Learn from the experts. Get hands-on experience. Invest in your career.

Course Catalogue 2016 / 2017
Center for Executive and Professional Education
Portland State University | School of Business Administration
This year, invest in your career. Learn from experts and thought leaders in your field. Get hands-on experience that you can apply directly to your job. Network with professionals in leadership positions at some of the fastest-growing companies in the Portland area.

For more than 30 years, Portland State’s Center for Executive and Professional Education (CEPE) has been leading professional education in the Portland metropolitan region.

When you’re a student at CEPE, you get personalized instruction from professionals who live and work in Portland. They combine business acumen with a deep understanding of the region’s organizations 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’d pay for a traditional advanced 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 gain resume experience while getting the education needed to excel in a career at the same time.
As a result of our training programs, companies see increased engagement, improved communication, and optimized performance. Managers, organizational leaders, and individual contributors benefit from our competency-based trainings. Consult with CEPE to design a unique training program that’s best suited 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

Events and Networking

Develop your career, network with other professionals, and advance your professional exposure with CEPE. Our year-round events bring the Portland business community together to learn and engage with experts on specific industry-related 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

Whether you’re a corporation, government agency, nonprofit, or small business, CEPE’s program can 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
- Common best practices, processes, knowledge, and language among employees
- Increased internal expertise, productivity, and industry knowledge
- Flexible format, location, and scheduling convenient for your team

Some of Our Recent Clients

adidas • Blount • Cadmus • Cascade Microtech • Central City Concern
City of Portland Bureau of Environmental Services • Climate Trust • Clinicient • Columbia Credit Union
Confederated Tribes of the Siletz Indians • Energy Trust of Oregon • FEI Company
Gerber Gear • Gunderson • Legacy Health • Multnomah Group • Nike • OIA Global
Oregon Health Authority • Oregon Humane Society • Oregon Office of Rural Health • Portland General Electric • State of Oregon Department of Human Services • Washington County

Continue to develop yourself professionally and join the more than 32,000 alumni who have fast-tracked their careers with courses at CEPE. Review our certificate programs and course schedules to start your journey today.
CEPE Courses for 2016 / 2017

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 is among the top destinations globally for athletic and outdoor brands, and this program provides essential knowledge for those seeking promotion within the industry, or transition into it.

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 Communication

Effective communication is essential for the success of any organization. It is important at all levels of business to efficiently complete projects and maintain relationships. With increased digital communication, remote workforces, and globally led teams, today’s professionals often find themselves struggling to keep up with the skills needed to communicate effectively and appropriately in this ever-changing environment. Thus, the Business Communication Certificate is designed to give professionals the skills to navigate modern communication realities and to eloquently present themselves and their organizations. Students are coached by local experts in the field in a highly interactive classroom setting.

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

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

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. This includes 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 side of craft beverages, and 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; and two of the following: Strategic Craft Beverage Marketing; Finance and Accounting for Craft Beverages; or Craft Beverage Distribution

To register, visit pdx.edu/cepe/bcb

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, five-week CBAP Prep Boot Camp. This interactive, hands-on online course is designed to successfully prepare each participant to pass this rigorous exam on their first attempt.

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

Mo Nishiyama
Project Management & Business Communication Student

Being able to learn new skills, and share them with colleagues and peers, have been highlights of my learning experience with CEPE classes. Coursework in Project Management, Lean Methodologies, and Business Communication have all resulted in a solid base of lifelong learning. As a result, I recently changed my role in my company, taking on a role of a Technical Writer.

Mo Nishiyama
Project Management & Business Communication Student
Business Management

Today’s organizations need individuals who both lead and manage effectively. The Business Management Certificate program is designed for experienced, new, and aspiring 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

Construction Contracting

This 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. The 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

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. 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

The connections I made through peers, speakers, and teachers ultimately led to my getting a contract as a Color Designer at Nike. I started my new job the last week of my last class. It was a great transition! The biggest benefit of the class is the level of quality instructors and guests they bring in. The mix of students was also great.

Seth Peterson
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, as well as a wide range of elective courses in business, team building, coaching, communication, and conflict resolution. The 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. Instructors are national and local HR leaders who bring workplace solutions to the classroom, ensuring success and business compliance.

**HR Management Certificate Courses:**
- Management of Human Resources
- Employee and Labor Relations
- Basic Principles of EEO/Compensation
- 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

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

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.

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

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 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 continuous improvement and reduced waste.

**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

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. Organizations that strive to improve quality, eliminate waste, and reduce process time and costs benefit greatly from having a workforce with these skills. 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. In this particular program, participants may also opt to complete a real-world Lean project or to specialize in Lean for healthcare.

**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
- Standardized Work
- The Visual Workplace
- Lean Daily Management

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

The program was wonderful and very helpful in my career, and helped me get a recent promotion. It’s the perfect option for business leaders who do not have the time and money to dedicate to an MBA program. The program also provided real-life examples that could be immediately applied back at the office.

Jill Nowak
Business Management Student
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 education in project management. 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 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 NW Center for Performance Excellence, provides one of the most effective, substantive, and practical Six Sigma programs on the West Coast. The 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 in the world, with the highest customer loyalty ratings. Six Sigma Green and Black Belt employees are often those organizations’ most valued contributors. Six Sigma tools and methods can be simple and intuitive or sophisticated and highly analytical, but are always effective.

**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

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; Modern 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

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 annual 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 challenges of the IRS tax code, internal regulations, and agency structure. All attendees will also receive the 2016 National Income Tax Workbook.

To register, visit pdx.edu/cepe/tpi

I have been trying to get my foot in the door of the beer industry and through the help of your classes I have actually just landed my first job! I feel incredibly lucky to have been placed as a brewer for my very first job in the industry. During my interview I was asked about the education I was receiving through PSU and without a doubt in my mind that is what turned me from an applicant to an employee!

Joe Byrd
Business of Craft Brewing Student
Athletic and Outdoor Product Management
Business Analysis
Business Communication
Business of Craft Brewing
Business Management
Construction Contracting
Digital Marketing Strategies
Human Resource Management
Lean Practitioner
Lean Leadership
Project Management
Six Sigma
Strategic Communications and Public Relations
Strategic Organizational Management
Tax Practitioners Institute