FOR IMMEDIATE RELEASE

FIU’s COLLEGE OF BUSINESS ADMINISTRATION
TO OFFER E-BUSINESS SALES AND CONSULTING
PROFESSIONAL CERTIFICATE PROGRAM
College Partners With IBM To Implement Executive Training Program

MIAMI, Fla. – (March 22, 2002) – As part of its ongoing e-business initiatives, FIU’s College of Business Administration (CBA) will offer the first in a new series of professional certificate programs. The E-Business Sales and Consulting Professional Certificate program begins April 6 and runs through June 15 and will include 10 weeks of Saturday classes at Broward Community College Pines Center on Sheridan Street in Pembroke Pines.

“This executive certificate program incorporates the latest academic research on business strategies for the digital economy and an extensive portfolio of educational materials provided by IBM,” said Executive Dean of the College of Business Administration Joyce J. Elam. “It’s also a primary example of the CBA’s steadfast commitment to growing its executive education programs through business and community partnerships.”

Designed for sales professionals, consultants, and executives whose companies want to form profitable e-businesses, the program will provide a fundamental understanding of e-business strategies as well as prepare students for the examination to become an IBM Certified E-business Solution Advisor.

Additionally, the program will teach participants how to sell the concept of e-business to business unit executives, how to discuss e-business strategies with them, and how to develop a sound e-business vision, strategy and implementation plan.

-more-
Moreover, the program will look at key business sectors and activities to assess their e-business potential. These industries include travel, financial services, logistics, manufacturing, consulting, service providers, law firms, accounting firms, education institutions, and government services. Guest speakers representing a variety of businesses and e-business experience also will be featured during the program.

“Our job is to ensure that the graduates of our program have the skills required to be effective in a new economy business,” said Dr. Charles Newman, director, E-Business Certification Program and coordinator, E-Business Initiatives for the CBA. “From a corporate perspective, this will go a long way toward closing the competency gap and skills shortage so apparent in today’s working environment. Working together with IBM means that we have the best of both worlds…academic and business.”

The program fee is $4,500 and includes tuition, instructional materials, and weekly lunches. A group fee of $4,300 per person applies when three or more people from the same organization register for the course at the same time.

“This program offers unique training in e-business implementation based on industry standards and technologies, proven methodology, and leadership products,” said Maria Villar, vice president, e-Business Transformation Planning for IBM Corporate. “I believe the cooperation between the CBA and IBM will allow participants to grow their skills, prove their high value as e-business professionals, and enhance their earning potential and career advancement.”

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business and information technology (IT), is the second largest of FIU’s professional schools, enrolling approximately 3,800 undergraduate and more than 900 graduate students each year. It also is South Florida’s top-rated business research school and one of only 411 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College’s Alvah H. Chapman, Jr., Graduate School of Business
E-business certificate program – 3

offers the 8th-largest part-time MBA program among this group, and its IT faculty has been
ranked among the top 20 (11th) in the U.S. in terms of research productivity. Its Executive
MBA and full-time International MBA programs were ranked at or near the top in recent
Executive MBA Council and AACSB International benchmarking studies respectively. U.S.
News and World Report (October 15, 2001) ranked its Global Executive MBA program
among the top 25 best online MBA programs. The September 13, 2001, issue of America
Economía, a premier Pan-regional business journal published by Dow Jones, listed the CBA
among the top 50 business schools from around the world for Latin American business
students. Hispanic Business (March 2002) ranked the CBA among the top five business
schools for Hispanics. It also is one of only 28 business schools to have received a
Department of Education grant to establish and support an international business center.

For additional information about the E-Business Sales and Consulting Professional
Certificate Program, visit www.fiu.edu/~ebiz or contact Dr. Charles Newman at (305) 348-
4203. For more information about the CBA, please call Assistant Dean Sally Gallion, (305)
348-6631.

###