

Center for Business Development & Community Outreach

Fall 2020 Courses



— Professional Development Courses & Workshops

- AutoCAD Training
- APICS – CPIM
- ERP with SAP Certificate
- Financial Accounting Certificate
- Fundamentals of Cybersecurity
- Human Resources – SHRM Test Prep Class
- Integrated Digital Marketing Certificate
- Introduction to Business Management Certificate
- Introduction to Corporate Communication Certificate
- Nursing Management Certificate
- Postbaccalaureate Credit Courses for Educators
- Real Estate–Pennsylvania Licensing Classes
- SHRM Essentials of Human Resources
- Spanish in the Workplace
- Supervisory Workshops
- Supply Chain Management Certificate

— SAT Exam Prep Classes

*All programs instructor-led videoconferencing via ZOOM.



PennState
Scranton

scranton.psu.edu/center
570-963-2600

Professional Development

APICS-CPIM

Certified Production & Inventory Management

People with the APICS-CPIM, (Certified Production and Inventory Management), credential are highly sought after professionals in the manufacturing and supply chain industries. The APICS-CPIM program has undergone significant changes. They are:

1. You will now need to take only two classes instead of five to earn your CPIM.
2. You will now need to pass only two exams instead of five to earn your CPIM.
3. You can become CPIM certified in under a year instead of more than 18 months.

The new modules include the following topics: Basics of Supply Chain, Master Planning of Resources, Execution and Control of Operations, Detailed Scheduling and Planning, and Strategic Management of Resources.

The northeast campuses of Penn State are collaborating to offer these courses. Part 2 classes begin January 2021. Please call for pricing and dates: 570-963-2600.

Part 1

Saturdays, Sept 26, Oct. 3, 10, 24, Nov.7 & 14, 2020
9:00 a.m. – 3:00 p.m.

Fee: \$1,450 must have ASCM Plus Membership



REAL ESTATE

Pennsylvania Real Estate Prelicensing Education Courses Real Estate Fundamentals (3.0 CEUs)

This course will introduce you to the language, principles, and laws that govern the language of real estate in Pennsylvania. This course and the Real Estate Practice course have been approved by the Pennsylvania Real Estate Commission and can be applied toward the educational requirements for the salesperson's license examination.

Mondays, September 14 – November 16, 2020
6:00 p.m. – 9:00 p.m.

Fee: \$199

Real Estate Practice (4.5 CEUs)

This course is an introduction to all facets of the real estate business, including a survey of areas of specialization, with emphasis on the role of a real estate agent in residential brokerage. The course includes an examination of a real estate transaction, designed to provide you with a working knowledge of the forms and documents used along with related mathematics.

Wednesdays, September 9 – November 18, 2020
Mondays & Wednesdays, Nov. 23, 30, Dec. 2 & 7
6:00 p.m. – 9:00 p.m.

Fee: \$299

HUMAN RESOURCES

SHRM (Society for Human Resources) Learning System

SHRM has established the new certification standard for the HR Profession! Earning your SHRM-Certified Professional (SHRM-CP™) or SHRM-Senior Certified Professional (SHRM-SCP™) credential establishes you as a recognized expert in the HR field.

This preparation program covers four knowledge domains: People, Organization, Workplace and Strategy as well as eight behavioral competencies: Leadership & Navigation, Ethical Practice, Business Acumen, Relationship Management, Consultation, Critical Evaluation, Global & Cultural Effectiveness, and Communication.

This 36-hour Learning System features relevant HR content and advanced tools that streamline study time, accelerate learning and build confidence for passing the SHRM-CP/SHRM-SCP exam. The course investment includes all course materials but does not cover registration for the SHRM-CP or SHRM-SCP exams.

Thursdays, 7:00 p.m. – 9:00 p.m. Saturdays, 8:30 a.m. – 1:00 p.m. (1/2 hr. lunch break)

Sept. 24, 26, Oct. 1, 3, 15, 17, 22, 24, Nov. 5, 7, 12 & 14, 2020 (No class Oct. 8, 10, 29 & 31)

Fee: \$1,450 for SHRM members

\$1,550 for nonmembers

(The fee includes study materials. There is an additional discount available for NEPA SHRM chapter members.)

REGISTER EARLY TO GET YOUR MATERIALS ON TIME FOR CLASS.



SHRM Essentials of Human Resources

This program provides participants with knowledge and skills that can be used immediately. The course addresses six key human resource subjects in a user-friendly format designed to give an effective learning experience. This course is ideal for those who are just starting out in the human resources profession, or those who are looking for an effective way to boost their employee management skills.

Thursdays, 7:00 p.m. – 9:00 p.m.

Saturdays, 8:30 a.m. – 1:00 p.m. (1/2 hr. lunch break)
Dec. 3, 5, 10 & 12, 2020

Fee: \$549

\$499 for SHRM members

Register @ scranton.psu.edu/center

Supervisory Workshops

Join us for our half-day workshops held on Fridays from 10 am to Noon. Each topic will be covered for a total of four hours over two weeks. These workshops can benefit you, your employees, and your business. These workshops are helpful for supervisors, managers, human resource professionals and work teams. The fee for each of these workshops is \$89. *Group and multiple session discounts available.*

Communicating Effectively—Building Work Relationships/Social Styles

September 4 & September 11, 2020

Communication skills are critical to achieving results with individuals and teams. Together with an awareness of how people can build high-quality work relationships.

Supervising Projects

October 9 & October 16, 2020

Learn how to build an understanding of what a project is and the key activities associated with successful project supervision.

Setting the Stage for Excellent Performance (Plus Goalsetting)

December 4 & December 11, 2020

Motivation and guidelines for supervisory practices that contribute to a motivational climate are highlighted. In addition, we will review a mix of old and new tactics available to better achieve one's goals.

SAT Exam Prep

Prepare for the SAT college entrance exam. Increase your skills in mathematics, reading, and writing. Prep classes can also help you develop more confidence for taking the SAT exam and prepare you for the 2020 SAT dates.

Wednesdays, Sept. 16 – Oct. 28, 2020

5:30 p.m. – 8:30 p.m.

Fee: \$299

AutoCAD Training

Level 1:

Participants will acquire the fundamental skills necessary for the development of mechanical, architectural, and/or civil drawings using AutoCAD.

Monday & Thursday evenings, Sept. 14, 2020 through Oct. 8, 2020

5:00 p.m. – 9:00 p.m.

Fee: \$1,500

Level 2:

Participants will begin to explore some of the subtler capabilities of AutoCAD, step-by-step with specific examples and plenty of hands-on projects, providing a skill set that translates directly to on-the-job use.

Monday & Thursday evenings Oct. 19, 2020 through Oct. 29, 2020

5:00 p.m. – 9:00 p.m.

Fee: \$800

Spanish in the Workplace: Level 1

This course will offer Spanish for the workplace to facilitate basic communication with employees or clients whose native language is Spanish. Emphasis is placed on oral communication and specific vocabulary used in a business context.

Tuesdays, Sept. 8 – Oct. 20, 2020

5:30 p.m. – 8:30 p.m.

Fee: \$250 (includes textbook and materials)

Postbaccalaureate Credit Courses for Educators

Late Fall Session (October 26 – December 12, 2020)

EDUC 464: Technology and the Learning Process

This course evaluates the relationship between technology-based resources and learning theories through design, implementation, and evaluation of online instructional modules. (3 credits)

SPLED 404: Working with Families and Professionals in Special Education

Throughout this course you will be asked to reflect on how your own family and cultural background has

influenced you and your teaching style. You will learn about the life experiences of parents of children with disabilities, legal provisions of the IEP an IFSP process, and how to collaborate effectively with a variety of professionals in educational settings. You will also learn and practice the skills needed to be a positive and productive team member in providing special education services to children with disabilities. (3 credits)

Register @ scranton.psu.edu/center

Credit Certificate Programs

Current Tuition Rates Apply for Credit Certificate Programs

ERP with SAP (15 credits)

Intro to ERP and Business Processes (MIS 404) 3 credits

The course explains and demonstrates how business processes such as sales logistics, production/material management, procurement, and human resources are supported in an ERP software package.

Mondays, Oct. 19 – Dec. 11, 2020 (No class Nov. 23)
6:15 p.m. – 9:00 p.m.

Financial Accounting (6 credits)

Fundamentals of Accounting I (ACCTG 151) 3 credits

This six-credit financial accounting certificate program is perfect for those individuals with exposure and experience in bookkeeping, accounts receivable/payable and other accounting practices with no formal academic education.

Fundamentals of Accounting I (ACCTG 151)
Tuesdays, Sept. 8 – Dec. 8, 2020 (No class Nov. 24)
6:30 p.m. – 8:30 p.m.
Fundamentals of Accounting II – Jan 2021

Introduction to Business Management (15-16 Credits)

Effective Speech (CAS 100A) 3 credits

(A) Principles of communication, implemented through presentation of speeches, with some attention to group discussion and message evaluation.
(B) Principles of communication, implemented through group problem solving, with some attention to formal speaking and message evaluation.

Tuesdays, August 25 – December 15, 2020
5:30 p.m. – 8:30 p.m.

Introduction to Corporate Communication (15 Credits)

Effective Speech (CAS 100A) 3 credits

(A) Principles of communication, implemented through presentation of speeches, with some attention to group discussion and message evaluation.
(B) Principles of communication, implemented through group problem solving, with some attention to formal speaking and message evaluation.

Tuesdays, August 25 – December 15, 2020
5:30 p.m. – 8:30 p.m.

NURSING MANAGEMENT (12 credits)

Organization & Administration for Nurse Manager (NURS 430) 3 credits

Introduction to organizational theory and principles of practice in the administration of nursing services and patient care. This class focuses on leadership and management in nursing.

Tuesdays, Sept. 1 – Oct. 29, 2020 (No class Sept. 8)
5:30 p.m. – 8:30 p.m.

SUPPLY CHAIN MANAGEMENT (12 credits)

Supply Chain Management (SCM 301) 3 credits

Supply chain management concepts, principles, and methodologies.

Wednesdays, August 26 – December 9, 2020
5:30 p.m. – 8:30 p.m.

Fundamentals of Cybersecurity

This non-credit course is designed to introduce the basic concepts of cybersecurity to new or emerging IT professionals. The target audience is professionals with a responsibility to manage IT systems or departments whose cybersecurity experience falls short of the required levels in order to sufficiently protect the confidentiality, integrity, and availability of the systems under their purview.

Tuesdays, Sept. 22 – Oct. 27, 2020
6:00 pm – 8:00 pm
Fee: \$595

Integrated Digital Marketing Certificate

This non-credit certificate program will equip students with the necessary skills to create high-value material, identify opportunities in the digital realm, and track campaign performance. The three-course program delves into personas, SEO, SEM, digital marketing, email, website, and social media strategies that will help professionals engage with their customers, drive sales and boost buy-in from an executive team.

BUSAD 5835: Digital Marketing
Thursdays, Aug. 27 – Oct. 8, 2020
6:00 p.m. – 9:00 p.m.

BUSAD 5833: Content Marketing
Thursdays, Oct. 22 – Dec. 10, 2020 (no class 11/26)
6:00 p.m. – 9:00 p.m.

BUSAD 5834: Measuring Marketing Success
Thursdays, Jan. 14 – Feb. 25, 2021
6:00 p.m. – 9:00 p.m.

Cost for complete program: Special pricing \$1,599 (all 3 courses) – \$610 if not taking full non-credit certificate

Center for Business Development & Community Outreach

The Center is a regional resource for individuals, businesses, and entrepreneurs serving as a bridge to the University's vast resources. It provides business solutions, educational programs/certificates, customized training programs, youth programs, and project-based learning experiences.



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Penn State Scranton has opened a "LaunchBox" in South Scranton at 611 Cedar Avenue. This entrepreneurial assistance site offers free services, and referrals to other area partners, to help people with ideas for a business and early stage businesses. LaunchBox is a signature program of the Invent Penn State Initiative, a commonwealth-wide system to spur economic development, job creation, and student career success. This site and related services allows for a "Start Here" location for people to explore and realize their business dreams! This site is overseen by the Center for Business Development and Community Outreach. **Visit ScrantonLaunchBox.psu.edu**

CUSTOMIZED TRAINING PROGRAMS

A well-trained workforce can directly affect your organization's bottom line and return on investment. Penn State Scranton is committed to providing the finest training and educational services in Northeastern Pennsylvania. We offer professional development and credential programs either on-site at your company's location or at our campus in Dunmore. The Center for Business Development and Community Outreach offers courses on many topics, including workplace interaction, communication and leadership development.

Not sure of your needs? We offer FREE initial consult sessions – call 570-963-2509

It's EASY to ENROLL

By E-Mail

scrantonoutreach@psu.edu

By Phone

570-963-2600

**All programs instructor-led
videoconferencing via ZOOM.**

By Credit Card Online
Visit: scranton.psu.edu/center

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