

E-Learning

Boston Business School offers several one-month long distance learning courses. They are compact, intensive and bring you a credential from a business school that has earned a strong reputation for its excellent and up to date know-how.

CONCEPT

The need for management skills has never been greater, and the demand is high for innovative approaches to management development, in both educational content and delivery. That's why Boston Business School offers with well-established online learning programs that include a wide range of courses and learning modules. Our offering delivers you three one-month courses in strategy, finance and marketing. It is part of our commitment to use technology in management education.

BUSINESS STRATEGY CERTIFICATE

Duration:

One-month online module; asynchronous delivery

Description:

This course explores the differences between the various types of business models and systems. Participants will learn that organizations can achieve the scale, scope, and efficiency that come from being large and the flexibility, speed, and responsiveness of being small by using strategic systems and other techniques. In addition, the course discusses Harvard University Professor Michael Porter's Industry and Competitive Analysis Framework; the importance of core competencies; and analysis of the value chain for finding business opportunities. Instructor will provide notes.

FINANCIAL MANAGEMENT CERTIFICATE

Duration:

One-month online module; asynchronous delivery

Description:

The purpose of this course is to provide the student with a foundation to make economically sound decisions regarding financial management. Topics to be covered include the time value of money, risk and return, cash flow principles and capital budgeting decision techniques. Students completing this course component should have the tools and prospective needed to accurately analyze capital investment decisions. Instructor will provide notes. No Textbook required.

MARKETING CERTIFICATE

Duration:

One-month online module; asynchronous delivery

Description:

This course is concerned with the adaptation of resources and objectives to outside market opportunity. It covers planning, segmentation, positioning, marketing mix development, and relationship marketing among other topics. Notes and discussion questions will supplement slide presentations. Cases will be analyzed and discussed in an asynchronous format. The cases address topics in segmentation, sales, advertising, and the Internet, as well as many other strategic areas. This course will enable the student to conceptualize marketing issues and to make viable marketing recommendations. Instructor will provide notes. No Textbook required.

Dates & Fees

Code	Course	Start
EP9400	Business Strategy	May or October
EP9500	Financial Management	June or November
EP9600	Marketing Management	July or December

Duration: **1 Month / 4 Hours per Week**

Fees: **EUR 1,800.- | CHF 1,900.- | US\$ 2,200.-**

Registration: www.bostonprograms.com/e-learning or registration form on the back of the brochure

General Information

Registration and Confirmation

You can register by email, mail or FAX, or at our website. Once you register, you receive written confirmation, including detailed information on the location of the program, travel directions, hotel accommodations and an invoice for the program fees. If the program is fully booked, we notify you immediately. When you complete the program, you receive a certificate of attendance. Please note that the program curriculum, faculty and hotels are subject to change and/or amendment.

Change of Registration

If you need to change your registration, please notify us at least 4 weeks before the program starts. A change of registration entails a fee of 300 Euros. Under some rare circumstances, a program or parts of a program may have to be postponed or modified. In such cases, we will notify you immediately to ensure that you can attend an alternative program with similar content.

Cancellation

You may cancel your registration free of charge 3 months before the program starts. If you cancel between 3 months and 6 weeks before the start date, you will be charged 40% of the program fees. For cancellations within 6 weeks of the program start date, you will be charged the full program fees. You can arrange to have someone take your place up to 3 days prior to the program start date.

Program Fees

Program fees for our seminars and programs include the faculty fees and educational materials associated with the program (V.A.T. is not included). Accommodations and meals are not included. If only parts of a program are attended, missed parts may not be made up. Payment is accepted in Euros, Swiss Francs or US Dollars. Reference currency: Euro.

Accommodation, Daily Delegate Rates

Our programs are held at high-quality hotels and seminar centers. Participants are not obligated to stay at the seminar hotel. Note, however, that Boston Business School customarily negotiates a special room rate with the seminar hotel. Unless it is included in the accommodation rate, an additional daily delegate rate for lunch, coffee, etc., will be charged to participants. For rooms at the seminar hotel, participants make their own reservations following instructions provided by Boston Business School, and pay the hotel bill on the final day of the program.

Insurance, Disclaimer

Boston Business School does not offer insurance to participants. Therefore, participants must carry their own insurance policies to protect them from damages due to accidents, disease, theft and so on. Boston Business School cannot be held liable for damages. Terms, conditions and course content are subject to change and/or amendment.

Registration Form

Please complete and print this registration form and mail or FAX it to:

Boston Business School
Kirchstrasse 3
CH-8700 Kuesnacht/Zurich

Phone +41 (0)43 499 40 20
Fax **+41 (0)43 499 40 21**
Email info@bostonprograms.com
Internet www.bostonprograms.com

I wish to participate in the following program:

Name of Program

Program Number

Program Dates

Prefix

Ms.

Mr.

Titel

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code, City

Country

Email

Telephone

FAX

Position

Industry (opt.)

Number of Employees (opt.)

under 200

up to 1000

over 1000

Signature

Date