Center For Professional Development
An Education Partner For Businesses Seeking a Competitive Advantage
Businesses today are operating in a fast-paced and rapidly changing world defined by global competition, and influenced by factors such as a faster flow of information and communication, technological advances, socio-cultural behaviors, political shifts, environmental concerns, and business complexity.

Leading national and international companies rely on the experience and expertise of the AACSB-accredited Haub School of Business of Saint Joseph’s University to create and deliver professional development programs that are customized to achieve their organization’s unique goals. These industry leaders recognize the tremendous value The Erivan K. Haub School of Business delivers as an education partner in professional development.

Our faculty and staff are driven by the Jesuit ideal of *cura personalis* - care for the whole person - and are therefore dedicated to helping program participants succeed in the classroom as well as at their organizations.

Why Choose HSB’s Center for Professional Development at Saint Joseph’s University?
We seek excellence in business education that offers...

*breadth* in terms of broad-based coverage of business concepts and skills,

*depth* through focus on specific industries and professions, and

*wholeness* via education of men and women in service to others in accordance with the Ignatian tradition.

Saint Joseph’s University’s Haub School of Business is accredited by AACSB International — the Association to Advance Collegiate Schools of Business — the highest accreditation possible for business schools, placing us among the top 10% of business programs in the world. Saint Joseph’s University is one of only 142 schools nationwide with a Phi Beta Kappa chapter and AACSB business school accreditation.

We also hold dual AACSB accreditation in both Business and Accounting— placing us in a select group of less than 5% of business schools worldwide that meet this dual standard of excellence. AACSB’s honor society — Beta Gamma Sigma — has recognized the Haub School since 2004 with Outstanding Chapter Awards, including the Gold Award as the best chapter in the world.

From the work performed by our Pedro Arrupe Center for Business Ethics, the Aspen Institute has ranked the Haub School as one of the top 100 business schools in the world for leadership in integrating ethical concerns into its curriculum.

The Erivan K. Haub School of Business, its faculty and programs, are consistently recognized among the top academic institutions nationally and internationally:
We understand that professional development perpetuates lifelong learning beyond undergraduate and graduate level education. What was forward thinking yesterday is old news today. Companies understand that continuous learning is a critical element of maintaining a leadership position and a competitive advantage. The benefits of investing in professional development are clear:

- Instill values that inspire participants to be life-long learners, and equip them with the knowledge, skills and abilities necessary for becoming more effective managers and leaders.
- Empower current and future leaders who are forward and creative thinkers, who are better prepared for change, who can handle challenges and embrace opportunities, and who are excited about the future of their organization and industry.
CUSTOMIZED

Programs to Meet The Unique Needs of Corporate Clients

The HSB’s Center for Professional Development works closely with you to develop and deliver a customized education program built on your unique needs. Our goal is to ensure that the skills and attitudes gained by the participants in the program are visible in their attitude, behavior, and overall performance in the workplace.

The Center molds each program to your organization’s specific characteristics, culture, and objectives.

ONAL DEVELOPMENT

Our program faculty are academically and industry-trained, selected for their relevant expertise and experience required for each program. You then bring your distinctive insights of your organization’s culture. Together, we collaborate to ensure that the academic constructs and the business elements are seamlessly transferred in a learning environment, and then applied to their specific jobs.

Our Experience + Our Expertise = YOUR SUCCESS.

An additional element of our flexibility involves the learning environment. On-campus programs are conducted at our state-of-the-art Mandeville Hall or at the Haub Executive Center. Another option is the ACE Conference Center, a self-contained, executive conference center located within 30 minutes of our campus. A third option is to conduct programs on-site at your company.

Time and again, we prove to leading companies spanning the communications, finance, food, insurance, and pharmaceutical industries our expertise and experience in designing and delivering customized professional development programs.
Abbott Labs is ranked by Fortune magazine as one of the most admired companies in the pharmaceutical industry. Developed customized program for market account managers and regional sales managers on topics of key trends, brand strategy, and strategic planning, and team building.

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Represents more #1 and #2 consumer packaged good brands than any other sales and marketing agency in North America. HSB’s Center for Professional Development was the venue for a management retreat for middle managers that incorporated an industry presentation, and developed a program for senior leaders on topics including industry trends, leadership, and strategic thinking.

One of the world’s leading media, entertainment and communications companies. “SJU’s Haub School of Business supported Comcast University in customizing a Management Development Series to deliver virtually across the country to mid-level leaders. They were ‘customer focused’ and took a ‘hands on’ approach – providing the relevant expertise and designing the content and delivery that met our needs and fit the Comcast culture. The program was a great balance between theory and real life application so that our leaders could apply new leadership behaviors to coach and lead their teams in achieving organizational goals.”

- Ashley E. Anders, M.S., PHR, Director of Talent and Professional Development, Comcast University

A world leader in food ingredients, enzymes, and bio-based solutions. “The SJU team was very responsive, wanted key insights to our culture and how we work so they could incorporate that into the customized program. I found the team to be very engaged, positive, and obviously enjoying what they do – educate!”

- Jennifer Lindsey, Director of Marketing - North America, Danisco, USA Inc.

One of the largest confectionary companies in the world. “Over the years, we have had very positive experiences working with Saint Joseph’s University. In fact, when we arrive at the campus after our trip from Germany, it feels a little bit like coming home. The combination of theory and practical work (e.g. Case studies) is very good, and each program provides us with insights into improving the way we lead people and conduct our business.”

- Frauke Hofsommer, Head of Training & Development, FERRARO Germany

A leading global provider of asset management, investment processing, and investment operations solutions for institutional and personal wealth management. We have conducted “Lunch and Learn” programs for SEI employees on a wide variety of relevant topics, including leadership, effective communication, negotiations, and project planning.

Our Reputation Stems From Our Extensive EXPERIENCE

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One of the world’s largest providers of commercial property and casualty insurance and reinsurance. Delivered custom strategic leadership programs for several groups of its executive and management team members across the corporation that focused on core competencies including Strategic Leadership, Influencing Outcomes and Change Leadership.

The region’s largest convenience store chain with over 16,000 employees. “Wawa has a long history of partnering with Saint Joseph’s University for many educational programs and initiatives that demonstrate our commitment to educational opportunities for our associates. Most recently, we’ve partnered with them on our new Servant Leadership program, which was designed for our senior leaders. The experience with the new Servant Leadership program has been wonderful. The faculty is excellent and delivers on all expectations.”
- Dorothy Swartz, Director of Talent Management, Wawa

Leading international private label trade association. “Our partnership with Saint Joseph’s University continues to be an extremely valuable one for PLMA. The creation of a high-level program that is uniquely attuned to our needs was unprecedented, and with it a standard has been set in terms of executive education for the industry. Participants continue to find the focused and multi-faceted program to not only challenge them to attain new goals in an academic sense, but is also relevant to them professionally and rewarding individually.”
- Brian Sharoff, President, Private Label Manufacturers Association

Wakefern Food Corporation is the largest retailer-owned cooperative in the U.S., operating under the ShopRite banner. We developed and delivered a program for the operations management team on topics such as industry trends, P&L management fundamentals, customer service, human resource management, and strategic leadership. We customized programs for the corporate “University” on topics relative to strategy, consumer and industry trends, business ethics, and issues in leadership.

One of the world’s largest investment management corporations. “We found the Professor to be an excellent instructor for a group that included some of Vanguard’s most senior leaders. Her teaching on investments and financial markets was just the right level, but most important, she regularly tied all her classes back to current market events. This ‘real life’ class enabled the attendees to gain valuable insights into market conditions and the overall economy. Through Saint Joseph’s willingness and ability to customize the lessons to our specific audience (e.g., attorneys, general managers and other ‘non-investment’ professionals), we were able to provide an excellent educational experience. SJU took the time to understand Vanguard and our specific requirements, and were able to exceed our expectations.”
- Vanguard

Here is a sampling of national and international clients who have partnered with the Haub School’s Center for Professional Development in creating and delivering customized programs for their organizations’ current and future leaders:
Business leaders drive the values and ethical standards that permeate their organization...from accounting and financial reporting, to the way we go to market with products and services, to the treatment of human capital. Their influence empowers their employees with the accountability and responsibility for upholding these standards, and instills confidence and trust in the people they serve.

Working with the faculty and staff of the Pedro Arrupe Center, we will customize a module or program that assures industry professionals are equipped to engage in careful, sustained, and critical reflection on ethical issues, and are prepared to use that reflection in their business decision making.
A Message from the Dean

Welcome to the Haub School of Business and our Center for Professional Development!

I am proud of the national and international recognition our business school, faculty and programs have received. As an institution accredited by AACSB, we are in an elite category of the best business schools throughout the world, and the Jesuit tradition inherent at Saint Joseph’s University fosters the development of values and ethics, and the desire to help shape the world.

Our reputation as a leading business school allows us to attract and retain highly qualified and experienced faculty, and to build relationships with leading companies across the globe. This empowers us to create and deliver dynamic programs and learning environments that provide executives and professionals with what they need most to be effective leaders, and to make a difference through social responsibility.

If you are a business seeking a competitive advantage in your industry through the power of education, we look forward to working with you as your partner in professional development and continuing education.

Sincerely,

Joseph A. DiAngelo ’70, Ed.D.
Dean, Erivan K. Haub School of Business
Saint Joseph’s University
The exceptional faculty and the outstanding programs of Saint Joseph’s University and its Haub School of Business are consistently recognized as being among the very best – not just the best in the nation, but the best in the world.

What really sets us apart, however, is our approach to developing custom programs for each corporate client. We will work closely with you to understand your uniqueness. We will employ our expertise and experience to develop and deliver a dynamic program that targets your specific needs and objectives, that is level-appropriate, and that will extend the learning from the classroom into your workplace. Our approach transcends that of a preeminently expert and qualified “third party” educational provider. As our clients noted, they consider us their partner in education…a stakeholder in their success.

Programs through the Center for Professional Development at the Haub School of Business offers you a rich combination of expertise, experience, and customization that will help transform the competence and capabilities of your executives and professionals...those charged with leading your company now and into the future.

Our
EXPERTISE
Empowers Leaders
Saint Joseph’s University is a nationally recognized Catholic Jesuit university. Founded in 1851, our vibrant 103-acre campus is located only 20 minutes from the dynamic center and diverse activities of Philadelphia, America’s fifth largest city. Philadelphia, “the birthplace of America,” is rich in history, brimming with first-class restaurants, cultural attractions, and entertainment venues.

Convenient, Easy-To-Reach LOCATION
General Marketing
In our rapidly changing world, consumer behavior and communication channels are constantly evolving. Products & services as well as channels of distribution are all undergoing globalization. It is imperative for sales & marketing professionals, and for those responsible for leading their organizations through these turbulent times, to enhance their knowledge and add the new skills required to succeed in today’s vastly different marketplace.

No institution is better equipped than Saint Joseph’s University’s Center for Professional Development to help you master the sales & marketing principles, strategies and tactics that can propel your organization forward in the coming years. Whether it’s learning the intricacies of social media, building relationships with stakeholders, expanding into new territories, or gaining a better understanding of your consumer, we’ll help you identify the areas of sales & marketing that most benefit your company. Then, we will develop a program based on your needs and geared to your audience.

Our faculty consists of respected, seasoned educators, whose backgrounds include both industry experience and academic training. We also call upon our wide network of sales & marketing executives to provide insight and expertise relevant to each individual program.

The Center for Professional Development offers unique sales & marketing programs specifically designed for organizations in any industry. We also provide unparalleled experience and expertise in food, pharmaceutical, sports & entertainment, and international marketing.


Food Marketing
The Food Marketing program at Saint Joseph’s University has long been recognized as a global leader in food marketing education and research. For 50 years we’ve played a major role in developing future leaders and helping current leaders meet the challenges of the domestic and global food industries. It continues to be the world’s most comprehensive food marketing program, educating the business and marketing of food from farm to fork.

Pharmaceutical & Healthcare Marketing
As the first educational institution in the U.S. to offer a Pharmaceutical & Healthcare Marketing major, we have the experience and the expertise to help your company adapt to changing trends and future issues – from healthcare policies and regulatory issues, to new medical devices and biotechnology. As with all our programs, classes are designed to meet your specific needs including marketing for science-based, non-marketing staff.

Sports & Entertainment Marketing
Sports and entertainment touch our emotions and drive our passions. Even in times of economic uncertainty, people turn to these industries to escape, rejuvenate, or simply to relax. Sports teams, media outlets, record labels, TV & film producers, and event venues represent a rapidly growing industry with a real need for marketing services. Conversely, marketers of consumer products & services are finding more ways to include sports & entertainment in their marketing mix. We will design a program to help your organization prepare for the unlimited opportunities in the “business of entertainment.”

International Marketing
Today the entire world is your potential marketplace. As more companies take their products & services to international markets, they’re finding that the opportunities are infinite, but so are the pitfalls. Whether your organization is considering taking its initial steps into new global markets, or if you are already doing business internationally, we will create a program for your specific needs that will help you to manage brands across countries and continents. You’ll learn directly from people who have lived, worked, taught, and marketed successfully all around the world.

· Marketing ranked 20 on U.S. News & World Report’s national “Top 25” list for 2012, while our Pharmaceutical & Healthcare Marketing MBA for Executives ranked No. 20 in the recent “specialty” programs.
Finance — personal, corporate, and public — is a complex art and science that affects organizational, social, political, and personal environments. During times of market volatility as we see today, it is particularly important for professionals to acquire a firm understanding of the financial functions in business, and the management of assets and liabilities. Furthermore, due to recent events impacting our national and global economies, business accountability and transparency have never been higher.

For those working in investments, banking, insurance, and in corporate departments that are managing these and related functions, we are the solution to helping your professionals acquire this requisite knowledge and skill. We can customize a program that is specific to your company or industry needs.

Our academically and professionally trained faculty has the expertise to cover fundamental topics — such as “finance for the non-financial professional” — and the most advanced topics on investments, financial planning, banking, regulations, asset management, as well as legal and ethical standards.

Regardless of one's level of responsibilities — from CFO to analyst — we can design a professional development program to arm your professionals with the knowledge, skills, and ability they will need to stay ahead of the trends in an ever-changing environment, to analyze and manage the critical issues, and to lead their area of responsibilities with maximum effectiveness.

- The Finance program ranked in the Top 25 by *U.S. News & World Report* “America’s Best Graduate Schools.”
- Saint Joseph’s University is one of a select number of institutions whose financial planning programs are both AACSB accredited and CFP board registered.
**Risk Management and Insurance**

The impacts of the terrorist attacks of September 11, 2001, and of the financial crisis of 2008, heightened the level of attention that industry, financial, and government leaders paid to ensuring safety and security, protecting assets, mitigating losses, and managing risk in every walk of life.

Protecting our citizens, businesses, organizations, and infrastructures against losses from catastrophes, natural disasters, improper business processes, and accidental or deliberate activities, is paramount for every organization as is investing in the professional development of those who are directly accountable for these vital responsibilities in your organization.

We will develop and deliver a customized, level-appropriate program that allows your leaders, directors, and managers the forum to discuss and challenge relevant topics and issues, to broaden their knowledge and deepen their insights about protecting assets and managing risk responsibly, and to enable them to apply this learning to real-world situations.

We also offer continuing education courses for insurance industry professionals licensed in PA, NJ, and DE.


- The Academy of Risk Management and Insurance (ARMI), which is housed in the Department of Finance, supports and promotes the concept of risk management and insurance education, provides services to risk management and insurance students, and offers advice and support to faculty and of the curriculum.

- ARMI is a Member of Gamma Iota Sigma, the International Risk Management, Insurance and Actuarial Science Collegiate Fraternity.
Accounting & Business Intelligence

**Accounting**

Accounting is the very language of business. Due to recent reforms and events impacting our national and global economies, business accountability and transparency have never been more critical. Our academically and professionally trained faculty has the expertise to cover the wide variety of accounting topics in which today’s organizations need to be proficient – from fundamentals such as “accounting for the non-accountant professional,” to more advanced topics including controls, systems, budgeting, auditing, as well as legal and ethical issues.

We will design a program to provide the appropriate education and training in accounting and general business for your professionals involved in recording and analyzing business transactions, and for those assessing the financial capabilities of your business, government organization, or non-profit entity. The ultimate goal of this program is to create strategic thinkers who not only understand the numbers that drive the business, but also know how to effectively communicate what these numbers mean and how they can be improved.

- The Haub School of Business is accredited by AACSB International in both Business and Accounting. Less than 5% of business schools worldwide meet this dual standard of excellence.

Today’s global business environment is a technology-driven and data intensive world. In order to make sound decisions, it is imperative that business leaders, managers, and analysts have the capability to shift through mass amounts of data to locate, recognize, and extract valuable information.

Whether you want to enhance the knowledge and skills of your professionals responsible for processing information and data, or the acumen of your leaders and managers accountable for analyzing and applying this information in decision making, we will create a program that conforms to your learning objectives and to your specific business activities, systems, and platforms. We also can tailor a program for those interested in integrating a more comprehensive business improvement process.

The program we design for you will provide your people with the skills to integrate technology, quantitative skills, and analysis into a relevant business context; and, to propel your business through decision-making at the strategic, analytical, and operational levels.

· The Information Systems program at the Haub School of Business ranked 22 by *U.S. News & World Report* among best specialty programs in the U.S. for 2013.
Leadership

What is leadership? Leadership is defined in various ways. Some view leadership as a series of specific traits, others see it as comprised of certain skills, or in terms of possessing relevant knowledge. Generally, leadership is defined as the ability to influence people to support a specific goal.

In a globally-influenced, technologically-advanced, and rapidly changing situations and contexts, how can current or future executives and managers lead their respective organization with optimum effectiveness and success? They need knowledge, skills, and abilities — competency — to understand themselves, their business, and their people fully in order to drive the change they wish to see.

Regardless of the type of industry or organization, a leader’s work involves shaping the vision and purpose of the organization, influencing the culture, and creating an environment that fosters the members embracing their work with a sense of purpose and passion. Effective leadership provides for improved and elevated performance, opportunities for creativity and innovation, achievement of individual and organizational goals, and for sustaining long-term growth.

Our faculty consists of respected and experienced educators whose backgrounds include both academic and industry training. We can customize a program that will cover the range of leadership competencies within your organization — from new and emerging managers, to current and future executives. We will work with you to provide the breadth, depth, introspection and interaction appropriate for leadership at every level of the organization; and, to guide your leaders in applying what they are learning to real issues and challenges.

Investing in a process of identifying and developing the leadership competence in your organization is critical to creating and sustaining a high-performing organization. Allow us to serve as your partner in this process.

"Leadership is not magnetic personality — that can just as well be a glib tongue. It is not 'making friends and influencing people' — that is flattery. Leadership is lifting a person's vision to high sights, the raising of a person's performance to a higher standard, the building of a personality beyond its normal limitations."

— Peter F. Drucker
“Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.” — Stephen R. Covey

Management

What is management? Management can be defined as achieving goals in a way that makes the best use of all possible resources. Management also can be seen as both an art and a science — the “art” of making people more effective, and the “science” of the way to do that.

Working with our professional faculty of the Haub School of Business, we can customize a program that will provide you with the tools, theory, and practical knowledge required to function within a general business environment.

A manager must understand and be skilled at many different activities and processes such as planning, organizing, staffing, and directing that are critical to achieving goals. A manager needs to be skilled in securing and deploying resources such as financial, natural, technological, and human resources.

In the business world, it is not uncommon to hear the statement: “People are our most important asset.” In light of the many global, social, and technological influences affecting workforces, and the way people work and engage, it is critical to create and sustain a human-capital centric organization.

Our program will be level-appropriate; and, will coalesce theory and concepts with discussion and exercises to provide practical application in the real world. We will customize a program that will help your managers develop the requisite skills, knowledge, and abilities to enable them to perform in ways that lead to excellent organizational performance and results.