

# Professional Certificate Contemporary American Business Practices

A Pathway to Hands on Learning  
at the Center of the Business World!



**Finance & Investments - Marketing -  
Import & Export Trade Operations -  
Management - Accounting Principles**

## About Baruch College:

Ranked among the top 10% of U.S. colleges and named one of the 50 best value public colleges, Baruch College is proud to have been recognized as the most ethnically diverse campus in the nation by both U.S. News & World Report and The Princeton Review more times than any other college. The Baruch community is a true reflection of its location in the heart of New York City: the 15,700 students taking graduate and undergraduate courses at Baruch represent 160 countries and many of Baruch's students, faculty, and staff are drawn to the College because of its multiculturalism.

Students at Baruch College's Division of Continuing and Professional Studies (CAPS) come from all walks of life and levels of education. All have unique goals and aspirations. Some study with us to advance their careers, some to change careers, some to improve their language skills, and others to enrich their personal lives. Many of our students have gone on to prestigious positions with top corporations in the U.S. and abroad.



*Baruch College Vertical Campus*

CAPS develops and initiates new courses and programs in response to market changes and the needs of aspiring professionals. We base these programs on input from experts in the professional community and former students and we introduce them only after rigorous review and educational development.

Taught by industry professionals, our courses are conveniently scheduled during the day, in evenings, and on weekends to best meet the needs of adult students. Courses are offered in traditional classrooms, on-line, or in a combination of both formats.

In addition to offering non-credit professional education to individuals, CAPS provides customized corporate education and training. Our Corporate Learning Partners folder can be viewed and downloaded from the CAPS web site: [www.baruch.cuny.edu/caps](http://www.baruch.cuny.edu/caps)

# Letter from our director

Dear Prospective Student:

Thank you for expressing interest in the programs offered by Baruch College's Division of Continuing and Professional Studies (CAPS).

Enclosed, please find the information that you requested for the Professional Certificate in Contemporary American Business Practices (CABP).

Baruch College is one of the oldest business colleges in New York City. It traces its roots to 1847, when the Free Academy, the first institution of free public higher education in the United States, was founded to provide educational opportunity and superior academic programs to "the children of the rich and poor alike with "no distinction save that of industry, good conduct and intellect." Today, Baruch is a thriving, urban, multicultural institution and a senior college of The City University of New York (CUNY).

Baruch College is a fully accredited university which awards recognized associate, bachelors, masters, and doctorate degrees along with the comprehensive catalog of non-credit professional certificates, courses, seminars, and workshops offered through CAPS.

Please contact us with your questions and for further information. We look forward to helping you achieve your goals.

Sincerely,

James Ratigan  
Director, Professional Programs  
Baruch College  
Division of Continuing and Professional Studies

## About the program:

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 and 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.

### Course Schedule:

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

### Tracks of Study:

- Finance and Investments
- Import and Export Trade Operations
- Management
- Marketing
- Financial Accounting

### International Students:

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 an F-1 student visa.

### Practical Training:

Upon successful completion of the CABP certificate, students may apply for Practical Training, which is temporary employment directly related to the student's field of study. Students must contact their International Student Advisor (ISO) to discuss eligibility. Authorization for employment is not guaranteed.



# Academic Schedule

## 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/Transferred Applicants

## Summer Term Deadlines

April 15: International Applicants (New I-20)

May 5: Domestic/Transferred Applicants

## Fall Term Deadlines

August 15: International Applicants (New I-20)

September 5: Domestic/Transferred Applicants

## Upcoming Start Dates:

Fall 2011: September 19, 2011

Spring 2012: January 23, 2012

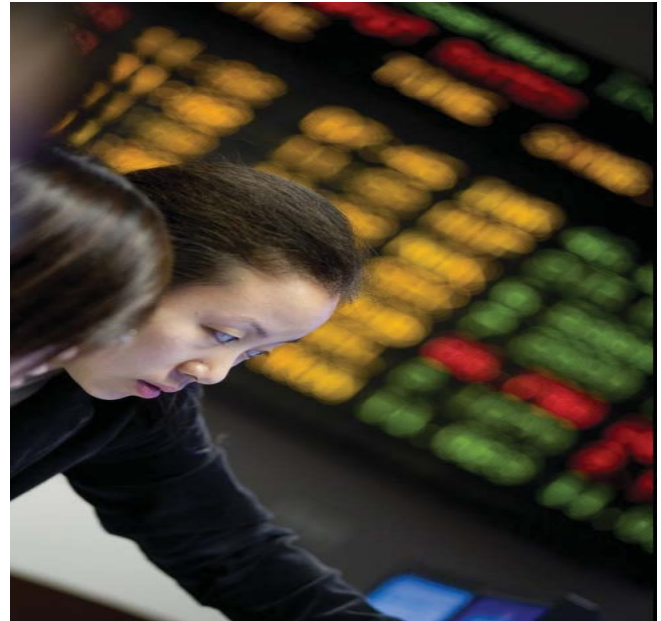
Summer 2012: May 14, 2012

## Finance and Investments 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 the finance and investments field.

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.



| <i>Term I</i> |   | <i>Term II</i>                              |                                       | <i>Term III</i>                             |  |
|---------------|---|---|---------------------------------------|---|--|
| IEM0001       | International Trade:<br>Embarking on the Global Marketplace | FIN0002                                     | Corporate Finance and Valuation       | FIN0004                                     | Equity Markets and Portfolio Theory II |
| MGT0014       | Business Statistics   | FIN0003                                     | Equity Markets and Portfolio Theory I | FIN0009                                     | Introduction to Derivative Markets     |
| INV0001       | Personal Investments I                                      | FIN0001                                     | Principles of Finance                 | FIN0013                                     | Entrepreneurial Venture Finance        |
| ACC0001       | Financial Accounting I                                      | CAB0002                                     | Business Communication                | CAB0003                                     | Getting the Job                        |
| CAB0001       | Communicating about<br>U.S. Business and Politics           | <b><i>Elective Courses (Choose One)</i></b> |                                       | <b><i>Elective Courses (Choose One)</i></b> |  |
|               |   | IEM0007                                     | International Payments                | FIN0007                                     | Investment Banking                     |
|               |   | INV0009                                     | Personal Investments II               | FIN0011                                     | Debt and Fixed Income Markets          |

# 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.



| <i>Term I</i> |   | <i>Term II</i>                       |  | <i>Term III</i>                      |  |
|---------------|---|--------------------------------------|--|--------------------------------------|--|
| IEM0001       | International Trade:<br>Embarking on the Global Marketplace | MGT0009                              | Negotiation, Decision Making and Conflict Management | MGT0054                              | Planning and Managing Organizational Change                |
| MGT0014       | Business Statistics   | PPM0001                              | Fundamentals of Project Management                   | MGT0052                              | The Art of Supervision: Confronting the Difficult Employee |
| INV0001       | Personal Investments I                                      | MGT0051                              | Contemporary Management Practices                    | HRM0009                              | Organizational Behavior                                    |
| ACC0001       | Financial Accounting I                                      | CAB0002                              | Business Communication                               | CAB0003                              | Getting the Job  |
| CAB0001       | Communicating about U.S. Business and Politics              | <i>Elective Courses (Choose One)</i> |  | <i>Elective Courses (Choose One)</i> |  |
|               |   | MGT0056                              | Business Ethics and Corporate Social Responsibility  | MGT0058                              | Creating Effective Teams and Partnerships                  |
|               |   | HRM0002                              | Recruitment, Selection and Employment Practices      | MGT0055                              | From Manager to Coach: Achieving Team Excellence           |

\*Baruch College reserves the right to cancel or substitute required or elective courses at any time. The program is not subject to customization.

## Accounting Principles 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.



| <i>Term I</i> |   | <i>Term II</i>                              |   | <i>Term III</i>                             |                                       |
|---------------|---|---|---|---|---------------------------------------|
| IEM0001       | International Trade:<br>Embarking on the Global Marketplace | ACC0002                                     | Financial Accounting II                             | ACC0021                                     | Advanced Financial Statement Analysis |
| MGT0014       | Business Statistics   | ACC0020                                     | Financial Statement Analysis                        | ACC0015                                     | Auditing Techniques                   |
| INV0001       | Personal Investments I                                      | ACC0006                                     | Budget Management                                   | ACC0023                                     | Intermediate Accounting               |
| ACC0001       | Financial Accounting I                                      | CAB0002                                     | Business Communication                              | CAB0003                                     | Getting the Job                       |
| CAB0001       | Communicating about<br>U.S. Business and Politics           | <b><i>Elective Courses (Choose One)</i></b> |   | <b><i>Elective Courses (Choose One)</i></b> |                                       |
|               |   | ACC0004                                     | Individual Income Taxes                             | ACC0017                                     | Advanced Financial Reporting          |
|               |   | MGT0056                                     | Business Ethics and Corporate Social Responsibility | ACC0018                                     | Accounting with Quickbooks            |

# 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 a marketing track has been designed that will 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.



| <i>Term I</i> |   | <i>Term II</i>                              |   | <i>Term III</i>                             |                                     |
|---------------|---|---|---|---|-------------------------------------|
| IEM0001       | International Trade:<br>Embarking on the Global Marketplace | MKT0031                                     | Why They Buy: Understanding Your Customer | MKT0033                                     | Integrated Marketing Communications |
| MGT0014       | Business Statistics   | MKT0039                                     | Marketing Strategy                        | MKT0026                                     | Marketing Management                |
| INV0001       | Personal Investments I                                      | MKT0001                                     | Marketing For New Marketers               | MKT0020                                     | Building Your Brand                 |
| ACC0001       | Financial Accounting I                                      | CAB0002                                     | Business Communication                    | CAB0003                                     | Getting the Job                     |
| CAB0001       | Communicating about U.S. Business and Politics              | <b><i>Elective Courses (Choose One)</i></b> |   | <b><i>Elective Courses (Choose One)</i></b> |                                     |
|               |   | MKT0008                                     | Marketing for the Global Community        | MKT0035                                     | Advertising                         |
|               |   | MKT0040                                     | Target Marketing                          | MKT0034                                     | Direct Marketing                    |

## Import & Export Trade Operations 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 United States.

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.



| <i>Term I</i> |   | <i>Term II</i>                              |   | <i>Term III</i>                             |  |
|---------------|---|---|---|---|--|
| IEM0001       | International Trade:<br>Embarking on the Global Marketplace | IEM0014                                     | Global Sourcing and Supply Chain Management | IEM0006                                     | Export Regulations and Documentation           |
| MGT0014       | Business Statistics   | IEM0002                                     | Import Regulations and Documentation        | IEM0008                                     | Export Controls and Licenses                   |
| INV0001       | Personal Investments I                                      | IEM0003                                     | Tariff Classification and Customs Valuation | IEM0009                                     | Logistics for the 21st Century                 |
| ACC0001       | Financial Accounting I                                      | CAB0002                                     | Business Communication                      | CAB0003                                     | Getting the Job                                |
| CAB0001       | Communicating about U.S. Business and Politics              | <b><i>Elective Courses (Choose One)</i></b> |   | <b><i>Elective Courses (Choose One)</i></b> |  |
|               |   | IEM0005                                     | Customs Law                                 | IEM0010                                     | Establishing and Organizing an Import Business |
|               |   | MKT0008                                     | Marketing for the Global Community          | IEM0015                                     | Establishing and Organizing an Export Business |

## Student Services

### Library

Students from this certificate are allowed to use the William and Anita Newman Library Facilities.

### Health

CAPS has partnered with Baruch College Health Center (an affiliate of Continuum Health Services, a division of Beth Israel Hospital) to provide our full-time certificate learners with primary medical assistance.

### Housing

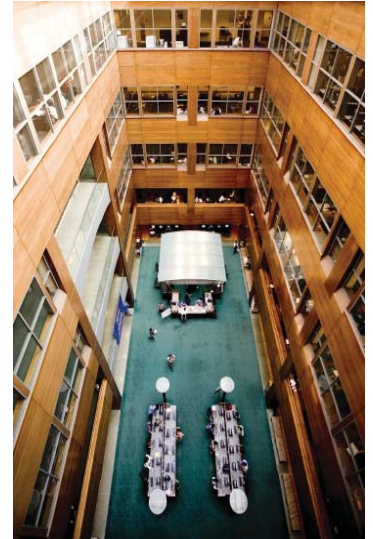
Baruch College has teamed up with Educational Housing Services, a not-for-profit organization founded in 1987, to offer students in our Certificate Programs affordable, safe, quality housing at discounted rates. For additional information call (800)297-4694 or visit their website at [www.studenthousing.org](http://www.studenthousing.org).

### Athletics and Recreation Complex (ARC)

The Baruch College and Athletics and Recreation Complex (ARC) offers Certificate students annual fitness memberships at a special rate of \$350 per year. Members of student's immediate family may join for an additional \$250 per year.

### Computer Labs

CAPS labs offer a network of workstations and servers equipped with the latest versions of most standard software packages and enterprise versions for developers. Computer lab time is available free of charge, six days a week. Our computer labs are located in the 17 Lexington Avenue building at East 23rd Street on the 11th floor.



# Experience New York City!



New York City is the most populated city in the United States, with its metropolitan area ranking among the largest urban areas in the world. It has been the largest city in the United States since 1790, and was the country's first capital city and the site of George Washington's inauguration as the first president of the United States.

For more than a century, it has been one of the world's major centers of commerce and finance. New York City is rated as an alpha world city for its global influences in media, politics, education, entertainment, arts and fashion.

The city is also a major center for foreign affairs, hosting the headquarters of the United Nations. International Students and visitors in general have the opportunity to experience the art, sports, theaters, parks and much more!



## How to apply

The application process is self-managed. Since you are responsible for securing official transcripts and letters of recommendation in sealed envelopes, it is important that you request supporting documents as early as possible. Make sure your application package is complete and contains:

### Application Form and Fees

Completed application form with the \$525 payment paid via a credit card, check or money order made out to Baruch College. This amount includes a \$125 non-refundable application fee and a \$400 non-refundable tuition deposit that will be applied towards the cost of tuition.

### Academic Requirements:

- Transcript of US Bachelor's degree or US Bachelor's degree equivalent
- A one page typed essay describing why you wish to pursue the program at Baruch College's Division of Continuing and Professional Studies (CAPS)
- A current resume
- Two letters of recommendation
- For International Students, we require proof of English language competency. These can be:
  - Completion of CAPS ESL level 10
  - TOEFL scores of 550 paper or 79-80 Internet-based. (Computer based scores are not acceptable)
  - U.S. Bachelor's degree from an English speaking institution
  - IELTS scores of 6.5

If your TOEFL score is between 70-78 or your IELTS score is 6.0 see English Express on the next page.

### I-20 Visa Requirements:

- See Confidential Declaration and Certificate of Finance (This form needs to be completely filled out and notarized)
- An original bank statement on official letterhead in English and in U.S. dollars
- Copy of Passport

### For Transfer Students only:

- Completed transfer form from previous school
- Copy of Passport with I-94 (white card)
- Copy of most recent I-20
- A written statement from the applicant is required in order to grant ISSC permission to release an I-20 to a friend or relative.

### Tuition and Fees

- Application fee \$125 (Non-Refundable)
- Tuition \$7,900
- Health fees \$105
- Activity Fees \$90
- Books and materials (approximately \$600 not included in tuition)

## English Express

This 2-week intensive English program prepares students who receive iBT TOEFL scores of 70-78 or 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 & 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.

### **UPCOMING SESSIONS:**

FALL 2011 - ESLCABP01 - \$650.00

Days: TUE/WED/THU/FRI/MON

4:30 PM - 9:30 PM

9/06/2011 - 9/17/2011

## How to contact us:



### **In Person**

Baruch Continuing and Professional Studies is now on the ground floor of the Vertical Campus (55 Lexington Avenue). Come in to see an advisor at 55 Lexington Avenue (25th Street Entrance), bear left (do not go through the turnstiles) and enter through the double doors. Look for room B1-116 straight ahead and on the left. Our office hours are Mondays through Thursdays, 9:00 a.m. - 7:00 p.m., Fridays 9:00 a.m. - 5:00 p.m...



### **Phone**

646.312.5000



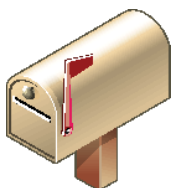
### **Fax**

646.312.5101



### **E-mail**

[caps@baruch.cuny.edu](mailto:caps@baruch.cuny.edu)



### **Mail**

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