

The Tuck Bridge Program is a total immersion business education program for recent liberal arts graduates, PhDs, and others with little or no business education or experience. The Program includes four program series: financial accounting, finance, marketing, and managerial economics. Together, those series offer 25 condensed, targeted courses.

- The online format is an ideal way to provide intensive grounding in business basics concurrent with on-the-job training.

Participants move through the Program at their own pace to accommodate individual work schedules and responsibilities. Seat time per course is estimated at two to three hours.

PROGRAM SERIES

Fundamental business topics are covered in four program series.

Financial Accounting

This series demystifies financial statements and introduces tools for analyzing a company's profitability and risk. Topics include:

- Business Activities and Principal Financial Statements
- The Balance Sheet
- The Income Statement
- The Statement of Cash Flows
- Profitability and Risk Analysis
- Pro Forma Financial Statements
- Financial Reporting and Statement Analysis

Marketing

This series builds a practical understanding of core marketing concepts and the language of marketing as well as essential marketing skills. Topics include:

- Marketing Analysis and Planning
- Segmenting, Targeting, and Positioning
- The 4 P's of the Marketing Mix: Product and Pricing
- The 4 P's of the Marketing Mix: Consumer Trade Promotion and Advertising
- The 4 P's of the Marketing Mix: Distribution
- Developing and Implementing a Market-Focused Strategy

Finance

This series provides a strong foundation in financial analysis, enabling participants to make decisions in the areas of capital budgeting, investment financing, and short-term finance. Topics include:

- Discounting Cash Flows
- Valuing Bonds Using DCF Principles
- Valuing Stocks Using DCF Principles
- Capital Budgeting
- Valuing Companies and Acquisitions
- Cash Flow Forecasting

Managerial Economics

This series covers concepts such as supply and demand, margin of cost, margin of revenue, elasticity, and profitability and prepares participants to put their understanding to work for the organization. Topics include:

- Incremental Analysis
- Economics of Cost
- Supply and Demand
- Industry Structure
- Consumer Demand and Pricing
- Games and Decisions

WHO SHOULD PARTICIPATE

The Program is designed for recent liberal arts graduates, PhDs, and other high-potential employees with little or no business education or experience.