Welcome to Fall/Winter at Portland State University’s Center for Executive and Professional Education (CEPE).

We offer in-class, online, and onsite options to help you move your career forward. Whether you want to advance or change your career, learn a new skill, add qualifications to your resume, or simply take a course for personal enrichment, Portland State University’s Center for Executive and Professional Education has a program for you.

If you are seeking a way to take your career to the next level, consider enrolling in a CEPE certificate program. These multi-class offerings are designed to expand your expertise in a specific subject area. They are composed of required courses that cover the fundamentals of the subject, as well as some electives and special seminars that focus on more granular topics of specialization. Course curriculum is developed by professionals, for professionals. Knowledge and skills gained can be immediately applied in the workplace.

Our Fall and Winter courses and certificate programs are open for registration.

For more information, contact us directly:

Kristen Rodenhus, PhD
Director
Executive and Onsite Programs
TR 2603@pdx.edu
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Tricia Camp, MBA
Assistant Director, Digital Strategies
Advanced Digital Strategies, Digital Marketing Strategies, Introduction to Web Development, and Analyzing Data. To learn more about these and other courses offered by CEPE, please visit us online at pdx.edu/cepe.

To register or find out more information, please visit us online at pdx.edu/cepe.
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Courses for Fall 2013 / Winter 2014

Tonia McConnell, Lillian Tsai, and Gail Tycer
Faculty Includes:
Skills for Business Professionals, Culture and Business Communication Certificate Required
Students communication skills to present themself, represent their company or office and maintain successful relationships with internal and external vendors. Knowing how to communicate effectively is important at all levels of business. The Business Communication program is designed to meet the marketing considerations, concepts, and best practices and market each individual to ensure success.

Designing & Developing for Mobile
This certificate program provides a comprehensive set of tools and app development that takes you from envisioning the user interface and developing market and app to building web pages, mobile apps, and applications. This course provides general guidelines in the design of mobile and web pages. Students will learn about Web design and Web development using HTML5 & CSS3.

Human Resource Management
The Human Resource Management program provides students with a thorough introduction to the process of acquiring, developing, and managing employees. Students will learn key management strategies such as selection, training, development, performance appraisal, compensation, and labor and employee relations. This program is designed for individuals who are at the highest level of management or aspiring to such a role.

Introduction to Web Development
This online course is designed to teach students the basic concepts of web development. Students will learn HTML5, CSS3, and Web Design. The course focuses on the knowledge and skills needed to create web pages and applications using HTML5, COMS, and CSS. The course covers the use of CSS3 modules to create great looking web pages and interactive web sites.

Loan Practitioner
This course is the second in a series of three courses that make up the Loan Practitioner program. In this course, participants will learn the theories, tools and techniques of successful project management. Sessions cover project planning and documentation, risk, time and scope management, quality management, procurement management, and communications management. The course includes a hands-on project module and a comprehensive exam at the end of the course.

Onsite Training Programs
The Center for Executive and Professional Education at Portland: DoubleTree Lloyd Center, December 3 - 4 and dates: The HR Management
Certificate program has proved to be extremely helpful in advancing his career in HR. The program fostered a supportive environment and network with HR professionals, many of whom I stay in contact with today. I highly recommended this program to anyone looking to improve their career in HR — it’s totally worth it! Shaun Dun, PHR, Human Resources Manager at OMU

“Focused learning that is relevant and can be implemented immediately...”

Portland State’s Tax Practitioners Institute is undergoing a complete curriculum update. Designed for tax practitioners at all levels including CPAs, EA’s, enrolled agents, and attorneys, the institute offers a broad-based understanding of the law, the economy, and the business world. Our instructors are experts in the field and interact with your tax practitioners peers from across Oregon. The 2013 tax update page 31 for more information and to register.

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**Business Communication**

The Business Communication program is ideal for professionals in any industry who need to identify business needs and to solve a variety of business objectives. Organizations of all sizes have a need for better written and oral communication skills. Whether you are communicating with co-workers, clients, or outside vendors, there is a need for clear, effective business communication. The courses can be used to satisfy PMP education and professional development credits by PMP holders.

**Digital Marketing Strategies**

Today’s most successful marketers don’t rely only on traditional marketing channels and new marketers today must understand the concept of the ‘customer journey.’

To find out more and register, please visit pdx.edu/cepe/dms.

**Human Resource Management**

The Human Resource Management program can help you lead and develop a world-class workforce, using an integrated approach that integrates behavioral, technical, and administrative skills to ensure a competitive edge, improve service and build your brand.

To find out more and register, please visit pdx.edu/cepe/hrm.

**Loan Practitioner**

Loan Practitioner is a product that teaches the skills you need to be a successful and efficient loan officer. The course is designed to deliver comprehensive training in all aspects of the loan officer profession, and focuses on ensuring a successful loan officer has the skills needed to be successful.

To find out more and register, please visit pdx.edu/cepe/lp.

**Onsite Training Programs**

The Center for Executive and Professional Education (CEPE) at Portland State University offers on-site training programs that deliver customized business training to organizations throughout the metro area, and across Oregon and SW Washington. Some recent clients include BlueCross BlueShield, BMO Harris, the City of Portland, Portland Development Commission, Weinstein Energy and Legal Firms.

To find out more, please visit pdx.edu/cepe/onsite-training.

**Six Sigma**

The Six Sigma program is designed for professionals involved in strategic and operational planning, as well as those involved in project management. The program is designed to improve the skills of current and future leaders who are charged with implementing Six Sigma initiatives, as well as working professionals looking to advance their careers. The program is offered at the Portland, Wilsonville, and Eugene locations.

To find out more and register, please visit pdx.edu/cepe/six-sigma.

**Tax Practitioners Institute**

Portland State University’s Tax Practitioners Institute is designed for tax professionals at all levels of experience. The course is designed to provide comprehensive training and skills to professionals who are involved in all aspects of tax preparation, planning, and audit work. The course is designed to provide a broad understanding of the tax law and its application to business and individual taxpayers.

To find out more and register, please visit pdx.edu/cepe/tpi.

**Virtual Learning Laboratory**

The Virtual Learning Laboratory (VLL) is a hands-on training environment for organizations and businesses that want to learn the latest skills in the latest technologies. The program is designed to provide a comprehensive training in a variety of technologies, including networking, security, and cloud computing.

To find out more and register, please visit pdx.edu/cepe/vll.

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**Courses for Fall 2013/Winter 2014**

**Business Analysis**

Business Analysis is the program that focuses on all the key steps in the project management process and the importance of ensuring you know exactly what it is you are going to do and why you are doing it. This course includes all of the key steps in the project management process and the importance of ensuring you know exactly what it is you are going to do and why you are doing it.

**Craft Beverage Immersion**

New to the market or an experienced brewer looking for a broad-based understanding of craft beverage management and operations? **Craft Beverage Immersion** will help you understand all of the financing, legal, and accounting issues faced by craft beverage businesses every day. By exploring such topics as all of the financing, legal, and accounting issues faced by craft beverage businesses, you will develop the knowledge and skills necessary to succeed in the craft beverage industry.

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Courses for Fall 2013/Winter 2014

Business Analysis

The Business Analysis program is ideal for professionals in any industry who need to identify business needs and first evaluate your business objectives. Organizations of all sizes buy from us in order to successfully meet their needs. Program objectives are to:

1. Learn the current best practices as identified by the International Institute of Business Analysis (IIBA).
2. Increase the professional competencies of your professionals.
3. Learn the tools and techniques of business analysis.

In this 36-hour, 12-course program, you will:

1. Learn to identify and prioritize business needs.
2. Identify and evaluate those needs.
3. Know how to apply business analysis methodologies to manage projects effectively.
4. Gain valuable hands-on experience by working on a project from start to finish in a collaborative learning environment.

For more information, please visit pdx.edu/cepe/business-analysis.

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Tonia McConnell, Lillian Tsai, and Gail Tycer

Business Communication, and Communication provide immediate career impact to students with new and innovative teaching adults. They ensure that our programs for adults are not only the most experienced and knowledgeable in their field, but also are experts in teaching adults. They know their programs well and can help students make important decisions and reach their goals.

To find out more and register, please visit pdx.edu/cepe/business-communication.

New - Fall 2014

Tricia Ryan, COO of A Yellow Belt option is also available. Attendees who wish to pursue project-based work can earn the Yellow Belt certification, which is the same as the Black Belt certification except for a lower level of training. Lean is a production method that preserves value and minimizes waste. It is particularly effective for businesses that produce goods, but it can also be applied to services and information systems.

For more information, please visit pdx.edu/cepe/six-sigma.

Human Resource Management

The Human Resource Management program will provide students with the knowledge, skills, and insights needed to develop and implement human resource strategies and tactics that are aligned with the business needs of their organization. Students will learn how to design and implement effective human resource systems, including recruitment, selection, training, development, and performance management.

For more information, please visit pdx.edu/cepe/hr-management.

New - Fall 2014

Tom Fabrizio

Lean Daily Management

To find out more and register, please visit pdx.edu/cepe/lean.

The instruction was grounded in real-world material, which made it more than helpful for anyone who needs to work very effectively in a team. "Wynn Bushy, Student"
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For more information, visit us online at pdx.edu/cepe

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CEPE Courses for Fall 2013 / Winter 2014

Advanced Digital Strategies
Fall 2013 / Winter 2014

Strengthen your understanding of digital marketing and strategies, content engagement, social media, and content strategy. Optimize your marketing mix through analysis and effective integration of digital initiatives with existing marketing efforts.

Athletic and Outdoor Industry
Fall 2013 / Winter 2014

The Athletic and Outdoor Industry Certificate program is designed for students interested in product development, brand marketing, sales, retailing, and lifestyle marketing in the athletic and outdoor industry. This program will focus on sales, distribution, retailing, and go-to-market strategies. In addition, coursework will emphasize brand and relationship management.

Athletic and Outdoor Apparel
Fall 2013 / Winter 2014

This program is designed to help professionals interested in being the customer-facing representative of some of Oregon’s great athletic and outdoor firms.

The Athletic and Outdoor Industry Certificate program is designed for individuals interested in the shop floor and customer service for athletic and outdoor brands in the world.

To find out more and register, visit pdx.edu/cepe/athletic-outdoor.