



**XAVIER**  
UNIVERSITY *of* LOUISIANA

Contact: Richard Tucker (504) 520-5425 or Janella Newsome (504) 520-3920

### **New Certificate Programs Offered in Entrepreneurship, Health Communication**

The Center for Continuing Studies and Distance Learning has announced two new certificate programs in entrepreneurship and health communications.

The entrepreneurship program, which is designed to provide adult learners with the knowledge and necessary skills to operate a successful small business, requires 15 hours of course credit for completion. Four of the five courses are available online and the cost is only \$267 per credit hour.

In addition to an introduction to entrepreneurship, subjects to be covered during the program include principles of management, principles of marketing, organization and operation of a small business, and financial management.

"Individuals who take advantage of this certificate program will be able to acquire a theoretical and practical knowledge about entrepreneurship that aligns directly to their own existing or planned business," said Mark Quinn, an assistant professor of business and the Endowed Chair of Entrepreneurship at Xavier. "In addition, they will be positioned to raise capital for an existing or start-up venture, and will meet professionals who can make the business happen."

The health communication program, which is designed to help prepare adult learners for careers in which they communicate promotional health information, such as in public health campaigns, health education, and between doctor and patients about medical treatment, healthy lifestyle choices, disease prevention, and other related health topics, requires 12 hours of course credit for completion. The cost is only \$267 per credit hour.

Health communication is crucial to the remediation of chronic health care concerns. In order to design and initiate an effective public health plan for any municipality, hospital, or health care provider, health communication must be pivotal to its administration and maintenance.

"A certificate in health communication will help new graduates in health related fields better prepare to meet the diverse needs of their populations, as well as to expand the capacity of professionals currently in the healthcare industry," said Dr. Kimberly Chandler, an assistant professor of communication studies at Xavier. "From helping patients navigate confusing

processes to assisting institutions in creating more effective systems, the knowledge gained through courses in the program will offer value added skills, allowing practitioners to effectively respond to the fast paced and ever changing landscape of health care in the United States.”

“Health communication focuses on more than spreading information. It is the critical component needed to strengthen the link between patients, people, and positive health outcomes,” she said.

Scheduling for both programs is flexible. Students who begin the program during Xavier’s Summer Session I – which starts May 23 – could complete all of the certificate requirements by December. Another session will begin in the 2018 spring semester.

For more information on the certificate program in health communications or to apply for admission, visit [www.xula.edu.ccsde](http://www.xula.edu.ccsde) or call (504) 520-7669.

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