

School of Business Administration · Portland State University

Center for Executive and Professional Education (CEPE)

CEPE Courses 2014/2015



Center for Executive
and Professional Education

PORTLAND STATE UNIVERSITY

Welcome to 2014/2015 at Portland State University's Center for Executive and Professional Education (CEPE).

If you're looking to learn new skills, get training from local experts, take your career to the next level, or change career paths, you've come to the right place. For over 30 years, Portland State's Center for Executive and Professional Education (CEPE) has been leading professional education in the Portland-Metro area. We are proud to provide career training from industry-leading specialists, offering quality resources to help working professionals advance in a competitive landscape.

Don't get left behind. In today's oversaturated marketplace it's necessary to stay ahead of the curve by continually advancing your skills. Join the over 30,000 alumni who have fast-tracked their careers with courses at CEPE.

Courses are taught year-round and are suited for individual learners who want career training as well as local employers who want group training or a customized education program. Take a look at our certificate programs and course schedules to start your journey today.



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and Professional Education

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pdx.edu/cepe

CEPE Courses for 2014/2015

Athletic and Outdoor Product Management

The Athletic and Outdoor Product Management Certificate program is designed for individuals interested in learning more about the unique challenges of the athletic and outdoor industry. This program focuses on sales and distribution, retailing, and go-to-market strategies. In addition, coursework emphasizes brand and relationship management. Students will receive an overview of the product planning process from idea generation to consumer engagement. Portland and the surrounding region is one of the top destinations in the world for athletic and outdoor brands. If you're interested in being a customer-facing representative for one of Oregon's acclaimed athletic and outdoor firms, this program is designed for you.

To register, visit pdx.edu/cepe/athletic-outdoor

Athletic and Outdoor Product Management Certificate Required Courses: Introduction to the Athletic and Outdoor Industry; Athletic and Outdoor Product Planning; Athletic and Outdoor Material Sourcing; Athletic and Outdoor Branding and Positioning; Athletic and Outdoor Merchandising Management

Faculty Includes: Austin Davidsen, Chris Elkins, Mitch Menendez, Ian Yolles

*"I initially enrolled in the **Athletic and Outdoor** certificate program in order to network and meet new people with similar goals and backgrounds. Once classes began, I immediately realized how much new information I would be learning. Although I have a strong background in the industry, I gained huge insight into areas such as line planning, product line management, merchandising, material sourcing and branding. The program was worth every penny!" **Mark Fuller***

*"The **Athletic and Outdoor** program through CEPE has provided me with a well-rounded look at this industry. Retail math, lingo, supply, marketing...all covered and with extremely qualified instructors and guest speakers!" **Jennifer Miller***

Business Analysis

The Business Analysis program is ideal for professionals in any industry who must identify business needs and find solutions for business objectives. Organizations of all sizes have to conduct detailed analyses in order to be successful in today's results-driven business environment. While every business size and model requires a unique approach, implementing best practices can streamline your process and increase success. Our certificate program provides you with the perfect balance of tools, techniques, and skills to be successful in all knowledge areas of business analysis and to help move your organization forward. All courses are aligned with the International Institute of Business Analysis (IIBA) Body of Knowledge (BABOK).

To register, visit pdx.edu/cepe/business-analysis

Business Analysis Certificate Required Courses: Business Analysis Planning and Monitoring; Getting the Requirements Right; Creating Strong Recommendations; Assessing and Validating Solutions; Strategic Business Analysis

Faculty Includes: Cliff Allen, Ron Sarazin

*"I love the **Business Analysis** program. I was unemployed when I started, but have now been offered a job. I learned of this program during an interview. I knew I was acting as a BA, but couldn't apply the terminology of a BA with my many projects that I had completed. This program has helped me close that gap in my education. It has helped me land a job."* **Susan Hake**

Business Communication

Communication is essential for the existence, operation, and success of any organization. Effective communication is important at all levels of business to efficiently complete projects and maintain successful relationships with internal and external stakeholders. Knowing how to relay the right messages at the right time helps create a positive atmosphere where professional relationships can thrive.

We are constantly looking for ways to help professionals work smarter. Our Business Communication Certificate is designed to give students communication skills to present themselves and their organization in an effective and polished manner. Our courses are highly interactive and developed for working professionals. Our instructors are not only the most experienced and knowledgeable in their field, but are also experts in teaching professionals. They ensure that our programs provide immediate career impact to students with real-time results.

To register, visit pdx.edu/cepe/business-communication

Business Communication Certificate Required Courses: Business Writing; Effective Presentation Skills for Business Professionals; Culture and Business Communication; Communication for Leaders

Faculty Includes: Anne Kenton, Brian McCarthy, Tonia McConnell, Lillian Tsai, Gail Tycer

Business of Craft Brewing

From grower to glass. In this rigorous fully online program you will learn from local brewers and distillers, PSU School of Business faculty, and finance and accounting experts who specialize in the craft beverage business. The program provides a thorough overview of the processes that go into providing and selling craft beverages, including basic business principles, how to develop your brand, marketing and distribution strategies, and all of the financing, legal, and accounting issues faced by craft beverage businesses every day. By the end of the program you will have an investor-ready business plan for your own craft beverage business.

The Business of Craft Brewing program is designed for anyone with an interest in the business side of craft beverages. While the focus is primarily on craft brewing, business models for distilleries and alcoholic cider facilities are also included.

To register, visit pdx.edu/cepe/bcb

Business of Craft Brewing Certificate Required Courses: Basic Business for Craft Beverages; Craft Beverage Business Management; Strategic Craft Beverage Marketing; Finance and Accounting for the Craft Brewery

Faculty Includes: Lisa Peyton, Mellie Pullman, Marcus Reed, Geoff Westapher, Maria Young

Business Management *New!*

Courses starting Fall 2014

More than ever, it is important for today's organizations to hire individuals who not just lead, but manage. Our Business Management Certificate program is ideal for people who desire an understanding of fundamental business and management topics as well as experienced managers who need to update their skills to meet new challenges. This program will help you enhance your management abilities and business acumen by providing practical, up-to-date information that is vital for advancement. You will learn the essentials of communication, critical thinking, and leadership, as well as gain core finance and business strategy knowledge.

To register, visit pdx.edu/cepe/business-management

Business Management Certificate Required Courses: Finance; Strategy; Innovation; Communication; Leadership

Faculty Includes: Albrecht Enders, Dave Garten, Gudrun Granholm, Tonia McConnell, Paul Spindel



Customized Education

With today's shifting technological landscape and competitive market, organizations must be proactive to keep their teams at ultimate proficiency. With employees shifting to remote work environments and projects being executed with global teams, it has become even more challenging to keep efficiencies and goals in sync.

CEPE offers Customized Education, tailored to your organization's unique strategic goals. Trainings are designed to provide maximum ROI and long-term solutions for your company's biggest pain points.

Internal training can benefit more than the bottom line. Change management specialists proclaim it is cheaper to train existing employees than it is to recruit, hire, and integrate new employees into an organization. Your company will see increased engagement, improved communication and optimized performance. Managers, executives, organizational leaders, and employees, will benefit from our competency-based trainings.

The Corporate Leadership Council found that highly engaged employees were 87% less likely to leave their companies than their disengaged counterparts. Another study also found that organizations with highly engaged employees achieve twice the annual net income of organizations whose employees lack engagement. Keep your top-level staff engaged through our effective curriculum. Your team will be challenged to keep up with industry trends while fine-tuning their business acumen for the benefit of your brand, structured to reinforce and develop new internal capabilities.

Courses are offered in one of our three executive classrooms designed for adult education, or provided on site at your company's location. For those needing global team development, CEPE also offers a virtual classroom experience with streaming or recorded sessions.

To find out more, please visit
pdx.edu/cepe/customized-education



PHOTOS COURTESY OF DIEGO G. DIAZ



Construction Contracting *New!*

Courses starting Winter 2015

The Certificate in Construction Contracting program is designed for individuals working in or interested in the public construction contracting arena. This includes procurement and contracting professionals, prime contractors and subcontractors, as well as project managers and engineers. The program consists of four courses that cover all aspects of the public construction contracting process, including competitive bidding, contract administration, and program management. Contracts for both design and construction will be discussed, along with small business programs that are unique to Oregon. No matter what your role is in the construction contracting process, this program will advance your skills and your career.

To find out more visit pdx.edu/cepe/construction-contracting

Construction Contracting Required Courses: Introduction to Construction Contracting; Contracting for Design Services; Construction Contracting Tools; Alternative Construction Methods.

Faculty Includes: Elizabeth Gibson, Darin Matthews

“I think the true value of the CEPE Digital Marketing program is the expertise that comes into the classroom from professionals in the field as well as other professionals in your line of work. There’s a tremendous opportunity to explore best practices with your peers and get insight into where marketing is headed in the future.” Megan Morgavan

Digital Marketing Strategies

Today’s most successful marketers don’t rely on only one method of marketing to maximize sales opportunities. This certificate gives marketers and account executives a practical blueprint for developing integrated marketing communication. Learn to build and sustain successful, integrated and interactive marketing programs. Strengthen your understanding of digital marketing methods for generating traffic and customer engagement, including search engine optimization (SEO), search engine marketing, social media marketing, and building brand identity.

To compete effectively in today’s digital environment, companies must embrace new media and fresh ideas. Understanding a variety of media channels and options can present a formidable obstacle even for experienced marketers. By exploring such topics as social media, digital strategies, search engine marketing, and integration of these digital media topics, you will return to your organization well positioned to implement digital strategies that deliver measurable results.

To register, visit pdx.edu/cepe/dms

Digital Marketing Strategies Certificate Required Courses: Introduction to Digital Strategies; Social Media Marketing; Search Engine Marketing; Professional Skills for Digital Marketers; Advanced Concepts: Digital Media Integration

Optional Courses: Each course listed above has an associated optional practicum that adds in-depth discussion and training for each course.

Faculty Includes: Amanda Bernard, Siouxsie Jennett, Kent Lewis, Lisa Peyton, Bryan Rhoads, Paul Spindel

Join us for our quarterly digital marketing breakfasts from 7:15-9:30 a.m. to network with industry professionals and learn from local experts.

Visit us online for details at pdx.edu/cepe/digital-marketing-breakfasts.

Executive Education

CEPE provides fully customized, multi-module Business Leadership Programs (BLP) that help identify, recognize, and develop leadership talent within organizations. Programs are designed in collaboration with the organization’s leadership team and include both education and training (theory and practice). Participants are allowed time for reflection and networking, and senior managers are able to observe, mentor, and plan further learning experiences. PSU’s School of Business faculty provide theory and content, partnering with senior leadership to ensure the theory is rooted in relevant application and practice. Our goal is to provide a sustainable approach to talent management within an organization’s leadership pipeline.

To find out more, please visit pdx.edu/cepe/executive

Faculty Includes: Cliff Allen, Dave Garten, Gudrun Granholm, Brian McCarthy, Carolyn McKnight



Human Resource Management

The Human Resource Management Certificate program provides students with a solid foundation to advance within the evolving HR profession, as well as a wide range of elective coursework in business acumen, team building, coaching, communication, and conflict resolution. The HR certificate is in complete alignment with the professional competencies outlined by the Society for Human Resources Management (SHRM). This competency model is globally accepted as the highest professional standard for the practice of human resources. Courses are tailored to both newcomers and experienced professionals seeking to advance their careers. Our instructors are leaders in the national and local HR sector and bring workplace solutions to the classroom, ensuring success and business compliance.

To register, visit pdx.edu/cepe/hr-management

HR Management Certificate Required Courses: Management of Human Resources; Employee and Labor Relations; Basic Principles of EEO; Compensation; Benefits Management; Talent Acquisition, Selection, and Retention; Effective Training & Design

Faculty Includes: Jennifer Bouman-Steagall, Alan Cabelly, Judy Clark, Corbett Gordon, Dan Grinfas, Jennifer Johnson, Tammi Wheeler

Already earned your HR Management certificate? Consider one of our new Advanced HR concentrations in Conflict Resolution or Strategic Organizational Management. Simply complete three courses in either topic to earn your Advanced Certificate. (Note: You must have completed the HR Management certificate prior to beginning the advanced program.)

“The HR Management Certification program is stellar from beginning to end. Each of my instructors were experts in their fields who imparted knowledge that has been invaluable to me in my new position. There was not a wasted moment! In each course the information was presented in such an engaging manner, and the materials I took away so richly useful, that I felt as if years of learning had been poured into weeks. And the community gained through networking with the instructors and fellow students continues to be a resource.” Jayne Calkins

Lean Healthcare

Our team of Lean Healthcare experts invite you to gain the skills to plan and launch a Lean initiative in your healthcare organization. Get hands-on experience with exercises, simulations, case studies, and examples in essential Lean tools. This program is specifically aimed to benefit hospitals, clinics, private practices, physicians, departments, labs, and individuals—but especially your patients.

Certification option: Take two additional ½-day courses to obtain a Lean Healthcare Certification. You will plan and complete a project, as well as make a final presentation to your fellow students. The final step is an exam covering key Lean components taught in the program. The certification option focuses on teaching you the skills necessary for success.

To register, visit pdx.edu/cepe/lean-healthcare

Lean Healthcare Certificate Courses Include: Fundamentals of Lean in Healthcare; Process Mapping & Process Flow; Root Cause Analysis and Measurement; Creating a Lean Plan and Solutions; Standardization and Control

Faculty Includes: Tom Fabrizio

“Positive and thought provoking curriculum taught by a master mentor and facilitator. Collaborative approach to learning with other students expanding the knowledge base of Lean methods. Every section leads to a more complete understanding of how to utilize this program within a business.” Lean Practitioner Zoey Dering

Lean Practitioner

Lean is a management method that preserves value with less work and less waste. Lean principles come from the Japanese manufacturing industry and focus on improving flow stream management. Lean takes the holistic approach for getting systems to deliver to the right place at the right time in the right quantity. Does your organization strive to improve quality, eliminate waste, reduce process time, and reduce total costs? Our Lean Practitioner Certificate program can help you get there. By developing the expertise to plan and deploy Lean in the right way, you reduce the risk of failure, learn how to drive organizational change, and create best practices that can be shared across your organization.

To register, visit pdx.edu/cepe/lean-practitioner

Lean Practitioner Certificate Required Courses: Fundamentals of Lean; Learning to Improve: The Kaizen Way; Flow Design and Value Stream Management; Standardized Work; The Visual Workplace; Lean Daily Management

Faculty Includes: Tom Fabrizio

Project Management

Project management skills are increasingly important in today's competitive environment. This is especially true for those who want to meet project goals on time and within budget, while maintaining high quality standards. Our Project Management Certificate program is intended for both new and experienced project managers who have little, if any, formal education in project management. Anyone involved in project-based work will benefit from this program as the curriculum is full of practical, hands-on material with immediate application in the workplace. You will learn the theories, tools, and techniques of successful project management. Class sessions cover task organization and sequencing; schedule development; management tool of critical path method implementation; use of milestone and Gantt charts; reverse planning method; as well as cost, performance, and client considerations. Meet your professional challenges head-on by applying the techniques taught in this certificate.

To register, visit pdx.edu/cepe/project-management

Project Management Certificate Required Courses: Project Planning and Organization; Project Management Communications and Teamwork; Project Execution and Management ; Project Leadership and Conflict Management

Faculty Includes: Elizabeth Gibson, Tonia McConnell, Ron Sarazin, Paul Spindel, Tom Parker, Ed Warnock

Planning to earn your PMP Certification? Take our four-day intensive PMP Exam Prep Boot Camp course. This course, along with all of our Project Management courses, can be used to satisfy PMP education and professional development requirements (PDUs) for the exam.

Six Sigma

CEPE, in collaboration with the NW Center for Performance Excellence, provides one of the most effective, substantive, practical, and fun Six Sigma programs on the west coast. Our Six Sigma Yellow, Green, and Black Belt programs take organizations to the next level by uniting product and process excellence with goals such as improving customer service and enhancing shareholder value. Organizations that successfully implement the Six Sigma culture are some of the most highly touted organizations in the world, with the highest customer loyalty ratings and one tenth the typical organization's cost of poor quality. Six Sigma Green and Black Belts are some of those organizations' most valued contributors. Six Sigma tools and methods can be simple and intuitive or sophisticated and highly analytical, but are always eloquent and effective.

To register, visit pdx.edu/cepe/six-sigma

Faculty Includes: Aubrey Kendall, John Major, Ron Sarazin, Tammi Wheeler, Steve Zagarola

“Two years ago I worked with PSU and CEPE to set up Lean training for the state in Salem. We ended up having 25 students from 6 agencies participate. It was an excellent class, and each of the attendees were able to take valuable training and a new understanding of Lean back to their work groups. Since then many lean projects have been completed saving the State of Oregon hundreds of thousands of dollars. Government does work, and it works better with Lean. This news will never make the headlines, but the savings will continue for many years.”

Mike Andersen, Lean/Six Sigma – Customized Education

Strategic Organizational Management

Rooted in the Organizational Development and Human Resource Management disciplines, Strategic Organizational Management (SOM) is the process of increasing organizational effectiveness through employee development. Our certificate program provides a plan to strengthen your organization's capacity for success through coaching and training, internal capacity building, work process improvement and leadership development. SOM helps you plan strategically, provide the best structure possible, and ensure a sustainable future for your organization.

The SOM certificate program offers a practical approach to meet your needs. All of our courses are taught by expert instructors who are ready to help move your organization forward. Courses are interactive with real-world case studies used to illustrate how to leverage SOM tools.

Strategic Organizational Management Certificate Required Courses:

Organizational and Performance Assessment; Organizational Improvement Strategies; Change Management; Strategic Teamwork; Strategic Organizational Evaluation

To register, visit pdx.edu/cepe/som

Faculty Includes: Larry Ferguson, Sarah Stebbins, Tanya Thompson, Daniel Vetter

Tax Practitioners Institute

Portland State's Tax Practitioners Institute (TPI) is Oregon's only university-affiliated two-day tax seminar, designed for tax practitioners at all levels—enrolled agents, CPAs, and more. At this highly interactive conference, earn 16 CPEs, learn from seasoned experts in the field, and connect with your peers from across Oregon. The Oregon TPI is designed to sharpen the skills of practitioners at all levels of their career. The content helps participants expand their knowledge and skills to successfully guide clients through the challenging bevy of IRS tax code, internal regulations and agency structure. All attendees will also receive a 600-page 2014 Tax Practitioners Institute Workbook and searchable CD.

To find out more about the 2014 Institute, please visit pdx.edu/cepe/tpi

Instructors Include: Robert Betts, Larry Brant, Jonathan Mishkin, Brian Wozniak, and representatives from the Oregon Department of Revenue

Training Room Rental

Does your business need space that's not readily available? Our two executive training rooms, Sauvie and Ross, are an excellent place to hold your organization's meetings, seminars, or training sessions. Each room is equipped with floor-to-ceiling windows, free wifi, whiteboards, instructor smart podiums, dual projection, in-house IT support, and telephones and computer data lines. The training rooms comfortably seat 20-50, and are designed with flexible seating options to accommodate any type of training experience. Rooms are available Monday-Saturday between 7:30 am-9:00 pm.

The Center for Executive and Professional Education is conveniently located downtown with easy access to parking and TriMet. We are on the ground floor of the Crown Plaza building—1500 SW 1st Ave, Suite 100B, Portland OR 97201.

For an extra fee we also provide:

Preparation of materials
Name tents or tags, rosters, and sign-in sheets
Flip charts, pens, graph paper
Coffee and tea service
Catering coordination
Guest speakers and subject matter experts

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Portland State's Center for Executive and Professional Education (CEPE) offers essential education for the business professional. Courses and seminars are taught from a practical perspective and scheduled for working adults. Courses and certificate programs can be brought to your company, fully customized or off-the-shelf, through our Customized Education program.

For more information, contact us directly.

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Athletic and Outdoor Product Management
Business Analysis
Business Communication
Business of Craft Brewing
Business Management *Coming Fall 2014*
Construction Contracting *Coming Winter 2015*
Digital Marketing Strategies
Executive Education
Financial Planning *Coming Spring 2015*
Human Resource Management
Lean Healthcare
Lean Practitioner
Project Management
Six Sigma
Onsite Programs
Strategic Organizational Management
Tax Practitioners Institute

To register or find out more information
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