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For Immediate Release:

## **Tulane University's New Master Certificate in Business/Finance Empowers Professionals With Advanced Finance Strategies – 100% Online**

Students Learn How, Why and When to Use Key Tools and Tactics  
From Finance Department Ranked Among Top 10 Worldwide\*

**TAMPA, FL (August 6, 2008)** – In the complex world of finance, business decisions require razor-sharp analytical skills and the most current, in-depth knowledge. [Tulane University](#) empowers today's finance professionals to meet these challenges with the launch of its new online program: the [Master Certificate in Business/Finance](#). Ideal for everyone from money managers to corporate executives to novice investors, Tulane's interactive program imparts valuable insights and proven techniques – ultimately helping students to make more profitable decisions and maximize returns.

Developed by Tulane's renowned [Freeman School of Business](#), the master certificate program consists of three eight-week online courses: *Business Essentials I*, *Business Essentials II* and *Advanced Finance Strategy*. Students learn from the same award-winning professors who teach on campus, and whose exemplary teaching and research earned the university a spot among the [top 10 finance departments worldwide](#).\*

"While the first two courses develop students' proficiency across key business concepts, the capstone course helps them master critical knowledge, skills and techniques across all four of the major finance areas: investments, international finance, financing and valuation, and options," said Venkat Subramaniam, PhD, Exxon Professor of Finance at Tulane University's Freeman School of Business. "Other programs may discuss how finance strategies work, but ours explains how and why they work, and when to apply them."

Dr. Subramaniam further noted the many benefits the [master certificate program](#) offers to both finance newcomers and established professionals. "It covers all the topics job candidates are likely to be quizzed on during an interview, and prepares students to manage investments with confidence. It also helps established professionals expand their knowledge across diverse finance areas and stay up-to-date on the latest industry trends, thereby enabling them to transition into a new specialization or advance into a higher-level position."

"No other program offers finance professionals the same depth and breadth of content for such a minimal investment of time and money," added Russell Robins, PhD, Associate Dean for Executive Education at Tulane University's Freeman School of Business. "And since all courses are conducted entirely online, classes never have to interfere with work."

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\* "A League of Their Own: The Top Ten Schools in Selected Categories"; published by the *Financial Times* on [www.ft.com](http://www.ft.com), January 28, 2008.

Registration is now open for the [Master Certificate in Business/Finance](#) program as well as the individual courses; classes begin September 1. For more information, call 800-983-6489 or visit [www.TulaneU.com](http://www.TulaneU.com).

### **About Tulane University**

Founded in 1834, [Tulane](#) is one of the top research universities in the nation. Tulane's [Freeman School of Business](#) was established in 1914 and has since become one of the nation's premier business schools, world renowned for its business expertise and leadership development. Both Tulane University and the Freeman School of Business have consistently ranked in *U.S. News & World Report's* Top 50.

### **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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