Learn from the experts.
Get hands-on experience.
Invest in your career.
Welcome to 2017-2018 at the Center for Executive and Professional Education

I had a recent benchmark for comparison, and Ron’s performance was superior in every possible way. 100% of the content was valuable, the pace was perfect, and the exercises were engaging and illustrative. Ron was great about welcoming and soliciting questions, asking for details to be sure he understood the question, and then giving thoughtful, patient, and thorough answers. I have a new level to aspire to when I lead technical training of my own.

Jacques Louviere, Portland General Electric Business Analysis Student

This year, invest in your career. Learn from experts and thought leaders in your field. Get hands-on experience you can apply directly to your job, and network with professionals in leadership positions at some of the fastest-growing global companies.

For more than 30 years, Portland State’s Center for Executive and Professional Education (CEPE) has helped more than 35,000 professionals develop their expertise and advance their careers.

As a student at CEPE, you get personalized instruction from professionals who possess relevant experience in a wide variety of industries. They combine business acumen with a deep understanding of today’s business environment and bring practical, relevant, and directly applicable training to the classroom. CEPE’s programs combine hands-on, interactive learning with the chance to build invaluable relationships with colleagues, instructors, and local experts in relevant industries. All of this—and more—for less than you would pay for a traditional degree program.

Courses are taught year-round and are designed specifically for working professionals. With programs offered both in the classroom and online, CEPE enables professionals to work full time and further enhance their resumes by getting the education needed to excel in their careers at the same time.
As a result of our training programs, companies see increased engagement, improved communication, and optimized performance. Organizational leaders, managers, and individual contributors benefit from our competency-based coursework. Consult with CEPE to design a unique program that is customized for your team and organization.

Programs are delivered onsite at your company or in one of our executive classrooms designed for adult learning.

To find out more, visit [pdx.edu/cepe/customized-education](http://pdx.edu/cepe/customized-education)

**Events and Networking**

Develop your career, network with other professionals, and enhance your professional visibility with CEPE. Our year-round events bring the business community together to learn and engage with experts on industry-specific topics. Our events are free, highly interactive, and relevant to today’s business environment.

To register for upcoming events, visit [pdx.edu/cepe/business-events](http://pdx.edu/cepe/business-events)

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**Custom Education Solutions**

CEPE provides a solution for employers seeking customized group learning to build the skills of their employees and better meet their business objectives. We combine university-level quality with the innovation and real-world experience of industry experts to create transformational learning that impacts your bottom line. Investing in customized knowledge and skill development results in improved employee retention, higher productivity, and increased business results. CEPE’s customized learning options are designed to help companies keep their staff engaged while developing their business acumen for the benefit of the organization.

Whether you are a corporation, government agency, nonprofit, or small business, CEPE’s programs offer:

- Highly effective training tailored by industry experts to address your organization’s challenges and pain points
- An in-depth, hands-on, and highly targeted learning experience
- Best practices, processes, knowledge, and a common language among employees
- Increased internal expertise, productivity, and industry knowledge
- A flexible format, location, and scheduling convenient for your team

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**Our Recent Clients Include**

adidas • Biotronik • Blount • Cadmus • Cambia
Cascade Microtech • Cash & Carry • Chehalem Wines
City of Portland • Clark County • The Climate Trust
Clinicient • Columbia Credit Union • ConMet
Energy Trust of Oregon • Gerber Gear • Gunderson
Kingcom • Lam Research • Legacy Health
Microsystems Engineering, Inc. • Nike • OIA Global
Oregon Health Authority • Oregon Office of Rural Health • Pacific Foods • Portland General Electric
State of Oregon Department of Human Services
The Standard • Tentamus • Thermo Fisher Scientific
Wacom Technology • Washington County

Join the more than 35,000 alumni who have fast-tracked their careers with courses at CEPE. Review our certificate programs and course schedules to start your journey today.
Athletic and Outdoor Product Management

The Athletic and Outdoor Product Management Certificate program is designed for individuals who are interested in learning more about the unique challenges of the rapidly growing athletic and outdoor industry. This program focuses on sales and distribution, retailing, and go-to-market strategies. Students receive an overview of the product planning process, from idea generation to consumer engagement, with an emphasis on brand and relationship management. Portland is among the top destinations globally for athletic and outdoor brands, and this program provides essential knowledge for those seeking promotion within the field, or those who wish to transition into this dynamic, growing industry.

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

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

Business of Craft Brewing

In this online program, students learn from brewers, cider makers, distillers, and business experts in the craft beverage industry. From grower to glass, the program provides a thorough overview of the processes that go into providing and selling craft beverages. Topics include basic business principles, brand development, marketing and distribution strategies, as well as the financial, legal, and accounting issues faced by craft beverage entities. The certificate is designed for anyone with an interest in the business of craft beverages. By the end of the program, each student has an investor-ready business plan for either a brewery, cidery, meadery, or distillery.

**Business of Craft Brewing Certificate Courses:**
- Basic Business for Craft Beverages
- Craft Beverage Business Management
- Strategic Craft Beverage Marketing
- Finance and Accounting for Craft Beverages
- Craft Beverage Distribution

To register, visit pdx.edu/cepe/bcb

Business Management

Today’s organizations need people who lead and manage effectively. The Business Management Certificate program is designed for new, aspiring, and experienced managers who want to better understand business fundamentals or update their skills to tackle fresh challenges. This program provides practical, up-to-date information vital for solving problems, achieving goals, motivating teams, and sparking innovation. Topics include the essentials of communication, critical thinking and leadership, as well as core finance and business strategy knowledge.

**Business Management Certificate Courses:**
- Finance
- Strategy
- Communication
- Innovation
- Leadership

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

Business Analysis

The Business Analysis Certificate is ideal for professionals in any industry who must identify business needs and find solutions. In order to improve results, students in this program learn to conduct detailed analyses for their organizations. Although each business requires a unique approach, implementing best practices can streamline processes and enhance performance. This certificate program provides students with a combination of tools, techniques, and skills that help move organizations forward. All courses are aligned with the IIBA Business Analysis Body of Knowledge (BABOK).

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

**Additional Course:**
- CBAP Exam Prep Boot Camp (100% Online)

Planning to earn your CBAP or CCBA Certification? Enroll in our fully online, four-week CBAP Exam Prep Boot Camp. This interactive, online course is designed to prepare participants to pass this rigorous exam on the first attempt.

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

Mellie prepared us for the reality of starting a brewery and showed us how to begin this process. There is so much you need to know beforehand, and she showed us what to track and how to forecast. I am grateful for having taken this class.

Douglas Greene
Business of Craft Brewing Student
Construction Contracting

This unique online certificate program is designed for individuals interested in transitioning into the public construction contracting arena or those already in the field. The courses prepare students for the responsibilities they would encounter in roles as procurement and contracting professionals, prime contractors, and subcontractors, as well as private and government project managers and engineers. This fully online program consists of four courses that cover various aspects of the public construction contracting process, including competitive bidding, contract administration, and program management. Contracts for both design and construction are discussed.

**Construction Contracting Certificate Courses:**
- Introduction to Construction Contracting
- Contracting for Design Services
- Construction Contracting Tools
- Alternative Construction Methods

To register, visit pdx.edu/cepe/construction-contracting

Data Analytics

It is difficult to imagine today’s world without big data. More information is available than ever before, and understanding how to properly collect, evaluate, draw conclusions, and apply data is critical for making informed business decisions. Employees in many industries—including business, healthcare, government, banking, manufacturing, and education—are expanding their use of large-scale data sets to make organizational improvements like increased efficiency and effectiveness. The Data Analytics Certificate program provides students with a foundation in this rapidly changing field, as well as practical knowledge and tools to achieve improved outcomes and increase impact within their organizations. Students will learn how to make ethical data-driven decisions and communicate effectively using information, in addition to developing technical Data Analytics skills.

**Data Analytics Certificate Courses:**
- Intro to Quantitative Methods
- Fundamentals of Data Analytics
- Data Mining
- Regression Analysis
- Data Warehousing
- Data Visualization

To register, visit pdx.edu/cepe/data-analytics-certificate

Digital Marketing Strategies

To compete in today’s fast-changing digital environment, companies must embrace new media and fresh ideas. The Digital Marketing Strategies Certificate program gives marketers and account executives a practical blueprint for developing a strategic marketing plan. With instruction from Portland’s key marketing thought leaders, students learn to build, measure, and maintain successful, integrated marketing programs that drive revenue growth. They also develop digital marketing methods for increasing traffic and online customer engagement with courses covering content strategy, social media marketing, and brand identity. Upon completion, students are well-positioned to implement innovative digital strategies that deliver measurable results.

**Digital Marketing Strategies Certificate Courses:**
- Introduction to Digital Strategies
- Content Strategy
- Social Media Marketing
- Digital Media Integration

**Additional Courses:**
- Search Engine Marketing
- Analytics

To register, visit pdx.edu/cepe/dms

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I have been officially promoted from a contract to full-time employee. I was able to take all of the lessons learned through your course and apply them in my role. I owe this job to you and the wonderful instructors and guest speakers you brought in.

Adam Gong, Nike
Athletic & Outdoor Product Management Student
Human Resource Management

The Human Resource Management Certificate program provides students with a solid foundation to advance within the evolving HR profession. The certificate is in complete alignment with the professional competencies outlined by the Society for Human Resource Management (SHRM), the highest professional global standard. In addition to core classes, the program offers a wide range of elective courses such as talent management, benefits, training, and conflict resolution. Courses are tailored to both newcomers and experienced professionals seeking to advance their careers. Instructors are local and national HR leaders who bring workplace solutions to the classroom, ensuring business compliance and success.

**Human Resource Management Certificate Courses:**
- Management of Human Resources
- Employee and Labor Relations
- Basic Principles of EEO
- Compensation
- and two of the following: Talent Acquisition, Selection, and Retention; Effective Training Design and Evaluation; Influence and Leadership: Skills for HR Professionals; Benefits Management; Finance for HR Professionals

**Additional Course:**
- PHR/SPHR Exam Prep Boot Camp

Preparing for the Human Resource Certification Institute (HRCI) exams? Our online, five-week PHR/SPHR Exam Prep Boot Camp equips participants with the skills, knowledge, and confidence they need to pass the exam. This course is designed by subject matter experts and includes discussion questions, case studies, and practice quizzes to help prepare for these intensive exams.

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

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**Tammi was very professional while also offering a warm and authentic style to her teaching. She clearly knows HR and was, in my opinion, able to meet the students at whatever level of HR experience they had, or lacked.**

Doreen Baldridge, Certified Wellness Coach and Personal Trainer

Human Resource Management Student

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**Lean Practitioner**

Lean is a holistic approach to process improvement that preserves value while decreasing work and waste. Originating from the Japanese manufacturing industry, Lean focuses on improving flow stream management so that organizations can improve quality, eliminate waste, and reduce process times and costs. The Lean Practitioner Certificate helps students develop the expertise to plan and deploy Lean, thus reducing the risk of failure. Lean students learn how to drive organizational change and create best practices within their organizations. Participants may also opt to complete a real-world Lean project.

**Lean Practitioner Certificate Courses:**
- Lean and Six Sigma Intro and Overview
- Fundamentals of Lean
- Learning to Improve - The Kaizen Way
- Flow Design and Value Stream Management
- Root Cause Analysis and Measurement
- Standardized Work and the Visual Workplace
- Lean Daily Management

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

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**Lean Leadership**

Many organizations struggle to implement Lean because it requires system-wide collaboration, and skilled leaders are needed to carry out such significant endeavors. CEPE’s Lean Leadership Certificate program caters to senior managers, supervisors, continuous-improvement coordinators, and team leaders who want to inspire behavioral change in their Lean organizations. Just as a project’s success is largely reliant on a strong project manager, the same is true for the successful execution of Lean. Throughout the program, students learn six factors that every Lean leader needs to thrive: authentic leadership, effectively creating vision, continual change and growth, situational leadership, sustaining Lean, and living Lean. After this program, students are ready to foster a culture of reduced waste and continuous improvement.

**Lean Leadership Certificate Courses:**
- The Fundamentals of Lean Leadership
- Strategic Deployment
- Toyota Kata and Situational Leadership
- Lean Daily Management
- Authentic Leadership

*To register, visit pdx.edu/cepe/lean-leadership*
Project Management

Project management skills are increasingly important in today’s competitive environment. This is especially true for workers whose jobs require them to meet project goals on time and on budget, while maintaining high quality standards. The Project Management Certificate program is intended for both new and experienced project managers who have little, if any, formal project management education. Students benefit from practical, hands-on material that can be immediately applied in the workplace. They learn the theories, tools, and techniques of successful project management, as well as relevant soft skills and personnel management.

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

**Additional Courses:**
- Agile Project Management; PMP Exam Prep Boot Camp
  Planning to earn your PMP or CAPM 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 requirements for the exam.

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

Six Sigma

CEPE, in collaboration with the Northwest Center for Performance Excellence, provides one of the most effective, substantive, and practical Six Sigma programs offered today. The Six Sigma Yellow, Green, and Black Belt programs take organizations to the next level by unifying product and process excellence with goals such as improving customer service and enhancing shareholder value. Organizations that successfully implement Six Sigma culture are some of the most respected organizations in the world, with the highest customer loyalty ratings. Students who develop Six Sigma Green and Black Belt skills can become those organizations’ most valued contributors.

**Six Sigma Certificate Courses:**
- Lean and Six Sigma Intro and Overview; Six Sigma Project Definition and Planning; Systematic Problem Solving; Intro to Statistical Methods; Statistical Process Control; Measurement System Analysis; Intro to Design of Experiments; Green Belt Exam and Reporting; Intermediate Design of Experiments; Six Sigma Project Coaching, Leading Effective Six Sigma Teams; Correlation and Regression Analysis; Hypothesis Testing for Observational Data; Black Belt Exam and Project Reporting

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

The material was so relevant to my work. The instructor was engaging. The class structure balanced lectures and interactive activities effectively.

Caitlin Milligan Sheaffer, Simple Project Management Student

Strategic Communications and Public Relations

In recent years, the lines between public relations, marketing, and communications jobs have become blurred, and employees in these fields must handle more responsibilities than ever. Public relations duties are increasingly entrusted to marketing and communications specialists with no formal PR training. This fully online program can help students fill in such resume gaps so they can land jobs, do better work, and stand out from peers. Throughout each course, they build portfolios while learning about PR ethics, best practices, and challenges.

**Strategic Communications and Public Relations Certificate Courses:**
- Intro to Strategic Communications and Public Relations; Developing the Strategic PR Plan; Writing for PR; Crisis Communications and Image Management

To register, visit pdx.edu/cepe/strategic-communications-and-public-relations-certificate

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, change management, work process improvement, and leadership development. SOM helps managers plan strategically, provide the best structure possible, and ensure a sustainable future for their organizations. Our expert instructors use interactive activities with real-world case studies to illustrate how to leverage SOM tools so that students leave the program with immediately applicable skills.

**Strategic Organizational Management Certificate Courses:**
- Organizational Performance and Improvement Strategies; Change Management; Strategic Teamwork; Strategic Program Evaluation

To register, visit pdx.edu/cepe/som

Sustainable Supply Chain Management

Supply chain and logistics professionals across the entire supply chain (procurement, manufacturing, distribution, transportation, warehousing, and retail) are increasingly part of their organizations’ strategic management teams. As a result, they can benefit from additional education and credentials to assist them in their current positions or to advance their careers. This certificate program helps students expand their knowledge base with a relevant, practical curriculum that builds their skills in this dynamic field. A focus on the importance of sustainability throughout the entire supply chain is a unique feature of our innovative program.

**Sustainable Supply Chain Management Certificate Courses:**
- Intro to Supply Chain Management; Strategic Sourcing and the Procurement Process; Operations and Logistics Management; Supply Chain Sustainability and Social Responsibility; and two of the following: Supply Chain Finance and Optimization; Supplier Relationship Management; Project Management for the Supply Chain

To register, visit pdx.edu/cepe/sustainable-supply-chain-certificate
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Human Resource Management
Lean Practitioner
Lean Leadership
Project Management
Six Sigma
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To learn more, visit: pdx.edu/cepe