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Contact: Anna Farneski; afarnesk@ramapo.edu or Cynthia Burns: cyburns@ramapo.edu

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BUSINESS ESSENTIAL CERTIFICATE PROGRAM

UPDATES SKILLS

Information Sessions Scheduled

MAHWAH – Ramapo College of New Jersey will offer a Business Essentials Certificate Program through the Anisfield School of Business this summer. Providing a foundation in essential business principles, the program is intended for small business owners who have not had sufficient training in business fundamentals, individuals who are seeking a career change into a more business oriented position, non-business-major students seeking to augment an undergraduate program and college graduates with a non-business degree preparing to apply to, or begin, an MBA program.

An information session open to the public will be held Monday, April 6 from 6:30 to 7:30 p.m. in Room ASB-219 of the Anisfield School of Business. To register for the information session, log on to <http://www.ramapo.edu/cipl/essentials>.

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“Every organization, from a large corporation to a sole-proprietorship or a social services agency, must perform a common set of basic business functions in order to operate effectively and efficiently,” noted business school dean, Lewis Chakrin. “They hire and manage people, create and administer budgets and sell or promote their goods and services. This certificate program is designed to give individuals the essential knowledge and skills they need to succeed in a myriad of organizational settings.”

To earn a certificate, a student will be required to complete four courses (16 credits) within the Anisfield School of Business and two personal effectiveness seminars. The courses provide a basic, but broad business foundation in the areas of accounting, marketing and management, and an opportunity for further study in finance, business law or information systems. Specifically, the course offerings include “*Principles of Financial Accounting*,” “*Marketing Principles and Practices*,” “*Managing Organizational Behavior*,” “*Business Law I*,” “*Principles of Information Technology*” and “*Corporate Finance I*.”

The two personal effectiveness seminars may be selected from an array of hands-on topics such as time management, negotiation skills, effective communication, career networking and effective job search strategies.

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The courses and personal effectiveness seminars will all be offered in the summer of 2009. In order to meet the needs of working students, at least one section of each course will be offered either online or in the evening.

Upon completion of the program's requirements, students will receive a Certificate in Business Essentials from the Anisfield School of Business at Ramapo College of New Jersey. Upon student request, the College will verify completion of the program to potential employers or other parties.

Ramapo College of New Jersey is a comprehensive institution of higher education dedicated to the promotion of teaching and learning within a strong liberal arts based curriculum, thus earning the designation by the New Jersey State Legislature "New Jersey's Liberal Arts College." Its curricular emphasis is international which includes the liberal arts and sciences, social sciences, fine and performing arts and professional programs within a residential and sustainable living and learning environment. For directions to campus, log on to

<http://www.ramapo.edu/about/visitors/drivingdirections.html>.

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For media inquiries, contact Anna Farneski, assistant vice president, Marketing and Communications, 201.684.6844.