Welcome to Spring/Summer 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 provide access to top-notch industry leaders that not only teach you necessary skills for success, but pass down years of experience and knowledge so that you can easily navigate your career path and leap ahead of your competition.

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 both 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.

CEPE Courses for Spring/Summer 2014

**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 will focus on sales and distribution, retailing, and go-to-market strategies. In addition, coursework will emphasize 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

**Faculty Includes:**

- Lauren Beitelspacher
- Austin Davidsen
- Mitch Menendez
- Sue Parham
- Will Sandman
- Ian Yolles

“Topics covered in the Business Analysis program are useful to me in my job and I can apply them immediately.”

Jonathan Coleman, Student

**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
CEPE Courses for Spring/Summer 2014

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: Brian McCarthy, Tonia McConnell, Lillian Tsai, Gail Tycer

Business of Craft Brewing
From growler 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. Our focus is primarily on craft brewing, but we include business models for distilleries and alcoholic cider facilities as well.

To register, visit pdx.edu/cepe/cbc

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

Optional Course: Craft Beverage Immersion Excursion

Faculty Includes: John Hartman, Dale Kennedy, Lisa Peyton, Tyson Pruett, Mellie Pullman

“The best thing about the Business of Craft Brewing program was seeing my concept take shape. I had no idea what is involved in a business plan, so I’d never tried to do it—it was too overwhelming before.” Rich Pedersen, Student

Business Management
New – Courses starting in Fall 2014
More than ever, it is important for today’s organizations to hire individuals who can manage and lead. 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 for the Non-Financial Manager; Business Strategy; Communication Skills; Business Innovation; and Leadership

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

Customized Onsite Training Programs
The Center for Executive and Professional Education is the Northwest’s leading provider of customized executive and professional education programs. Each year we deliver customized training to organizations throughout the Portland metro area, and across Oregon and southwest Washington. Some recent clients include Multnomah County, the City of Portland, OIA Global, Metro, Boeing, KapStone Kraft Paper, The Standard, PGE, Stoel Rives, and more.

To find out more, please visit pdx.edu/cepe/onsite-and-customized-educational-solutions

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 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, website optimization 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; Measuring and Optimizing Your Website; Integrating Digital Media: Best Practices

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

Faculty Includes: Amanda Bernard, Aaron Gray, John Hartman, Siouxie Jennett, Kent Lewis, Lisa Peyton, Bryan Rhoads

Join us for our quarterly breakfasts, from 7:30-9:00 a.m. to learn more about our program. Visit us online for specific details.
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: 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 resource management. Our courses are tailored to both newcomers and experienced professionals seeking to advance their careers. Our instructors are leaders in the national and Northwest HR sector and bring the latest 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

Faculty Includes: Jennifer Bowman-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 Organizational Development. Simply complete two courses in either topic to earn your Advanced Certificate. (Note: You must have completed the HR Management certificate prior to beginning the advanced program.)

Lean Healthcare
New – Courses starting in Spring 2014
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

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

If you are interested in learning more about Lean—or deciding if a Lean or Six Sigma program is right for you—try our 2½-day Lean Six Sigma seminar that covers the fundamental concepts of continuous practice improvement. This is ideal for leaders and executives considering the implementation of Lean Six Sigma initiatives, as well as working professionals looking for a broad-based understanding. Please visit us online for details and to register for our next seminar.
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 Management Tools; Project Leadership and Conflict Management

Faculty Includes: Jeff Busch, Tonia McConnell, Tom Parker, Ron Sarazin, Paul Spindel, 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.

“Very interactive and useful information, and the Project Management Certificate program will help in the communications at work and in life. Knowing how to interact with others of different thinking and backgrounds is a crucial skill.” Rob Gibson, Student

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

If you are interested in learning more about Six Sigma—or deciding if a Lean or Six Sigma program is right for you—try our 2½-day Lean Six Sigma seminar that covers the fundamental concepts of continuous practice improvement. Please visit us online for details and to register for our next seminar.

“Training was high energy and fast moving. I lost track of time, thoroughly enjoyed the subject matter, and learned a lot.” Michael Sommers, Student

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, Daniel Vetter

Tax Practitioners Institute

Portland State’s Tax Practitioners Institute 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 tax practitioner peers from across Oregon. 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

The Institute is the only tax seminar featuring representatives from the IRS and the Oregon Department of Revenue. You will take away timely information as well as valuable resources for your reference library.

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.

We also provide these services for an extra fee:
- 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
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 Onsite training 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
Digital Marketing Strategies
Executive Education
Human Resource Management
Lean Healthcare – New Spring 2014
Lean Practitioner
Project Management
Six Sigma
Onsite Programs
Strategic Organizational Management
Tax Practitioners Institute

To register or find out more information please visit us online at pdx.edu/cepe

“Fantastic courses taught by fantastic instructors.” Sharon Hayashi, Student