

For Immediate Release:

## **The University of Notre Dame's New Executive Certificate in Business Administration Brings MBA-Level Skills and Strategies to Professionals Worldwide — 100% Online**

Professors From Top-Ranked Mendoza College of Business Teach Students How to Develop, Implement and Fine-Tune Business Strategy in 24-Week Online Program

**TAMPA, FL (October 6, 2008)** – It's no secret that replacing tunnel-vision thinking with big-picture perspective is critical for effective decision-making, organizational synergy and overall success. The challenge for businesspeople worldwide is to access the necessary training without disrupting their day-to-day responsibilities. To help professionals overcome these obstacles, the [University of Notre Dame](#) has launched the [Executive Certificate in Business Administration](#), a dynamic new program available 100% online.

Developed by the same renowned professors who teach on campus at Notre Dame's Mendoza College of Business, the executive certificate program consists of three eight-week online courses: [Principles of Business](#), [Disciplines of Business](#) and [Applied Business Strategies](#). It is open to anyone seeking to expand their knowledge of today's most vital business topics, and is especially valuable for functional managers, small-business owners, newly appointed executives and other professionals.

"The [Executive Certificate in Business Administration](#) covers the range of subjects found in a traditional MBA program, but in a condensed, non-degree format. It explores key topics and strategies in economics, accounting, finance, marketing and management," said Paul Slaggert, Director of Non-Degree Programs at the University of Notre Dame's acclaimed Mendoza College of Business. He noted that the program will help students acquire the skills and knowledge to develop, implement and fine-tune business strategy, and gain a deeper understanding of how their decisions impact other departments and the organization as a whole.

"I'm proud to be a part of this program, which makes a Notre Dame education accessible to professionals anywhere in the world," continued Slaggert. "There is no travel or commuting involved, and time zones are irrelevant — students can view lectures, chat online and post questions anytime, day or night. We've received very positive feedback on our Negotiation and Leadership and Management programs, and our newest offering will deliver the same quality and convenience that have made Notre Dame a leader in online learning."

Registration is now open for the [Executive Certificate in Business Administration](#) program. Classes begin next month, starting with *Principles of Business* on November 1 and continuing with *Disciplines of Business* on January 1 and *Applied Business Strategies* on March 1. For more information, call 800-441-5620 or visit [www.NotreDameOnline.com](http://www.NotreDameOnline.com).

**About the University of Notre Dame**

Founded in 1842, the [University of Notre Dame](#) is an accredited, independent, national university located in Notre Dame, Indiana. Notre Dame's [Mendoza College of Business](#) was established in 1921 with a mission of fostering academic excellence, professional effectiveness and personal accountability. Both the University of Notre Dame and the Mendoza College of Business have consistently achieved top rankings from *U.S. News & World Report* and *BusinessWeek*.

**About University Alliance Online**

The [University Alliance](#) (UA) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments — making UA the largest facilitator of e-learning in the country. University Alliance partners include [Villanova University](#), the [University of Notre Dame's Mendoza College of Business](#), [Tulane University's Freeman School of Business](#), [Thunderbird School of Global Management](#), the [University of San Francisco](#), the [University of South Florida](#), [Florida Institute of Technology](#), [The University of Scranton](#), [Dominican University](#) and [Jacksonville University](#).

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