

THE MBA WHERE YOU APPLY CONSULTING IN EVERY COURSE - COSTS ONLY \$15,000 TO COMPLETE



How CIAM Can Offer So Much for So Little

CIAM wants students who are ambitious “rising stars” - students who have the drive and ambition to be highly successful and are willing to work to get there. You might expect that an MBA program like this would cost \$100,000 or more. You don’t sell a Rolls-Royce cheaply; you price it according to the high value of its worth as well as the cost of its high quality components. However, as a new school, we are not yet well known and have an additional challenge.

In 2012 the California Bureau for Private Post-Secondary Education examined our plans, qualifications and financing, and licensed CIAM to offer its unique MBA. Today most educators agree that schools of higher education should meet the standards of a U.S. government-approved accreditor. An unaccredited school is not recognized by some employers and if the employer has an educational reimbursement program, it may not reimburse the cost of educational courses. However, no new school can become accredited until AFTER it teaches for some period of time. The oldest government approved accreditor in the U.S. requires a minimum of two years of teaching students before a new school can apply for accreditation. No matter how high the quality, or what standards are met, the school cannot become accredited until sometime after two years of teaching.

Any new school faces this problem. Some new schools affiliate with an already accredited school to use its accreditation. However, this requires turning over academic control to the accredited school which must approve courses and how they are taught. Many new innovative ideas which have nothing to do with quality may not fit in with the accredited school’s system and must be discarded. For example, the accredited school may insist that an MBA program be longer than 11 months, that it cannot use guest lecturers from top universities if they are competitors, or that tuition should be higher to be in line with the school’s other programs. CIAM decided not to affiliate.

To attract high quality students while maintaining independence, we decided to offer our full MBA with all extras, not at \$100,000 or \$70,000, or even \$30,000, but only half that amount. You can earn CIAM’s degree for only \$15,000 complete, including textbooks. This price is only valid while we are unaccredited. If you begin as a student now you’re receiving an amazing bargain. We also have a “pay as you go” program with no interest, and tuition financing at lower than government rates, and even a work-study program. If you can work 15 hours a week for CIAM on campus, you can complete the entire MBA program for about \$5,000! And if you are a veteran, CIAM is VA Approved and you can get the full benefits which you earned under the GI Bill.

Now a “Try Before Buy” Program!

If that weren’t enough, we want you to be 100% certain before you spend even a penny for your degree. So we came up with a plan in which we assume all risk. Take one course without investing a cent for tuition. At the end of the term (about 7 weeks), if you like the program you pay for the course and continue a monthly amount for the entire MBA program. Or you can opt out and pay nothing at all. You can view our website at www.gociam.org to learn more. Or schedule an appointment for complete information about our MBA program by calling Cari Lyall, our MBA Graduate Advisory Executive at (626) 618-7800. Come visit our facilities at any time. We are right next to the San Bernardino Freeway in El Monte. Our address is 9550 Flair Dr., Suite 201, El Monte, CA 91731. My personal web site is at www.stuffofheroes.com.

William A. Cohen

PhD, President

How We Began Offering a Unique MBA

Some years ago I met a very successful entrepreneur from China. He owned more than 20 companies and had been a periodic visitor to the home of my doctoral professor and friend, Peter Drucker. One of his corporations was the Peter Drucker Academy of China which today has over 60,000 graduates and teaches in 33 cities. With research and input from around the world, we founded the nonprofit California Institute of Advanced Management (CIAM). CIAM offers an MBA in executive management and entrepreneurship. It is intended for those who have the ability and drive to reach the top. We’ve been teaching for almost two years and we had our second graduation in June. One of our first graduates was selected as one of five finalists out of 256 “rising stars” by the *Los Angeles Business Journal* and today she is a vice president. Next month she’s going on a paid trip to Vienna, Austria as a finalist in the international Drucker Challenge. In 2012, 2013, and 2014 we received honors as “Best MBA” from local newspapers. We have also received awards and recognition from local institutions and foreign graduate schools and testimonials for our consulting from many organizations. Recently we established a Consulting Institute run by an experienced consultant who is a graduate of the Harvard Law School and was a consultant with McKinsey & Company.

CIAM’s Unique Program In Brief

- Outstanding guest professors from top universities such as USC, UCLA, UC Berkeley, Harvard, Yale, Princeton, Columbia, Cornell, Stanford and MIT converse and interact with students live through the Internet in every course. That way, students learn not only from our professors, all with doctorates, but from the best professors at other top institutions as well.
- Students meet executives from different industries and entrepreneurs who give short lectures in every course. In this way not only are students never very far from “the real world,” but they are exposed to many operations outside their own industry.
- All students learn to conduct professional consulting for small businesses, corporations, startups, or nonprofits in teams of four supervised by a consultant-experienced professor. By graduation they have a large portfolio of accomplishments from 12 consulting engagements in different organizations. CIAM pioneered international consulting and our students have consulted over the Internet with one of the largest corporations in Mexico as well as companies in Canada and Israel. This is being expanded and may soon include client-paid visits to corporations in China for consulting on a voluntary basis.
- Students receive all textbooks *free*. These textbooks include not only textual material, but Power Points, dictionaries, videos, and more. They are developed for CIAM under contract by academic experts from around the country. Each is equivalent to printed textbooks of 500 pages or more. Students need not worry about additional expenses or outdated material as these textbooks are updated every time the course is taught and are always current.
- Over 50% of the instruction in the classroom is blended with the latest technology and online lessons in each course to enable all students to complete a full MBA of 36 semester hours in about 11 months. No student ever has trouble getting the courses needed to graduate, and no class ever has more than 20 students.
- All classes are taught at convenient times in the evening, or on weekends. This minimizes conflicts at work, or with family. Nor do students need to wait six months or a year to begin. New students are admitted to CIAM every 7-8 weeks.

About the President

Dr. Bill Cohen is a retired Air Force general and you can “Google” him as “Major General William A. Cohen.” He graduated from West Point and has an MBA from the University of Chicago and an MA in Management and PhD in Executive Management from the Peter Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University. In 2009 he received an award as a distinguished alumnus from that institution. He’s a distinguished graduate of the Industrial College of the Armed Forces in Washington, DC in residence. His more than 50 books on business and management, including A Class with Drucker, Drucker on Marketing, Drucker on Leadership, The Practical Drucker, and How to Make It Big as a Consultant have been published in 23 languages. Currently with faculty and administrators at CIAM he is writing The Master Handbook of Independent Consulting.