

Baruch COLLEGE
The City University of New York



CONTINUING AND PROFESSIONAL STUDIES

646.312.5000 www.baruch.cuny.edu/caps

Changing your Ideas about Corporate Learning

Baruch College's
Division of Continuing
and Professional Studies

Corporate Learning Partners



About Baruch College's Division of Continuing and Professional Studies

Baruch College's Division of Continuing and Professional Studies (CAPS) is part of Bernard M. Baruch College, a senior college within the City University of New York (CUNY), with the largest collegiate school of business in the United States. Baruch College traces its roots back to the founding of the Free Academy, the first institution of free public higher education in the United States. Baruch has topped the lists of the nation's best value undergraduate institutions* and top entrepreneurial colleges in the nation.**

For more than 30 years, Baruch College's Division of Continuing and Professional Studies has served the diverse needs of businesses, their employees and the community with courses designed by learning experts and taught by practicing industry professionals, at worksites, online or in our classrooms.

* Princeton Review's America's Best Value Colleges (2006)

**Joint survey by Entrepreneur magazine and The Princeton Review (2007)



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 educational, financial and logistical needs

WHY WE SHOULD BE YOUR PARTNER FOR LEARNING

- **Profit**
 - Add unquestionable business value backed by the credentials of prestigious Baruch College
 - Increase your Return On Investment while reducing fixed training costs
 - Decrease costs by improving workforce advancement potential
- **Productivity**
 - Build productivity
 - Accommodate workplace demands through flexible scheduling online, onsite or in our classrooms
- **People**
 - Retain and motivate your most talented associates
 - Enhance management talents and specific job skills in order to promote employees from within

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

Your Corporate Learning Partner

Partnering with Baruch College's Division of Continuing and Professional Studies will change your ideas about corporate learning.

We are your smartest, most cost-effective learning solution. Our instructors are subject matter experts and active industry professionals with powerful business credentials. We mobilize the right people to develop relevant course materials and provide the educational expertise to meet your customized needs.

Our clients include the biggest names in corporate, not-for-profit and government agencies. As your Corporate Learning Partner, Baruch College's Division of Continuing and Professional Studies can collaborate successfully with your company, too. We work with you and your management team to design business-centered, corporate-focused courses in an array of areas including Accounting,



Banking and Finance, Business Communication, Corporate Training & Instructional Design, Human Resources, International Trade Operations and Procedures, IT & Digital Design, Languages, Management and Marketing. We bring together our ideas and expertise with your workforce to make your corporate learning program more informative, challenging and relevant.

Baruch College's Division of Continuing and Professional Studies offers you the perfect combination of academic excellence and professional expertise delivered at your worksite, online or in our classrooms.



Made to Measure

Our five-stage method to design your custom program ensures that, together, we will construct the right learning approach, deploy the best training methods for your needs and demonstrate measurable results to senior management.

Assess



Assess. We begin our assessment with all involved parties to develop a clear understanding of your culture and identify your learning goals. Conversations with your senior learning officers, human resources managers and other stakeholders will bridge the gap between current and desired skill levels and drive program development.

Collaborate



Collaborate. A Corporate Learning Partners Relationship Manager will partner with you at every step to ensure that we meet your needs. Next, we engage the appropriate subject matter experts so that our collaboration results in the alignment of business and learning goals.

Design



Design. We develop complete course outlines, materials, and curricula specific to your goals and determine the right combination of interactive learning methodologies.

Implement



Implement. We deliver learning events at your worksite, online or in our classrooms. Our instructors will thoroughly engage and challenge your associates. We will equip participants with the knowledge they need to excel on the job.

Evaluate



Evaluate. We evaluate delivered programs, compile results to anticipate next steps and develop a strategic plan for continuous improvement. In all cases, we design, modify and deliver projects to exceed your expectations, accomplishing learning objectives and empowering associates to apply newly-acquired knowledge in the workplace. Our team helps you measure program success to shape and enhance your on-going learning efforts.

Knowledge Transferred

Baruch College's Division of Continuing and Professional Studies draws its instructors from business and industry. They are talented professionals with significant industry credentials and experience, as well as a passion for their respective areas of interest. They are dedicated to transferring their knowledge and expertise to your employees. Because we have a diverse pool of professionals, we have the ability to source the right team quickly to meet immediate learning needs. As practicing professionals, the team can present employees with the latest in theory and the best in practice. Our instructors will introduce real-life company situations and issues into the learning experience, providing an outsider's perspective on insider topics.

Value for the Price



We base our flexible fee model on logistics and degree of customization. Fees are inclusive of program customization, deployment and evaluation. You will be able to train and motivate a wider base of employees from your budget.

As a corporate learning partner, we will help you deliver your training at the most reasonable rate possible.



Corporate Learning Partners

Baruch College's Division of Continuing and Professional Studies wants to partner with you to create and deliver innovative learning programs. We are dedicated to helping you and your company meet your learning goals and objectives. The solutions we provide emphasize learning opportunities that integrate the best academic techniques with real-world instruction.

- Customized, business-relevant courses
- Talented professionals with significant industry credentials and expertise
- Unquestionable business value backed by the credentials of prestigious Baruch College
- Collaboration with you to ensure that the right learning approach, rapid deployment and measurable results that fit your learning needs.
- Increased productivity
- Cost-effective, competitively priced training that maximizes your investment
- Flexible fees based upon logistics and customization
- Reduced external hiring costs by improving workforce advancement potential
- Flexible scheduling onsite, online or in our classrooms

**Give us an opportunity to change
your ideas about corporate learning.**

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