Treading water, front and back float, front crawl stroke, beginner back stroke, water entries (feet first and basic dive), underwater swimming and water safety skills will be covered. A swimming cap is mandatory. Please Note: The pool is only available during class hours.

REC100202 - $259.00
(12 Sessions) • Days: THU 6:00PM - 7:00PM • 9/8 - 12/1

REC100201 - $259.00
(12 Sessions) • Days: TUE 6:00PM - 7:00PM • 9/13 - 12/13

REC100203 - $259.00
(12 Sessions) • Days: SAT 10:00 AM - 11:00 AM • 9/17 - 12/10

Advanced Beginner Swimming
Students with some swimming experience will perfect their lap swim techniques and master the basics of the sidestroke, floating and treading water. Limited to 12 students. A swimming cap is mandatory. Please Note: The pool is only available during class hours.

REC1000301 - $259.00
(12 Sessions) • Days: SAT 12:00PM - 1:00PM • 9/17 - 12/10

Intermediate Swim
Students who already know the basics will rise to the level of lap swimming. Students will perfect stroke mechanics, learn front and back crawl, and work with a trainer to improve technique. A swimming cap is mandatory. Please Note: The pool is only available during class hours.

REC1000401 - $259.00
(12 Sessions) • Days: SAT 11:00 AM - 12:00PM • 9/17 - 12/10

Swim Clinic
Sessions will focus on improving/learning competitive Olympic strokes: front crawl, backstroke, breaststroke and butterfly. Open turns, flip turns and diving will be covered. Limited enrollment. The following skills are required: front crawl with breathing to the side, swimming on back and deep-water confidence. A swimming cap is mandatory. Please Note: The pool is only available during class hours.

REC100701 - $259.00
(12 Sessions) • Days: SAT 1:00PM - 2:00PM • 9/17 - 12/10

Community Swim/Lap Swim
The exquisite new pool in the Baruch College Athletic Recreation Complex is one of the hidden jewels of the campus and is perfect for free-style swimming. Registrants are welcome on all available days. A swimming cap is mandatory. *Please refer to the Open Lap Swim Schedule, or call the Pool Line at 646-312-5062 *schedule is subject to change

REC101501 - $269.00
(60 Sessions) • Days: MON-SUN 7:30 AM - 9:00PM • 9/19 - 12/14

Beginner Tennis
Students will learn the basics: forehand and backhand strokes, net volleys, and serving. Tennis strategies and rules will be covered while students enjoy a great workout. Limited to 12 students.

REC202001 - $259.00
(12 Sessions) • Days: SUN 6:00PM - 7:00PM • 9/18 - 12/11

Intermediate Tennis
Students will fine-tune their skills and perfect their technique. The tennis coach will teach advanced skills, such as service, overhead, drop shot, lob, half-volley and return of serve, and will help improve game strategies. Limited to 8 students.

REC202101 - $279.00
(12 Sessions) • Days: SUN 7:00PM - 8:00PM • 9/18 - 12/11

Advanced Tennis
The tennis coach will work with students on perfecting their serve, overhead lobs and net play using detailed analysis and teaching specific tactical awareness in competitive play. Instructor approval required to enroll. Limited to 4 students.

REC202201 - $349.00
(12 Sessions) • Days: SUN 8:00PM - 9:00PM • 9/18 - 12/11

Beginners Golf Level I
This class is ideally suited for those with little or no experience with the game of golf. The topics that will be covered include grip and stance, swing basics and other active elements of the game including chipping, pitching and putting. There will also be exposure to the rules of the game and etiquette on the golf course. The last class will be held at Chelsea Piers. Materials fee included in tuition. Limited to 12 students.

REC203001 - $189.00
(12 Sessions) • Days: SAT 9:00 AM - 10:00 AM • 9/17 - 12/10

Intermediate Golf Level II
This class is a natural transition for the students who have completed Level I or those with on-course golf experience. The topics that will be covered include advanced swing elements, playing strategy, equipment overview and a comprehensive understanding of the golf course. There will also be exposure to the specialty shots including driving, fairway wood and hybrid play and specialized short game shots. The last class will be held at Chelsea Piers. Materials fee included in tuition.

REC203101 - $189.00
(12 Sessions) • Days: SAT 10:00 AM - 11:00 AM • 9/17 - 12/10

Ultimate Body Firming Workout
Firm and tone your body. Cardio warm up and weights to strengthen and chisel. Routines to sculpt legs, glutes and abs. Gloria’s motivational instruction is both friendly and effective. Designed to increase muscle strength and overall health! Recommended for all levels.

REC305101 - $139.00
(9 Sessions) • Days: TUE/THU 6:00PM - 7:00PM • 9/20 - 10/18

REC305102 - $139.00
(9 Sessions) • Days: TUE/THU 6:00PM - 7:00PM • 11/1 - 12/1
Fitness For Older Adults
Adults aged 55 and over will perform specific exercises that target the problem areas of the mature body, such as the hips, stomach, and joints. Students will work at their own pace and receive individual instruction on stretching and working with weights.

REC306101 - $159.00 (12 Sessions) • Days: TUE/THU 10:30 AM - 11:30 AM • 9/20 - 10/27

REC306102 - $159.00 (12 Sessions) • Days: TUE/THU 10:30 AM - 11:30 AM • 11/1 - 12/13

Salsa Madness
Learn to dance Salsa on2 New York style. Fast-paced and exciting students will learn and practice turn sequences, partnering techniques, and freestyle expression while benefiting from a great workout. You will also be introduced to the basics of Cha Cha Cha and Merengue. The instructor will guide you on this journey step by step with a method that is simple, structured, organized and fun.

REC403501 - $179.00 (12 Sessions) • Days: TUE 6:00PM - 7:00PM • 9/27 - 12/13

Tai-Chi
The Yang-style standard form of Tai-Chi Chuan consists of 24 simple postures. Students will learn techniques of stretching, breathing, and the concentration of the mind and body. Long-term practice of this martial art can help strengthen the body and restore health. This form (or style) differs from others but remains within the framework of basic Tai-Chi principles and I-Ching theory.

REC404701 - $169.00 (12 Sessions) • Days: SAT 9:00 AM - 10:00 AM • 9/17 - 12/10

Yoga
This is an ancient system of exercise that develops strength, flexibility and balance of body and mind. Relaxation and meditation for mental health, yogic postures or asanaa (in Sanskrit) for physical health and proper breathing (or pranayama) for obtaining energy will be the focus. Please bring your own Yoga mats and/or towel.

REC404802 - $169.00 (12 Sessions) • Days: SAT 10:00 AM - 11:00 AM • 9/17 - 12/10

REC404801 - $169.00 (12 Sessions) • Days: MON 7:00PM - 8:00PM • 9/19 - 12/19

Level 1 KRU Muay Thai Kickboxing
This fitness-based, Beginning Thai Kickboxing program will get students in shape while learning an effective and practical martial art. Students can earn up to black belts in this course. Class consists of mirror work, partner training with striking bags, striking with Muathay-kickboxing bags, calisthenics and the lesson of the week. Loose clothing required.

REC406701 - $199.00 (12 Sessions) • Days: FRI 7:00PM - 8:00PM • 9/9 - 12/2

Level 2 KRU Muay Thai Kickboxing
Level 2 KRU Muay Thai Champions Course (Intermediate Thai Kickboxing) requires additional protective equipment and will include an extension of the Level 1 Curriculum plus defensive strategies and more advanced effective combinations introducing the use of “Thai Pads” for an increased level of interaction. This class will provide the student with the tools they need for the ring even though they may choose to never compete. Are you up for the challenge?

REC406801 - $199.00 (12 Sessions) • Days: FRI 8:00PM - 9:00PM • 9/9 - 12/2

Commando Krav Maga (Self Defense)
Commando Krav Maga, aka CKM, (Self Defense) is considered by many experts to be the most devastating fighting system in the world. In CKM, you’ll learn to defeat attackers (even multiple attackers) armed with knives, guns, bottles, sticks, baseball bats etc. Additionally, you’ll learn how to debilitate your opponent immediately irrespective of his size, training background or experience level. The system, based on simple, reflexive moves, teaches a winning mindset that will build confidence and enhance students’ abilities to handle life’s challenges.

REC406001 - $259.00 (12 Sessions) • Days: FRI 6:00PM - 7:00PM • 9/9 - 12/2

Beginner/Intermediate Racquetball
Small class sizes guarantee individual instruction of the basic skills necessary for competitive play. Forehand and backhand strokes, defensive and kill shots, court and game strategy, doubles play, and drilling to maintain and improve skills will all be covered. Students will gain a deeper understanding of what makes racquetball one of the most exciting and competitive sports, while enjoying a great workout. Bring your own racquet. Limited to 12 students.

REC409101 - $169.00 (12 Sessions) • Days: THU 7:00PM - 8:00PM • 9/8 - 12/1
COMMUNICATIONS
You can find up-to-date information on CAPS courses and events through our website, www.baruch.cuny.edu/caps. Student communication is through email, postal mail, and phone. Please inform the CAPS office of any phone number and address changes.

PAYMENT INFORMATION
Full payment must be made to process your registration. Incomplete registrations or partial payments cannot be processed. Payment is accepted using Visa, MasterCard, American Express, and Discover cards; money orders, traveler’s checks, and certified checks payable to Baruch College; cash, and original Baruch CAPS credit letters. We do not accept personal checks.

Registrations are processed in order of receipt. Classes fill quickly, and early registration is recommended to guarantee placement. Prompt registration also reduces the possibility that a course might be cancelled due to insufficient enrollment. Should your selected course be full, you will be notified and asked to select another course or be placed on a waiting list. Baruch CAPS does not allow unregistered students to audit classes.

REGISTRATION FEES
Please visit: www.baruch.edu/static/registration/policies.aspx

TUITION DISCOUNTS
Discounts apply to tuition only and cannot be combined. Discounts must be requested upon registration and cannot be applied retroactively. Discounted tuition registration must be completed in person at the CAPS office so that required documentation can be verified.

ESL, fitness, and courses offered in partnership with any other school, department, or institution are not discountable.

A 15% discount on most CAPS courses is offered to:
- Registered Baruch undergraduate and graduate students who present a current bursar’s receipt
- Current Baruch faculty and staff
- Baruch Alumni upon presentation of a current Alumni receipt or dues letter
- CUNY Employees who present a valid CUNY ID or recent pay stub
- NYC, NYS, and federal government employees, and military employees who present current employee id or recent pay stub
- Veterans of the American Armed Forces who present discharge papers
- People aged 60+ who present a valid photo ID showing birth date
- Immediate family of Baruch staff, accompanied by the related Baruch employee who presents a current staff ID

A 10% good neighbor discount on CAPS courses is available to employees of registered businesses in the Baruch College neighborhood upon presentation of valid employee ID or discount offering.

For information on joining our good neighbor discount program please call 646-312-5000.

REGISTRATION RECEIPTS, CLASS LOCATIONS & ID CARDS
Once you have paid for your class, you will receive a receipt confirming your registration and providing your course location and schedule. You must take this receipt to the Baruch College ID center to be issued a Baruch ID card in order to attend your classes. The ID Center is located at 151 East 25th Street, Room 133 (phone: 646-312-1475). Duplicate registration receipts can be obtained from your office or via email by request. If your class meets three times or less, a Baruch ID card will not be issued. In these cases, please show your registration receipt for admission to college buildings.

The Baruch College ID Center charges $10 to replace lost ID cards. To find your classroom locations, please visit www.baruch.cuny.edu/caps and click on the “Classroom Assignments” link. Online posting of room locations is updated on a regular basis.

Classroom location listings are also posted outside the CAPS office and in the lobby of the 17 Lexington Avenue building.

LATE REGISTRATION
Although we do not charge late registration fees, tuition will not be prorated for missed sessions. After the second class session, course registration is closed.

COURSE TRANSFERS
Students may transfer once for free per semester. A $10 fee is charged for the second transfer. Only two transfers are permitted per student per semester. Transfer to a different course must be done by written request submitted to the CAPS Office and is granted pending class availability. Students may not transfer from or into a class that has already met for two or more sessions. Transfers are processed in the order they are received and may take 1-5 business days to be processed.

COURSE WITHDRAWALS
Students who wish to withdraw from a course must submit a detailed written request by fax, mail, in-person, or via email to caps@baruch.cuny.edu. Failure to complete a course, ceasing to attend class, notifying the instructor of your desire to withdraw, or general dissatisfaction with a course does not constitute a withdrawal and does not entitle you to a refund. Instructors are not permitted or able to process withdrawals, transfers, or refunds.

CERTIFICATE WITHDRAWALS
Students who wish to withdraw from a certificate program must submit a detailed written request to our office by fax, mail, in-person, or via email to caps@baruch.cuny.edu. Failure to complete a course, ceasing to attend class, notifying the instructor of your desire to withdraw, or general dissatisfaction with a course does not constitute a withdrawal and does not entitle you to a refund. Withdrawal policies for full-time ESL and CACP students differ and are defined in their acceptance letters and in program handbooks.

COURSE CANCELLATION POLICY
CAPS will determine which classes must be cancelled based upon enrollment and other factors. Students are strongly encouraged to register early to increase the likelihood that the class will run. Baruch College’s Division of Continuing & Professional Studies maintains the right to cancel courses, adjust curricula and class hours, close facilities, substitute instructors, change class locations, or limit enrollment. In the event that a course must be cancelled, each student may transfer to another course or section with tuition adjustment, receive a tuition credit, or a full refund.

COURSE REFUND & CREDIT POLICY
Full-time ESL and CACP students must refer to the refund policies indicated on their acceptance letters and program handbooks.

Students withdrawing up to three business days before the first class session may choose 100% tuition credit or a refund for the full tuition minus a $25 processing fee. Students withdrawing before the second class session may choose a 50% tuition credit or a refund for the full tuition minus a $25 processing fee. Students withdrawing before the second class session may choose 100% tuition credit or a refund for the full tuition minus a $25 processing fee. No tuition refunds or credits are issued after the second class session.
No refunds or credits will be issued for classes that meet four sessions or less. Refunds are processed in the order they are received and may take up to 4–6 weeks to be processed. A tuition credit letter must be redeemed within one calendar year of the receipt of the credit and cannot be exchanged for cash. Fees are not refundable, except when classes are cancelled by Baruch College.

When Baruch College cancels a course, we offer 100% tuition credit to be applied to an alternative or future course or a full tuition refund. All other refund requests must be made in writing. Please contact the CAPS office for verification of the receipt of your refund request. All student-initiated refunds will have a $25 processing fee deducted from the course refund. A $15 processing fee will be deducted from placement test cancellations.

CERTIFICATE REFUND POLICY
Students who officially withdraw from a certificate program will be refunded certificate tuition paid minus the undiscounted value of any certificate courses the student attended, whether completed or not. Fees paid when the student registered for the certificate program are non-refundable. In addition, a $25 refund processing fee will be assessed at the time of the refund request. If you are entitled to a refund, you will be refunded the same way you paid, with the exception of cash or money order payments, which will be refunded with checks. Full-time ESL and CABB students must refer to the refund policies indicated in their acceptance letters and in program handbooks.

LETTERS OF CREDIT
If you have a Letter of Credit, you must present the original in person, or mail it to our office in order to apply it towards your registration; faxes and copies are not accepted. Letters of credit are non-transferable and cannot be exchanged for a monetary refund once requested.

BOOKS & MATERIALS
Please note that the purchase price of any recommended or required course materials, including textbooks, is not included in the price of tuition, unless otherwise indicated. For more information, call the Baruch College bookstore at 646-312-4850.

FINANCIAL AID
Please see the Financial Aid section under Registration on our website (www.baruched.com) for the latest information about scholarships, student loans, and voucher programs applicable to continuing education funding.

TEST PREP GUARANTEE
Eligible students may retake a Baruch CAPS GMAT or GRE test prep course free of charge if the student receives the same score or below on the actual exam compared with their initial CAPS diagnostic test. Eligible students for this policy must have attended all classes, taken all diagnostic exams, and completed all homework and class work in a test prep course within CAPS.

Students must also take the GMAT or GRE within 6 months of completing their CAPS test prep course. Each student may retake the course once and must re-enroll within one year of taking the actual exam. Proof of exam dates and results will be required. Students will be required to record scores of their initial diagnostic test results with the CAPS office. Intensive GMAT and GRE courses are not included in the guarantee offer. For further information, contact CAPS directly at 646-312-5000.

CERTIFICATE APPLICATION PROCESS
Students considering a certificate program should speak with an enrollment advisor before registering at 646-312-5000.

Applicants for certificate programs (excluding the full-time ESL and CABB programs) must submit a completed certificate application, downloadable from the Registration Information page on the CAPS website or at www.baruched.com/uploads/media/Certificate Program%20Application.pdf with the $25 application fee.

CERTIFICATE REQUIREMENTS
• Students must complete all required and elective courses and must earn an overall average grade of B or better to be awarded a certificate.
• Students in certificate programs must attend a minimum of 80% of scheduled classes in each course. Students who have more than two absences in a course will fail the course for the term.
• Students should follow the certificate requirements in effect for the term in which they registered for the first course toward the certificate. Students have up to three years to complete a certificate program, and only courses completed within the last three years can be used towards certificate requirements.
• If a required class is no longer being offered, a substitution will be made on the advice of the program manager. Students must complete the same number of classes listed as requirements from their initial term.
• Certificates are awarded to students who have formally applied and have been accepted into a certificate program. Students applying for the paid-in-full option must complete and submit the application requirements before the start of their second semester. Students must complete a request form in the CAPS main office.

INTERNATIONAL STUDENTS
International students are welcomed at Baruch. We offer extensive support throughout the visa application process. Students holding an F-1 visa are permitted to study full-time at Baruch College CAPS. You must apply for this visa in your native country. You may contact a representative for assistance at isc@baruch.cuny.edu.

Advice will be provided to new students concerning the documents required to apply for the visa. We also advise continuing students in maintaining compliance with INS (Immigration and Naturalization Services) policies. For more information, please contact the Baruch College International Student Services Office at 646-312-2050 or www.baruch.cuny.edu/isc.

NEW INTERNATIONAL STUDENT APPLICATION CHECKLIST
Students may apply for an I-20 from Baruch College CAPS by mailing in the documents listed below. Deadline for submission is one month before the start date of each term. (See Annual Calendar linked to the Academic Intensive English page of the CAPS website for start dates.)

Please note: If applying for an I-20 through Baruch College Continuing and Professional Studies, you must complete one term in the ESL or CABB program before you may transfer elsewhere.
• Completed I-20 application form
• An Affidavit of Support
• Confidential Declaration and Certificate of Finance
• Proof of Continued Support for Following Year (contact CAPS for information)
• Room and Board Letter (if you are receiving free room and board from a friend or relative)
• Passport-sized photograph
• Copy of your passport

FULL-TIME ESL APPLICANTS SEEKING A VISA MUST ALSO SUBMIT:
• Original bank statement (self or sponsor) in English, no more than three months old, with no less than $24,100
• Tuition deposit of $400 required with application (no cash)

CONTEMPORARY AMERICAN BUSINESS PRACTICES (CABB)

INTERNATIONAL APPLICANTS SEEKING A VISA MUST ALSO SUBMIT:
• Original bank statement (self or sponsor) in English, no more than three months old, with no less than $20,750
• Tuition deposit of $400 (no cash)
• Application fee of $125 (no cash)
• If you are a transfer student, you may submit cash in-person.

CONTEMPORARY AMERICAN BUSINESS PRACTICES (CABB) INTERNATIONAL APPLICANTS
• Recent official TOEFL scores 79 (iBT) or 550 (paper)
• A typewritten, two-page statement of up to 250 words describing:
  a) Your career goals
  b) Why you think this program will help you reach those goals
• A current résumé
• Official transcript of U.S. Bachelor’s degree from an English speaking institution or U.S. Bachelor’s degree equivalent.

GRADING & ATTENDANCE POLICIES:
Grading and attendance policies vary from course to course. Please consult the applicable student handbook or syllabus for course-specific information and visit www.baruched.com/static/registration/policies.aspx
AT A GLANCE
Baruch College’s Division of Continuing and Professional Studies has more than 30 years of experience in serving the educational needs of corporate, not-for-profit and government employers.

WHAT WE CAN DO FOR YOUR COMPANY
Customize business-relevant courses. Develop academic courses paired with practical, professional training delivery. Ensure the right learning approach, rapid deployment and measurable results. Package programs that meet your education, financial and logistical needs.

HOW WE MANAGE THE PROCESS FOR YOU
• Assess your needs
• Collaborate closely with you and your management
• Design the right curricula through the right learning channels
• Implement a program that engages the learner
• Evaluate and measure your program to improve ongoing learning

CALL NOW:
JIM RATIGAN
EXECUTIVE DIRECTOR
CORPORATE SERVICES
646-312-5124
LEADERSHIP DEVELOPMENT

Communicating as a Situational Leader --
This course is designed to close the skills gap in leadership and communication identified by employers in the past few years. Participants will learn about several leadership, interpersonal and group communication theories while practicing how to communicate as a leader in various situations. While we will study several leadership theories, the main focus of the course will be to master situational leadership theory from a communication perspective. Participants will have an opportunity to compare and contrast aspects of the theories while also applying what they’ve learned to various workplace settings.

CUSTOMIZABLE TRAINING
ONSITE / UNIVERSITY HOSTED / VIRTUAL

- Leadership Development
- Planning and Managing Organizational Change
- Performance Management
- The Art of Supervision
- Negotiation, Decision-Making & Conflict Management
- Creating Effective Teams & Partnerships
- Implementing “Management by Objectives”
- Contemporary Management Practices
- From Manager to Coach: Achieving Team Excellence
- Leadership Skills for Project Managers
- Performance Management
- Planning and Time Management
- Cross-Cultural Communication
- Building an Inclusive Diversity Culture
- Professional Business Writing
- Retaining Top Talent
- Delegation for Results

LEARN MORE AT:
CORP.BARUCHED.COM
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At Baruch College, CAPS SHRM-CP or SHRM-SCP credential holders can build their skills and increase their business acumen by earning Professional Development Credits (PDCs) for a wide variety of workshops and programs that relate to the SHRM Body of Competency and Knowledge™ (SHRM BoCK™).

For HR Professionals holding the SHRM-CP or SHRM-SCP designations, recertification is the way to remain current and to demonstrate professional development and adherence to the HR Competencies outlined in the SHRM BoCK.

Questions?
Please visit us at shrm.baruched.com

or contact: Evangelina Ocasio
Director of Professional Programs and Corporate Learning Services
evangelina.ocasio@baruch.cuny.edu

Score Higher with Baruch CAPS Test Preparation Courses

If you’re puzzled by polynomials or rattled by ratios, our back-to-basics Math Review courses will help you get a quantitative grip. The content is largely adapted to your current level of knowledge, with a focus on fractions, decimals, probabilities, algebra, geometric principles and word problem solving.

If you need a better grasp of grammar or more polished language skills, Verbal Review is the course you are looking for. The focus is on reading comprehension, inferencing, synthesizing information, reasoning skills, vocabulary development and grammar.

These are great refresher courses if you:

• Are preparing to take standardized tests
• Received low standardized test scores and want to improve
• Discovered that your job demands a higher level of math skills or stronger communications skills than you had anticipated
Free CAPS Events
Check our website for announcements and your inbox for invitations.

Open Houses and Networking Receptions
Meet and mingle with CAPS faculty, staff and students and get answers to your questions about our CAPS courses and our 40+ professional certificate programs.

Professional Panels & Special Events
CAPS students get special invitations to programs of interest throughout the year.

Conditional Admission
Our Academic Intensive English Program offers a conditional admission option for students who wish to study at either the undergraduate or graduate level at Baruch College. For more information, visit our website.

If you are a leader in your field and are interested in teaching for CAPS, email your resume to: capsfaculty@baruch.cuny.edu and indicate your specialty area in the subject line.