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# *News Release*

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## **THUNDERBIRD, THE #1 RANKED INTERNATIONAL BUSINESS MANAGEMENT SCHOOL COMBINES FORCES WITH THE UNIVERSITY ALLIANCE, THE NATION'S LARGEST EXCLUSIVE E-LEARNING PROVIDER**

Tampa, Florida – Bisk Education’s University Alliance Online division and Thunderbird – The Garvin School of International Management have signed an agreement to offer two online Master Certificates. Thunderbird is regarded as the world’s first school to focus exclusively on international management and is ranked the #1 Graduate Business Program in International Business by *U.S. News & World Report*, *Business Week* and *The Wall Street Journal*. The 24/7 online availability of the programs will allow students all over the world to utilize the interactive courses anytime, anywhere, with no campus attendance ever required.

The effects of the global economy are forcing American and international businesses around the world to recruit highly trained managers who understand the complexities of managing businesses across cultural and political boundaries. The two online certificate programs, Master Certificate in Global Marketing and Master Certificate in International Management, deliver knowledge and expertise from some of the top leaders in international business education and are designed to prepare business managers for the extreme demands of managing in an international environment.

“Our state-of-the-art online technology and distance learning expertise, combined with Thunderbird’s illustrious reputation as the world’s leading source of international management education, allows business professionals from around the world the opportunity to gain vital marketing business techniques while continuing to work in their industries,” said Nathan M. Bisk, founder and chairman of Bisk Education. “The two new online Master Certificate programs conveniently provide superior international business programming to those who are serious about a successful career on a global level.”

The University Alliance ([www.universityalliance.com](http://www.universityalliance.com)) is America’s largest provider of online-based degree and certificate programs from the nation’s leading universities. Online programs include AA, BA, BS and Master’s degrees, along with certificate programs including Project Management, Health Care, Human Resources, Six Sigma, Contract

Management, Finance & Accounting and more. Students are able to interact with program faculty and classmates through streaming video, virtual office hours, real-time faculty monitored chat rooms, message boards and email.

“Our partnership with the University Alliance allows us to advance our mission of being the leading provider in global Executive Education, and a key contributor to the advancement of the careers of working professionals on a worldwide basis,” said Jérôme Couturier, Senior Vice President of Executive Education for Thunderbird.

Enrollment for the online Master Certificate programs is now open, and applications are currently being accepted for the January 2005 session.

#### **About Bisk Education:**

Bisk Education was founded by Nathan M. Bisk in 1971. With over 150,000 enrollments, the company is America’s largest exclusive provider of multimedia online degree and certificate programs from regionally accredited universities, including Villanova University, Tulane University, Thunderbird, University of South Florida, Regis University, Saint Leo University, Jacksonville University, Nova Southeastern University, and Florida Institute of Technology.

#### **About Thunderbird:**

Founded in 1946, Thunderbird – The Garvin School of International Management ([www.thunderbird.edu](http://www.thunderbird.edu)) was the world's first school to focus exclusively on international management. Thunderbird is accredited by AACSB-International, The Association to Advance Collegiate Schools of Business-International, the primary accrediting association for American Schools of business. Thunderbird’s presence can be found around the world, including North America (primary campus in Phoenix, Arizona USA), Europe (French-Geneva, Moscow, and Prague), Asia (China and Taiwan), and Latin America (Brazil and Mexico). Thunderbird consistently ranks among the best in global business education and remains among the top business schools worldwide. The school’s 34,000 alumni represent more than 60 countries, with managers working in more than 135 nations worldwide. More than 6,000 executives participate in Thunderbird’s executive programs each year.

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