Welcome to 2015/2016 at the School of Business’s Center for Executive and Professional Education

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 has been leading professional education in the Portland metropolitan region. We are proud to provide career training from industry-leading specialists, deliver quality resources and offer networking opportunities to help working professionals advance in a competitive landscape.

In today’s marketplace, it’s necessary to stay ahead of the curve. Organizations are looking for leaders who can contribute to new innovations and successfully collaborate and communicate with local and global teams. Continue to advance your skills and join the more than 32,000 alumni who have fast-tracked their careers with courses at CEPE.

Courses are taught year-round and cater to the working professional’s busy life. With programs offered both in the classroom and online, individuals can prioritize their career development through education without sacrificing their existing professional responsibilities.

Employers seeking group training or customized education built specifically for their team now have a solution in CEPE. Review our certificate programs and course schedules to start your journey today.

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**CEPE Courses**

for 2015/2016

**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 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 and the surrounding region is one of the top destinations in the world for athletic and outdoor brands. If you’re interested in working for one of Oregon’s acclaimed athletic and outdoor firms, this program is geared to you.

To register, visit [pdx.edu/cepe/athletic-outdoor](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 Merchandising Management
- Athletic and Outdoor Branding and Positioning

**Instructors Include:** Austin Davidsen, Paul Herring, Mitch Menendez, Ian Yolles

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“The Athletic and Outdoor program through CEPE has provided me with a well-rounded look at this industry. Retail math, lingo, supply, marketing...are 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 organizational objectives. Organizations of all sizes have to conduct detailed analyses in order to be successful in today’s results-driven environment. While every business size and model requires a unique approach, implementing best practices can streamline your processes and increase performance. Our certificate program provides students with a balance of tools, techniques, and skills that help move organizations forward. All courses are aligned with the IIBA’s Business Analysis Body of Knowledge (BABOK).

To register, visit [pdx.edu/cepe/business-analysis](http://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

**Instructors Include:** Chris Dennis, Ron Sarazin

**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. With increased digital communication, remote workforces, and globally led teams, knowing how to relay the right messages at the right time is more important than ever. Our Business Communication Certificate is designed to give professionals the communication skills to present themselves and their organizations in an effective and polished manner. In a highly interactive classroom environment, students are coached by some of the most experienced and knowledgeable experts in the field, with extensive backgrounds in teaching executive-level education.

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

**Business Communication Certificate Required Courses:** The Art of Communication, Professional Writing; Culture and Business Communication; Communication for Leaders

**Instructors Include:** Anne Kenlon, Siouxsie Jennett, Lillian Tsai, Tonia Twigger

**Business of Artisan Food**

What better city to be educated in about the business of artisan food than the popular hub of food-loving culture—Portland? With the booming food economy, entrepreneurs must learn new ways to differentiate themselves in the competitive market to successfully launch new products. The Business of Artisan Food (BAF) Certificate is a 15-week online program that provides insight and understanding into all aspects of starting, running, and growing a successful artisan food business. From health code requirements, business licensing and finance, to sales, distribution, and marketing strategies, the BAF Certificate equips students to enter this growing industry with confidence and direction. This program is catered to individuals looking to produce and sell fresh or packaged food products to a larger audience.

To register, visit [pdx.edu/cepe/the-business-of-artisan-food](http://pdx.edu/cepe/the-business-of-artisan-food)

**Business of Artisan Food Certificate Required Courses:** Artisan Food Business: Getting Started; Food Business Finance and Accounting; Food Product Sales and Distribution; Marketing Strategy for Artisan Food Businesses

**Instructors Include:** Jennifer Lewis

> “The Business Communication Certificate was easy to understand, friendly, and very relevant! I looked forward to the sessions and have been able to apply the things I learned to better communicate within our organization and to outside stakeholders. How can you beat that?” — Laurie Kramer

**Business of Craft Brewing**

In this rigorous online program, students learn from local brewers, distillers, and finance and accounting experts in the craft beverage industry as well as Portland State University’s School of Business faculty. From grower to glass, the program provides a thorough overview of the processes that go into providing and selling craft beverages. This includes basic business principles, brand development, marketing and distribution strategies, as well as the financing, legal, and accounting issues faced by craft beverage businesses. By the end of the program, each student has an investor-ready business plan for their own craft beverage business. The Business of Craft Brewing Certificate is designed for anyone with an interest in the business side of craft beverages. While the focus is primarily on brewing, business models for distilleries and alcoholic cider facilities are also included.

To register, visit [pdx.edu/cepe/bcb](http://pdx.edu/cepe/bcb)

**Business of Craft Brewing Certificate Required Courses:** Basic Business for Craft Beverages; Craft Beverage Business Management; and two of the following: Strategic Craft Beverage Marketing; Finance and Accounting for the Craft Brewery, or, Craft Beer Distribution

**Instructors Include:** Mellie Pullman, Marcus Reed, Geoff Westapher, Maria Young, Nate Young

**Business Management**

Today’s organizations are looking for individuals who not only lead, but also manage effectively. Our Business Management Certificate program is developed for both new and experienced managers who either want to better understand business fundamentals or to update their skills to meet new industry challenges. This program helps students enhance management abilities and professional acumen by providing practical, up-to-date information vital for career advancement. Topics include the essentials of communication, critical thinking and leadership, as well as core finance and business strategy knowledge.

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

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

**Instructors Include:** Albrecht Enders, Dave Garten, Gudrun Granholm, Paul Spindel, Tonia Twigger
**Construction Contracting**
The Construction Contracting Certificate is designed for individuals interested in the public construction contracting arena or those already in the field. This includes procurement and contracting professionals, prime contractors, and subcontractors, as well as private and government project managers and engineers. The program consists of four courses that cover the various aspects of the public construction contracting process, including competitive bidding, contract administration, and program management. Contracts for both design and construction are discussed, along with small business programs that are unique to Oregon.

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

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

**Instructors Include:** Elizabeth Gibson, Darin Matthews

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**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 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. Strengthen your understanding of digital marketing methods for increasing traffic and online customer engagement with courses covering content strategy, social media marketing, and brand identity. After finishing our program, students are well positioned to implement innovative digital strategies that deliver measurable results.

To register, visit pdx.edu/cepe/dms

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

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

**Instructors Include:** Amanda Bernard, Tom Bennett, Siouxsie Jennett, Kent Lewis, Lisa Peyton, Derek Phillips, Bryan Rhoads, Ryan Summers

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.

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**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 courses in business, team building, coaching, communication, and conflict resolution. The HR Certificate is in complete alignment with the professional competencies outlined by the Society for Human Resource 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; and two of the following: Talent Acquisition, Selection, and Retention; Effective Training Design and Evaluation; Influence and Leadership: Skills for HR Professionals; Conflict Resolution for HR Professionals; Benefits Management; Finance for HR Professionals

Preparing for the Human Resource Certification Institute (HRCI) exams? Our online six-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.

**Instructors Include:** Tami Boedigheimer, Jennifer Bouman-Steagall, Allison Brown, Judy Clark, Isaac Dixon, Dan Grinfas, Jennifer Johnson, Cathy LaTourette, Elaine Lees, Paul Spindel, Dan Vetter, Tammi Wheeler

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**Lean Healthcare**
Our team of Lean Healthcare experts help students learn the skills required to plan and launch a Lean initiative in their healthcare organization. Get hands-on experience with exercises, simulations, case studies, and examples in essential Lean tools. This program is specifically intended to benefit hospitals, clinics, private practices, physicians, departments, labs, and individuals—not to mention the patients.

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

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

Certification Option: Interested in driving your career to higher success? Take an additional two-day course to obtain the Lean Healthcare Certification. Students in this track complete and present a real-world project and take a final exam covering key Lean components that they can immediately implement. The Certification option focuses on teaching advanced project leadership skills and ties them into the activities of the Lean Healthcare Certificate courses.

**Instructors Include:** Tom Fabrizio

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"The HR Management Certificate is a fantastic program that left me with a solid foundation of understanding and clarified exactly what in HR most appeals to me. I highly recommend it for those who are thinking of transitioning into an HR role. The instructors and staff were excellent. The high quality students that are drawn to the program are an additional valuable resource for those who are in transition." Kristin Franco
**Lean Leadership**

Many organizations struggle to implement Lean because Lean is less about tools and more about system-wide behavior and collaboration, and leaders play a critical role in making this happen. CEPE’s Lean Leadership Certificate program is catered to senior managers, supervisors, continuous improvement coordinators, and team leaders who want to inspire behavioral change in their Lean organization. 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, we focus on six of the balance points 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 continuous improvement and reduced waste.

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

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

**Instructors Include:** Tom Fabrizio, John Major, Susan Martin, Sharon Ward

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**“The Lean Practitioner program has been great. I have been able to apply all the Lean principles into my daily routine at work. The instructor is great and always has a way of being able to relate the principle to your line of work. Wonderful experience. Definitely going to take the Lean Healthcare courses ASAP.”**

Anne Riley

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**Lean Practitioner**

Lean is a management method that preserves value while decreasing work and waste. Lean principles come from the Japanese manufacturing industry and focus on improving flow stream management. Lean takes a holistic approach to delivering the right amount to the right place at the right time. Does your organization strive to improve quality, eliminate waste, and reduce process time and costs? Our Lean Practitioner Certificate does just that by helping students develop the expertise to plan and deploy Lean, thus reducing the risk of failure. Learn how to drive organizational change and create best practices in 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

**Instructors Include:** 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 on 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 that can be immediately applied in the workplace. Students learn the theories, tools, and techniques of successful project management. Balanced with courses focusing on soft skills and people-based management, class sessions cover task organization and sequencing; schedule development; the use of milestone and Gantt charts; the reverse planning method; as well as cost, performance, and client considerations.

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

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 requirements for the exam.

Instructors Include: Tom Parker, Ron Sarazin, Paul Spindel, Tonia Twigger, Ori Wolman

Six Sigma

CEPE, in collaboration with the NW Center for Performance Excellence, provides one of the most effective, substantive, and practical Six Sigma programs on the West Coast. Our 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 the Six Sigma culture are some of the most highly touted organizations in the world, with the highest customer loyalty ratings. Six Sigma Green and Black Belt employees 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 effective.

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

Six Sigma Required Courses: Intro to Six Sigma and Continuous Improvement; Systematic Problem Solving; Intro to Statistical Methods, Statistical Process Control; Measurement System Analysis; Intro to Design of Experiments; Leading Effective Six Sigma Teams, Correlation and Regression Analysis; Hypothesis Testing for Observational Data

Instructors Include: Aubrey Kendall, Tammi Wheeler, Steve Zagarola

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 used to illustrate how to leverage SOM tools so students leave the program with directly applicable skills.

To register, visit pdx.edu/cepe/som

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

Instructors Include: Tom Robertson, Sarah Stebbins, Tanya Thompson

Tax Practitioners Institute

PSU’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 others. At this highly interactive conference, participants earn 16 CEs, learn from seasoned experts in the field, and connect with peers from across Oregon. The TPI is designed to sharpen the skills of practitioners at all levels of their careers. The content helps participants expand their knowledge and abilities to successfully guide clients through the challenging bevy of IRS tax code, internal regulations, and agency structure. All attendees will also receive the 2015 National Income Tax Workbook.

To register, visit pdx.edu/cepe/tpi

Instructors Include: Larry Brant, Jonathan Mishkin, Brian Wozniak, and representatives from the Oregon Department of Revenue
**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 internal efficiencies in place. Internal training can benefit more than just the bottom line. It is less expensive to train existing employees than it is to recruit, hire, and integrate new employees into an organization. CEPE offers Customized Education, tailored to the unique strategic goals of individual organizations.

Our trainings are designed to provide maximum ROI and long-term solutions for major pain points. After our trainings, companies see increased engagement, improved communication, and optimized performance. Managers, executives, organizational leaders, and other employees benefit from our competency-based trainings. Consult with our highly skilled assistant director to curate a unique training program that’s best suited for your team and the specifics of your industry. With our effective Customized Education, structured to reinforce and develop new internal capabilities, you will be able to keep your top-level staff engaged while fine-tuning their business acumen for the benefit of your brand.

Courses are offered in one of our three executive classrooms designed for adult education, or provided onsite at your company’s location.

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

**Training Room Rental**

Does your business need professional workspace that’s not readily available? Our two executive training rooms are an excellent place to hold meetings, seminars or training sessions. Each room is equipped with large windows, free Wi-Fi, whiteboards, instructor smart podiums, dual projection screens and in-house IT support. The training rooms comfortably seat 20-50 and are designed with flexible seating options to accommodate various types of training experiences. Rooms are available Monday-Saturday between 7:30am-9:00pm.

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.

To find out more, visit [http://www.pdx.edu/cepe/training-room-rental](http://www.pdx.edu/cepe/training-room-rental)

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“The Customized Education program at PSU’s Center for Executive & Professional Education was a perfect fit for the Oregon Humane Society. Not only was PSU easy to work with from start to finish, but the quality of instruction was great. We were extremely impressed with the wealth of knowledge that our instructor, Ron Sarazin, shared during the seminar. Ron was engaging, inspiring and responsive to our team’s needs. Overall, the seminar set us on a great path and its effects are rippling across the organization”

Brenda King, Director of Operations
Oregon Humane Society

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Some of Our Recent Clients

- ALPFA
- Blount
- Cascade Microtech
- City of Portland Bureau of Environmental Services
- City of Portland Bureau of Planning and Sustainability
- City of Portland Parks and Rec
- Climate Trust
- Columbia Credit Union
- Confederated Tribes of the Siletz Indians
- Cowlitz Indian Tribe Health and Human Services
- Drupal Association
- EnergyTrust
- FEI Company
- Gunderson
- Legacy Health
- Multnomah Group
- Nike
- NW Portland Area Indian Health Board
- OHSU
- OIA Global
- Oregon Humane Society
- Oregon Office of Rural Health
- PGE
- Portland State OIA and IELP
- The Standard
- TriMet
- Washington County
- WebMD
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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To register or find out more information please visit us online at pdx.edu/cepe

Or find us on social media: