SCHOOL OF CONTINUING AND PROFESSIONAL EDUCATION

WILLIAM PATERSON UNIVERSITY

Fall/Spring 2022-2023 Catalog

Classes Begin...NOW!

Start Your Transformation

1800 Valley Road, Wayne, N.J. • 973.720.2354 • wpunj.edu/cpe

Table of Contents

Registration Policies & Procedures

All Registrations Will Be Processed Online!

- ❖ Register early to guarantee your enrollment
- ❖ Registrations are accepted until the classes are full.
- ❖ Web Registration: https://www.wpunj.edu/cpe/index.html
- ❖ If you experience difficulty with online registration, please call for assistance (973) 720-2354 or (973) 720-3961
- ❖ Be sure to include daytime and evening telephone numbers, as well as your email address to receive notification about potential cancellations.
- ❖ Online payment is by credit card or electronic check.
- ❖ Once you register and payment is processed, you are automatically enrolled for your course.
  - **You will receive two emails:** *A registration confirmation and a payment confirmation.*
- ❖ Plan to attend your workshop or conference as scheduled. You will be notified of any cancellations or changes to workshop/ conference/ schedules. If you do not receive an email confirmation, please call for assistance *(973) 7202-2354 or (973) 720-3961*

In the case of inclement weather, please visit www.wpunj.edu/cpe for updates on university closures due to inclement weather along with programs reschedule.

Cancellation Policy

Online Only Courses
- **No refunds will be issued.**

Three Hour Workshops/Conferences/Institutes
- Notification must be received in writing at least 5 business days prior to the workshop to receive a full refund (minus processing fee, $25 or 5% of the registration fee, whichever is greater).
- **No refunds will be issued if less than five days' notice is given.**
- **No refunds are issued for failure to attend workshops/conferences/institute/class.**

Semester Classes - (Classes that meet for 5 or more days)
- Notification must be received in writing at least 5 business days prior to the course to receive a full refund (minus processing fee, $25 or 5% of the registration fee, whichever is greater)
- Any cancellations after the first day will be refunded 50% of fee, cost of materials and charged 5% of the registration fee or $25, whichever is greater.
- **No refunds will be given after the second class.**

Courses Cancelled by WPU
- If a course, workshop, or conference is canceled due to inclement weather, insufficient enrollment, or any other reason, you will receive a full refund.

For all cancellation requests, please notify us by email: certificateprogram@wpunj.edu
Or call for more information regarding refunds (973) 720-2354.

Pre-college & Summer Youth Programs
- Notification must be received in writing as least 5 business days prior to the course to receive a full refund (minus processing fee, $25 or 5% of the registration fee, whichever is greater)
- If less than 5 days notification is given, you will receive a credit towards another youth program during the current summer session (minus processing fee, $25 or 5% of the registration fee, whichever is greater).
- **No refunds or credits will be given after the first day of the camp/program.**

*Please send all Youth Program cancellation notifications to: youthprograms@wpunj.edu

Human Resources

Payroll Wage & Hour Training & Certification Program

8 Hours
Open Registration

The Payroll Wage & Hour Training & Certification Program helps beginning and intermediate HR professionals learn the basic payroll requirements.

The Program includes plain-English descriptions of the various requirements, processes, and procedures, as well as numerous examples, administrative tips, and interactive Q&A to help provide valuable insight into compliance requirements.

The Program also includes an optional test for those who wish to earn a "Certified Payroll Wage & Hour Administrator" designation. This Program also qualifies for eight hours of PHR and SPHR re-certification credits!

Times: Online
Fee: $625
Course: J102

The Payroll Management Training & Certification Program

8 Hours
Open Registration

The Payroll Management Training & Certification Program includes plain-English descriptions of the various requirements, processes, and procedures, as well as numerous examples, administrative tips, and interactive Q&A to help provide valuable insight into compliance requirements.

The Program also includes an optional test for those who wish to earn a "Certified Payroll Management Administrator" designation. This Program also qualifies for eight hours of PHR and SPHR re-certification credits!

Besides the basics, you`ll also learn:
- *To hire, train, and manage successful payroll professionals*
- *To establish and maintain self-service, direct deposits, and Paycard systems*
- *To select and implement a payroll system*
- *To handle and work with audits and disaster recovery plans*
- *To implement anti-fraud plans*
- *To comply with the various record retention requirements*

Times: Online
Fee: $750
Course: J103

Project Management and Leadership

Certificate in Management Skills

20 Hours
Open Registration

Successful managers know the importance of building strong relationships with their team members. This certificate equips both new and experienced managers with the skills and resources necessary to foster strong connections, lead change, and resolve potential conflicts. Whether operating in an in-person office environment or a remote work setting, managers will learn practical ways to better coach and motivate their teams. Through interactive exercises, videos, self-assessments, and case studies, the self-paced courses included in this certificate provide opportunities to practice and apply key management skills. Upon successful completion of all courses in this certificate program, you can download and print a Certificate of Completion.

Times: Online
Fee: $699
Course: ME-242

Certificate in Managing Change and Resolving Conflict

31 Hours
Open Registration

Leaders and managers are often called upon to deal with the challenging impacts of change, to work through disputes with partners and customers, and to resolve conflict within the organization. This Certificate in Managing Change and Resolving Conflict covers the key issues and best practices for managers dealing with contentious situations in the workplace. Each of the seven courses in this suite offer examples, videos from practitioners and experts, interactive games, and review questions to ensure mastery of the material. The courses present strategies that managers can use to help deal with conflict, with case studies and scenarios that highlight key issues.

- *Leading and Managing Change*
- *Handling Difficult Employee Behavior*
- *Communicating Collaboratively*
- *Handling Workplace Conflict*
- *Emotional Intelligence for Managers*
- *Negotiations: Resolving Disputes*
- *Introduction to Managing Change and Resolving Conflict*

Times: Online
Fee: $630
Course: ME-240

Certificate in Negotiation

10 Hours
Open Registration

This online certificate program helps learners develop the skills and strategies needed to become a successful negotiator. The fundamental concepts of negotiation are addressed, as well as the application of these concepts to the specific areas of Deal Making Negotiation and Dispute Settlement Negotiation. Video commentary provides learners with practical insights on translating the principles of negotiation into real-world bargaining success. Each 3- to 4-hour, self-paced course offers an assortment of interactive exercises, videos, readings, case studies, and self-assessments that will keep learners engaged as they sharpen their negotiating skills.

- *Introduction to Negotiations*
- *Negotiations: Making Business Deals*
- *Negotiations: Resolving Disputes*

Times: Online
Fee: $199
Course: ME-241

Certificate in Leadership

20 Hours
Open Registration

What is leadership and why is it important? How does a leader encourage change without triggering fearful resistance? What are the key elements to leading an effective team? What is the role of charisma in leadership? How can a leader achieve work-life balance? This suite of courses addresses all these questions and many more. The courses in this suite offer advice on leadership that can help you stand out as a leader among your peers. Video segments introduce successful leaders who discuss such issues as how leaders become leaders, leadership ethics, and the differences between leaders, managers, and administrators.

- *Leaders and Work-Life Balance*
- *Leading and Managing Change*
- *Leading Teams*
- *Introduction to Leadership*
- *Body Language for Leaders*

Times: Online
Fee: $199
Course: ME-221

Leadership PDU Bundle

12 Hours
Open Registration

The three self-paced courses included in this bundle—Leading Teams, Leading and Managing Change, and Body Language for Leaders—provide 12 PDUs in total, with 7.75 PDUs specifically targeted to Leadership competency. Each of the three courses in the bundle contains real-world examples, videos, interactive games, assessments, and focused instruction. Glossaries and search functions help students quickly and easily navigate through the course, and "Ask the Expert" features allow students to pose course-related questions that will be resolved within 24-48 hours by a specialist in the field.

- *Leading and Managing Change*
- *Leading Teams*
- *Body Language for Leaders*

Times: Online
Fee: $199
Course: ME-309

60 PDU Project Management Course Bundle

61 Hours
Open Registration

Need to earn 60 PDUs to maintain your Project Management Professional (PMP) certification? Are you also looking for a high quality and interesting training program to fulfill this requirement? This 60 PDU bundle offers Project Management Professionals access to online, self-paced courses at a fraction of the price of purchasing courses individually. For $999 participants can access seven online project management courses for a full year and earn 60 PDUs. That is a savings of $550! Don't risk losing your PMP certification; enroll today and start earning PDUs. Courses are self-paced and can be conveniently accessed anytime and anywhere from a computer with an internet connection. Courses are engaging and include real-world examples, videos, interactive games, assessments, and focused instruction.

- *Allerton Connector Highway Project Management Simulator*
- *Ethics for Project Managers*
- *Emotional Intelligence for Project Managers*
- *Quality Management Basics*
- *Introduction to Agile*
- *Project Management Team Leadership*
- *Challenges for Agile Team*

Times: Online
Fee: $999
Course: ME-308

Finance

Certificate in Accounting & Bookkeeping Studies
300 Hours
Open Registration

The Certificate in Accounting and Bookkeeping Studies is for anyone who desires to have a better understanding of basic accounting and bookkeeping procedures or who desires to work in a bookkeeping/ accounting department. The Certificate in Accounting and Bookkeeping Studies is particularly well suited for anyone who has recently assumed some bookkeeping and/or accounting responsibilities; anyone who works in business and wants a foundation in bookkeeping and/or accounting, or anyone who wants better understanding of the principles of bookkeeping and/or accounting.

The Certificate in Accounting and Bookkeeping Studies includes 10 courses:
- *An Introduction to Accounting: The Accounting Cycle*
- *Journals, Ledgers and Worksheets*
- *Financial/Accounting Management*
- *Payroll Accounting*
- *Accounting for Accounts Payable*
- *Accounting for Accounts Receivable*
- *Budgeting Essentials*
- *Introduction to QuickBooks*
- *Introduction to Excel*
- *Understanding Financial Statements*

Times: Online
Fee: $2867
Course: J104

QuickBooks Online Basics
5 Hours
Open Registration

QuickBooks® Online Basics is an introductory-level course designed to build a foundation of essential skills in QuickBooks® Online. In this course, learners will develop a greater understanding of the basic bookkeeping and accounting functions that the software enables. The course content focuses on mastering the fundamental tasks performed in QuickBooks®, including setting up a company file and chart of accounts, entering customer and vendor information, recording sales, creating invoices, managing payables and receivables, creating, and customizing reports, and using the Audit Log.

Times: Online
Fee: $99
Course: ME-293

QuickBooks Desktop Pro Basics (2021 Windows)
5 Hours
Open Registration

QuickBooks® Desktop Pro Basics (2021 Windows) is an introductory-level course designed to build a foundation of essential skills in QuickBooks®. In this course, learners will develop a greater understanding of the basic bookkeeping and accounting functions that the software enables. The course content focuses on mastering the fundamental tasks performed in QuickBooks®, including setting up a company file and chart of accounts, entering customer and vendor information, recording sales, creating invoices, managing payables and receivables, creating, and customizing reports, and using the Audit Trail.

Times: Online
Fee: $99
Course: ME-295

QuickBooks Desktop Pro Basics (2020 Mac)
5 Hours
Open Registration

Introduction to QuickBooks® Desktop 2020 (Mac) is an introductory-level course designed to build a foundation of essential skills in QuickBooks®. In this course, learners will develop a greater understanding of the basic bookkeeping and accounting functions that the software enables. The course content focuses on mastering the fundamental tasks performed in QuickBooks®, including setting up a company file and chart of accounts, entering customer and vendor information, recording sales, creating invoices, managing payables and receivables, creating, and customizing reports, and using the Audit Trail.

After completing this course, the learner should be able to:
- *Navigate QuickBooks® and explain key functions*
- *Set up a company file*
- *Enter and import customer and vendor data*
- *Edit the Chart of Accounts*
- *Input items into the Items List*
- *Create and customize invoices and sales receipts*
- *Utilize the Undeposited Funds account*
- *Enter and pay vendor bills*
- *Receive and record deposits and checks*
- *Manage and edit transactions*
- *Create and run reports*

Times: Online
Fee: $99
Course: ME-295

Certificate in Finance Essentials

19 Hours
Open Registration

This online certificate program introduces non-financial managers to the essentials of finance. The courses will help you become conversant in critical financial terminology, and you'll learn how to calculate key financial management indicators. You will learn how to assess your organization's financial health by reviewing balance sheets, income statements, and statements of cash flow, and you will discover how finance and accounting tools can be used to support informed decision making within organizations.

Times: Online
Fee: $399
Course: ME-207

Non-Profit Management

Intro to Grant Writing

5 Hours
Open Registration

Writing grants is often a critical part of gaining funding for any nonprofit organization's mission. Strategic grant writing aligns the needs of a nonprofit with funding sources, whether foundations, government agencies, corporations, or individuals. This introductory-level course offers a guide to the basics of grant writing. The course explores the relationship between grant writing and an organization's strategy for fundraising. It also outlines the six stages of grant writing and highlights grant writing best practices.

Times: Online
Fee: $150
Course: ME-268

Advanced Grant Writing

6 Hours
Open Registration

Pushing your grant writing skills to the next level is an exercise in focusing on the details. This course shows you how to ask iterative questions of yourself, your team, and your proposed program in order to sharpen and refine your grant proposal and push it to the top of the pack. By looking closely at how a logic model can shore up your proposal at each key stage, this course will demonstrate how to push your planning, evaluation, and budgeting from good to great.

Times: Online
Fee: $159
Course: ME-276

Certificate in Non-Profit Management

44 Hours
Open Registration

This online certificate program introduces learners to key current management issues for nonprofit organizations. Fundraising, board and volunteer development, budgeting, reading financial statements, leadership, marketing, and setting strategic direction are all addressed, and video commentary on these crucial topics will provide insight into how nonprofit professionals apply key concepts in their own organizations.

- *Budgeting in a Nonprofit Organization Online*
- *Capital Campaigns Online*
- *Fundraising for Nonprofit Organizations Online*
- *How to read a nonprofit financial statement Online*
- *Introduction to Grand Writing Online*
- *Introduction to Nonprofit management Online*
- *Nonprofit Board and Volunteer development Online*
- *Principles of Marketing for Nonprofit organizations Online*
- *Social Media for nonprofit Online*
- *Strategy for nonprofit organizations Online*

Times: Online
Fee: $699
Course: ME-274

Digital/Web for Business

Digital Graphic Design

50 Hours
Open Registration

Updated for Adobe Creative Cloud, this course has been redesigned and enhanced to meet the requirement of today's digital designer. We cover the fundamental elements of graphic/ web design using the latest versions of the most in-demand software programs in the digital design industry today – Photoshop, Illustrator and In Design. In addition, the course now includes WordPress for the rapid development of webpages. Students will learn to use Photoshop for image preparation and Illustrator to create original graphics and stylized text for both print and digital media. We then bring these visual elements together using InDesign to structure page content/ layout for printing and electronic distribution. This is an introductory course and no experience with Adobe Creative Cloud is required.

Times: Online
Fee: $1,125
Course: T015D

Certificate in Digital Marketing

30 Hours
Open Registration

The content in this certificate aligns with the Online Marketing Certified Associate (OMCA) credential, which is offered by OMCP. Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google Adwords, and more. It's vital to develop a marketing strategy that keeps up with the technology. This Certificate in Digital Marketing covers the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses in this suite offer examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

- *Social Media Marketing*
- *Content Marketing*
- *Search Engine Optimization*
- *Web Analytics*
- *Paid Search (PPC)*
- *Conversion Rate Optimization*
- *Mobile Marketing*
- *Digital Marketing Strategy*

Times: Online
Fee: $1,125
Course: ME-251

Financial Planning

Certified Financial Planning Program

Financial planning jobs have grown and are expected to continue to grow in the upcoming years. The retirement of baby boomers, growing entitlements, longer life spans, and lower yields have created a need for Certified Financial Planning. The core personal financial courses are required by the CFP exam - an important step in establishing your professional credentials.

Courses Available:
- *Taxation I: B031*
- *Investment Analysis/Planning: B033*
- *Retirement Planning: B034*
- *Insurance Analysis/Planning: B035*
- *Financial Planning Capstone: B036*

Fee: $949 per course (textbooks are not included)

For more information about our Certified Financial Planning Program courses, including course dates and times, please contact Nolan Yamashiro at 973-720-3698 or via email at yamashiron@wpunj.edu.

Test Preps

MCAT Strategy Personal Coaching Program

10 Hours
Open Registration

The MCAT Strategy Personal Coaching is provided by Jay Cutts, the lead author of the Barron's MCAT prep book. The program prepares students for the Medical College Admission Test (MCAT).

You will learn how to efficiently set up passages on the science sections and how to skim for the essential elements of the passage. The strategies taught in this program have been tested and refined over 30 years of test prep experience with over a thousand students worldwide.

Times: Online
Fee: $1,250
Course: H010

GRE Personal Coaching Program

10 Hours
Open Registration

The GRE Personal Coaching is provided by Jay Cutts, the lead author of the Barron's LSAT and MCAT prep books. The program prepares students for the Graduate Record Exam (GRE). The course covers timing strategy and problem-solving strategies for the Quantitative and Verbal sections of the test.

You will learn the underlying agendas for the Analytical Writing tasks and specific steps for creating an essay that will earn a passing score.

You will learn specific strategies for overcoming test anxiety, poor standardized test taking, and math anxiety.
Times: Online
Fee: $1,250
Course: B102

LSAT Personal Coaching Program

10 Hours
Open Registration

The program prepares students for the Law School Admissions Test (LSAT).

Times: Online
Fee: $1,250
Course: S100

Healthcare and Paraprofessional

Medical Assistant/Multi-Skilled Healthcare Professional

330 Hours
10/24/2022 - 1/20/23 - Days
10/24/2022 – 2/03/23 – Evenings Only
2/6/2023 – 5/5/2023 - Days

This course encompasses topics such as interpersonal relationships, legal aspects of Allied Health, the language of medicine, clinical office procedures, anatomy and physiology, aseptic medical techniques, and laboratory specimen Collections. You will also be trained in first aid, CPR, pharmacology and hematology, electro cardiology (EKG), medical data entry and billing, and phlebotomy techniques. This program includes a mandatory 160-hour externship. Students will take the Medical Assistant Certification exam through the American Medical Certification Association upon completion of the program. *(Includes books, materials, and ARMA fees, payment plan available) *

Times: Mon, Tues, Weds, Thu, Fri
Fee: $3025
Course: H005B

Phlebotomy – 50 Hours
9/10 – 11/12/22 | 2/4 – 4/8/23 | 4/22 – 6/24/23

The phlebotomist is a vital member of the clinical laboratory team, whose main function is to obtain patient's blood specimens by venipuncture and micro collection for testing purposes. The demand for phlebotomy technicians has increased substantially with the overall complexity of healthcare services and the risks of infectious disease. Experts predict a 22% increase (*much faster than average*) in phlebotomy jobs by 2030.
The Phlebotomy Technician Program prepares professionals to collect blood and other specimens from clients for the purpose of laboratory analysis.

This course covers the following key areas and topics:
- *Process and procedures for collecting blood specimens for laboratory analysis*
- *All aspects of blood collection and related procedures*
- *The order of draw*
- *Universal precautions*
- *Skills to perform venipunctures completely and safely*
- *Terminology and related Anatomy and Physiology*

Times: Sat
Fee: $1325
Course: P006

Technology and Software

A Management Guide to Blockchain

3 Hours
Open Registration

Blockchain is on the forefront of emerging technologies and is the foundation of modern cryptocurrencies. If you're a manager with little exposure to Blockchain as a concept, this course will help you build an understanding of the concepts and how the technology might apply to your business. This course is an introduction to Blockchain as an underlying technology for cryptocurrencies and other applications. The assignments delve into critical parts of Blockchain, such as consensus mechanisms and cryptography. They also look at Blockchain's impact on verticals such as healthcare, Fintech, and government, along with democracy, governance, and social impact.

Times: Online
Fee: $99
Course: ME-185

A Management Guide to Artificial Intelligence

3 Hours
Open Registration

This course introduces learners to basic artificial intelligence concepts and trends. Artificial Intelligence plays an increasingly important role in many industries. The emergence of this new technology promises to bring unprecedented efficiencies for organizations and enhance business performance. In today's global economy, managers will need to know how AI can be leveraged to keep their organizations competitive, as well as understand the potential ethical issues associated with employing AI technologies such as deep learning, machine learning, and the various AI-enabled recognition technologies.

Times: Online
Fee: $99
Course: ME-186

COMPTIA A+ Certifications
Open Registration

Whether you are looking for the industry standard in Security, Networks, or a beginner IT worker, these fully online COMPTIA courses will prepare you for a rich IT career from the comfort of your home!

Earning CompTIA A+ Certification means that an individual possesses the knowledge, skills and customer service skills necessary to be a successful computer service technician offering a nationally-recognized and industry-recognized credential for new entrants into the field.

Times: Online
Fee: $1299
Course: C026

COMPTIA S+ & N+ Certifications
Open Registration

Earning CompTIA S+ Certification signifies to employers that candidates will apply their knowledge of security concepts, tools, and procedures to prevent security breaches, react accordingly to any security incidents and anticipate further security risks to effectively guard against them.
Earning CompTIA N+ Certification means that the individual possesses the knowledge and skills necessary to be a successful network professional offering a nationally recognized and industry-recognized credential for experienced network technicians.

Times: Online
Fee: $1299
Course: C028

Certificate of Web Design
18 Hours
Open Registration

This suite of courses will teach you the skills you'll need to build a website of your own. Building a website involves a lot more than just writing code. Before you start on that, you need to understand what you want your website to do, how it will look, who you want it to reach, and what message it should send. The first five courses in the suite will introduce you to the basics of designing a functional and attractive site, the HTML and CSS languages you'll need to execute your design, and best practices for designing and building a website that responds intelligently to the needs of users.

Times: Online
Fee: $399
Course: ME-177

Certificate in Cybersecurity
40 Hours
Open Registration

Cybersecurity, also known as Information Security, is the protection of data and personally identifiable information from malicious attacks, theft, and destruction. Failures of cybersecurity policies, both in large corporations and governmental agencies, have earned significant visibility and negative publicity in recent months and years. As the amount of data being stored continues to increase, and as hackers become more sophisticated, the need for cybersecurity is greater than ever.

Courses included in this Certificate:
- *Communication and Network Security*
- *Asset Security*
- *Security and Risk Management*
- *Security Engineering*
- *Identity and Access Management*
- *Security Assessment and Testing*
- *Security Operations*
- *Software Development Security*

Times: Online
Fee: $499
Course: ME-143

Intro to Microsoft PowerPoint
10 Hours
10/24-11/2/22 | 3/6-3/15/23

Learn techniques for creating visually engaging PowerPoint presentations that people respond to and remember. Apply best practices to create presentations that are clearly well-constructed, engaging, entertaining, and properly paced. Topics include creating stand-alone presentations and sharing slideshows online.
Times: Mon, Wed | 5:30 pm – 7:00 pm
Fee: $299
Course: T033A

Advanced Microsoft PowerPoint

10 Hours
11/7-11/16/22 | 3/20-3/29/23

PowerPoint is the most versatile program in the Office suite. Learn techniques for creating visually engaging PowerPoint presentations that people respond to and remember. Apply best practices to create presentations that are clearly well-constructed, engaging, entertaining, and properly paced. Then go beyond presentations and unleash the true power of PowerPoint. Learn to be your own graphic designer, video editor and animator.
Times: Mon, Wed | 5:30 pm – 7:00 pm
Fee: $299
Course: T117B

Intro to Microsoft Excel

10 Hours
9/12-9/21/22 | 4/17-4/26/23

Start from the beginning and learn the fundamentals of Excel. Topics: Excel features and options, Cell formats, Styles and conditional formatting, Views, printing, and page setup options, writing basic formulas, Popular and useful functions, Using and customizing Excel templates.
Times: Mon & Wed | 5:30 pm – 7:00 pm
Fee: $299
Course: T0353

Excel Intermediate

10 Hours
9/26-10/5/22 | 1/30-2/8/23 | 5/1-5/10/23

Learn more advanced Excel functions and how the Function Library and Data Tab can help you with data analysis, financial analysis and making business decisions. Topics: Popular and useful functions, advanced functions, Tables and PivotTables, presenting data visually, working with external data, productivity, and customization.
Times: Mon, Wed | 5:30 pm – 7:00 pm
Fee: $299
Course: T035I

Excel Advanced

10 Hours
10/10-10/19/22 | 2/13-2/27/23 | 6/5-6/14/23

Tie multiple Excel concepts together to create Visual Dashboards. Build dynamic and interactive Dashboards that show key metrics, historical data, and key performance indicators. Topics: Advanced Tables, PivotTables, Pivot Charts, Slicer, Timeline, Conditional formatting and creating powerful Excel Dashboards by combining these visual elements on one spreadsheet.
Times: Mon, Wed | 5:30 pm – 7:00 pm
Fee: $299
Course: T035K

Video Editing Using Adobe Premiere Pro

10 Hours
11/29-12/8/22

Edit video like a pro and increase your marketability in today's competitive job market by mastering Adobe Premiere - the essential editing tool for video enthusiasts. This course is designed for anyone who wants to learn the basics of video composition and sequencing. Topics: Storyboarding, Video capture tips, editing interface, understanding the Timeline, essential editing commands, Transitions, editing a multicamera sequence, and creating titles.
Times: Tues, Thurs | 5:30 pm – 7:00 pm
Fee: $699
Course: T177

Motion Graphics Using Adobe After Effects

10 Hours
1/10-1/19/23

Learn the skills needed to create exciting visual effects and motion graphics with Adobe After Effects. Topics: layers, keyframes, masking, animating text, and export digital video to various file formats. This course also covers the seamless integration of Creative Cloud by bringing Photoshop documents and original Illustrator artwork into After Effects to create animation sequences.
Times: Tues, Thurs | 5:30 pm – 7:00 pm
Fee: $699
Course: T178

Digital Graphic Design Using Adobe Photoshop, Illustrator & InDesign

40 Hours
9/13-11/27/22 | 1/24-3/30/23 | 4/4-6/22/23

Digital Graphic Design Using Adobe Photoshop, Illustrator & InDesign Updated for Adobe Creative Cloud, and this course has been re-designed and enhanced to meet the requirements of today's digital designer. We cover the fundamental elements of graphic/web design using the latest versions of the most in-demand software programs in the digital design industry today – Photoshop, Illustrator, and InDesign. Students will learn to use Photoshop for image preparation and Illustrator to create original graphics and stylized text for both print and digital media. We then bring these visual elements together using InDesign to structure page content/layout for printing and electronic distribution. This is an introductory course and no experience with Adobe Creative Cloud is required.

Photoshop

Learn the fundamentals of this digital image manipulation software application. Strengthen your business communication skills by creating graphics for print and a variety of digital media. You will learn Photoshop tools and options, design composite images, make photo corrections, control layers, apply transparency, masking, type, blend modes, layer styles, filters, and optimize images to match the right media.

Illustrator

Illustrator artwork appears everywhere, and its power and complexity can be mastered by learning a few key concepts. Training begins with learning basic vector drawing, coloring, and editing; it 3 then advances to transparency, typography, path tools, image trace, special effects and much more.

InDesign

Learn InDesign to design powerful page layouts for both print and digital media. Students explore the fundamentals of InDesign to control document content, layout, working with text and type styles, placing images, managing color, using transparency, and export options.

Times: Tues, Thurs | 5:30 pm – 7:00 pm
Fee: $1,125
Course: T015A

Business Efficiency and Innovation

Introduction to Business Analysis

25 Hours
Open Registration

Business analysis is the discipline of identifying business needs and requirements and designing and executing solutions to business problems. This introductory course provides a wide-ranging overview of the principles and concepts of business analysis, with a focus on the following six areas: needs assessment, stakeholder engagement, requirements elicitation, requirements analysis, requirements tracing and monitoring, and solution evaluation. This course covers the common stages of a business analysis project and describes common terminology and tools and techniques utilized by a business analyst.

Times: Online
Fee: $599
Course: ME-114

Certificate in Agile Project Management

19 Hours
Open Registration

Agile project management practices have become the standard for software development projects. More recently, Agile has grown beyond software projects as more and more companies adopt Agile concepts and methodologies. Individuals who have a solid understanding of Agile have a distinct advantage in today's changing project management atmosphere.

The courses included in this certificate program will provide managers the foundation they need to become competent Agile practitioners. The program introduces the learner to the basic methodologies, practices, and key concepts of Agile and enables the learner to explore, through case studies, many of the common challenges of working on an Agile team.

- *Introduction to Agile*
- *Integrating Agile into a Waterfall Environment*
- *Challenges for Agile Teams*

Times: Online
Fee: $299
Course: ME-103

Certificate in Small Business Management
30 Hours
Open Registration

Owning or managing a small business has a lot of benefits. Small business owners may have the freedom to control their schedules, be able to focus on work that they find fulfilling and find opportunities to positively impact their communities. But in addition to benefits like these, small business management brings with it some unique challenges. Owners of small businesses often play many roles and must have a wide body of knowledge. In a single day, a small business owner may be required to do any number of varied tasks, like approve a project plan budget, train a new employee, and develop a marketing campaign. This certificate will provide students with a fundamental understanding of the most critical areas in small business management.

- *Accounting Fundamentals for Small Business*
- *Introduction to Small Business Management*
- *Small Business Marketing*
- *Budgeting and Financial Analysis for Small Businesses*
- *Law for Small Business*
- *Project Management for Small Business*
- *HR Fundamentals for Small Business*
- *Leading and Managing Small Businesses*

Times: Online
Fee: $499
Course: ME-337

Certificate in Sustainable Management
15 Hours
Open Registration

Sustainability refers to the use of ecosystems and their resources in a manner that satisfies current needs without compromising the needs or options of future generations. A sustainable business is one that generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts.

- *Sustainable Management: Leadership Ethics*
- *Corporate Social Responsibility*
- *An Overview of Sustainable Management*
- *Triple Bottom Line Accounting*
- *Measuring Sustainable Management Performance*

Times: Online
Fee: $299
Course: ME-346

Operations Management
10 Hours
Open Registration

This course explores the fundamental concepts and theories practitioners will need to successfully guide operations in manufacturing and service organizations. Modules in this self-paced course introduce key foundational material, describe the interplay of supply chains and demand management, and explain the role that processes and process management play in robust operations. Specific tools, techniques, and methodologies (including Lean, total quality management, and Six Sigma) are presented to show their applicability to operational strategies.

Times: Online
Fee: $299
Course: ME-296

Certificate in Business Communications
25 Hours
Open Registration

Communicating clearly and concisely in written and oral formats is critical to your professional success. From clarifying and structuring your ideas to designing the PowerPoint slides that will best complement them, the techniques, interactive exercises, and checklists in this certificate program will help you create presentations and workplace documents that inform and persuade.

- *Effective Business Writing*
- *Effective Presentations*
- *Effective Public Speaking*
- *Communicating Collaboratively*
- *Effective E-mails, Memos and Letters*

Times: Online
Fee: $299
Course: ME-125

Certificate in Creativity and Innovation

18 Hours
Open Registration

Because organizations must innovate to stay alive in today's highly competitive marketplace, organizations need employees who can channel their creativity and innovation toward organizational challenges and goals. This certificate program will first help you become re-acquainted with your own stores of creativity and innovation. Next, you are given a set of tools that allow you to leverage your creativity to identify and solve organizational problems.

- *Introduction to Critical Thinking*
- *Personal Creativity*
- *Creativity in Teams and Organizations*
- *Innovation in Teams and Organizations*

Times: Online
Fee: $249
Course: ME-134

Certificate in Entrepreneurship

25 Hours
Open Registration

This online certificate program introduces key issues in entrepreneurship for those looking to start a business on their own. What does it take to build and grow a business from scratch? What personal characteristics are shared by successful entrepreneurs? What types of resources are available to budding entrepreneurs, and where can you find them? Learners who complete this program will have the answers to those questions and others that are essential to the success of their businesses. This certificate is suitable for new business owners, as well as anyone considering the challenges of entrepreneurship.

- *Accounting and Finance for Entrepreneurs*
- *Introduction to Entrepreneurship*
- *Business Law for Entrepreneurs*
- *Strategic Marketing for Entrepreneurs*
- *Leadership and Management for Entrepreneur*

Times: Online
Fee: $599
Course: ME-189

Six Sigma Green Belt Certification

34.5 Hours
Open Registration

The Six Sigma Green Belt Certification will familiarize participants in the use of the DMAIC (Define, Measure, Analyze, Improve, and Control) approach to problem solving key Business issues, introduce and understand at a conceptual level the use of the various Lean Six Sigma tools. A Six Sigma Green Belt can make a difference to the bottom line of the company by eliminating waste, reduce cost of quality and improving margins.

The course structure will be in line with ASQs body of knowledge structure and will prepare the participants to take the ASQs Green Belt certification exam.

Times: Online
Fee: $699
Course: ME-328

Six Sigma Black Belt Certification

34 Hours
Open Registration

This program is a continuation of topics that are introduced in the Six Sigma Green Belt program. A Six Sigma Black Belt Professional can implement effective processes and pave the way for companies to be best in class.

- *Hypothesis Testing*
- *Statistical insights that help to effective conclusions*
- *Six Sigma: value add; driving profitability*
- *Use of DMAIC methodology to provide a structured approach to problem solving*
- *Design of Experiments*
- *Lean Principles using the Pull Model*

Times: Online
Fee: $499
Course: ME-327

Lean Six Sigma Yellow Belt Prep Course and Exam

20 Hours
Open Registration

The Lean Six Sigma Yellow Belt Exam Prep course describes the strategies, techniques, and concepts practitioners will need to effectively prepare for the MindEdge Lean Six Sigma Yellow Belt certification exam. The seven modules of the course explore the essential components of the DMAIC methodology, describing the important themes, principles, and tools needed to refine processes and enhance operations.

Times: Online
Fee: $599
Course: ME-330

Social Media and Marketing Certificate – Online

This course is designed to help you gain a broader understanding of social media and how to promote your brands and businesses via social media. The course also focuses heavily on content creation and social media marketing strategies. Participants in this course will be introduced to terms and concepts, along with practical online applications related to social media marketing and current digital platforms. By the end of this course, you will have a full comprehension of how to successfully market your business or brand across multiple social media platforms.

Upon successful completion of this course, participants should be able to:

- *Perfect their writing skills in order to create content for social media*
- *Become familiar with social media platforms and their demographics*
- *Have an understanding of content creation including photography and editing*
- *Understand how to utilize social media to promote their brands*
- *Create a social media strategy for businesses*

Instructor: Kimberly Casamento
Time: Online
Fee: $2000.00
Course Number : B089

Online Marketing- Certified Associate (OMCA) Test Prep Bundle Online

This completely online and self-paced program provides comprehensive preparation for the Online Marketing Certified Associate (OMCA™) certification exam. It includes a voucher for the OMCA™ online exam (retail value $225) and a code for two practice exams. Developed by OMCP, an industry association, the OMCA™ certification is a worldwide standard for digital marketing that verifies the skills, education, and experience necessary to drive digital marketing initiatives. Courses in this program cover the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each course offers examples, videos from industry-leading

practitioners, interactive games, and review questions to ensure mastery of the material.

We recommend beginning with Digital Marketing Strategy first, and then other courses can be taken in any order. Upon successful completion, you can download and print a Certificate of Completion, and redeem your voucher for the OMCA™ online exam.

Instructor: MindEdge
Time: Online
Fee: $649
Course Number: ME-262

Social Media Marketing - Specialist
3.5 Hours
Open Registration

Develop true expertise and learn every aspect of Social Media Marketing across 10 modules of interactive content such as Facebook, LinkedIn, Snapchat, YouTube, and Instagram. Gain relevant and deep knowledge of social strategy, research, and content from industry skills experts.

What you'll learn:
- *Social Research*
- *Social Content*
- *Facebook, Instagram, and Pinterest*
- *Twitter*
- *LinkedIn*
- *YouTube and Social Video*
- *Social Apps*
- *Social Commerce and Affiliate Marketing*
- *Social Customer Service*
- *Social Strategy*

Times: Online
Fee: $79
Course: ME-252

Digital Marketing (ACE CREDIT)- Online

This online course introduces learners to the principles, strategies, and technology of digital marketing. Video commentary from marketing professionals provides insight into the challenges and best practices of the field. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to demonstrate their knowledge of digital marketing and practice relevant skills.

- *Content Marketing*
- *Search Engine Optimization*
- *Paid Search/Paid Advertising*
- *Conversion Rate Optimization*
- *Digital Marketing Strategy*

• Web Analytics
• Google Analytics
• Marketing Automation
• Social Media Marketing
• Mobile Marketing

Instructor: MindEdge
Time: Online
Fee: $648.00
Course Number: ME-261

Other Career and Professional Certifications

Introduction to Emergency Management in the US

10 Hours
Open Registration

Emergency management is a critical and expanding field; climate change has increased the extent and frequency of natural disasters, and terrorism is a growing threat. Therefore, emergency managers play an increasingly vital role across the whole community and all levels of government. This course is designed for learners who are studying emergency management for the first time, preparing for a new career or job role in emergency management, or seeking to refresh their knowledge of foundational concepts.

- *Define emergency management, explain the principles of emergency management, and recognize the various roles and responsibilities of emergency managers*
- *Identify the laws, authorities, and structures that shape and define emergency management in the U.S.*
- *Explain the purpose of an emergency operations center (EOC) and describe how and when to activate the EOC*
- *Recognize the components of a successful emergency management program, including financial planning, resource management, and exercise program management*
- *Describe the components of a mitigation plan and recognize how mitigation actions can prevent emergencies or minimize the resulting damages*
- *Identify the six steps of planning and outline an emergency operations plan*
- *Distinguish between the various types of training and exercises*
- *Recognize the key partners in response and their various roles and responsibilities, such as communicating with the public, saving lives, and clearing debris*
- *Explain the purpose and goal of recovery and identify the short-term and long-term activities that facilitate recovery*
- *Outline the steps in the Presidential Disaster Declaration process and identify the various kinds of assistance available to emergency.*

Times: Online
Fee: $199
Course: ME-183

Fast Company: Future-Proofing Your Career

18 Hours
Open Registration

Today's job market is more competitive than ever, and workers must not only think about how to land jobs but also how to keep their jobs and continue progressing in their careers. All professionals--whether just entering their fields or currently holding leadership roles--can benefit from skill development and reinforcement. This bundle, based on Fast Company's award-winning journalistic content, will help professionals across all industries future-proof their careers by focusing on key skills in the areas of communication, creativity and innovation, design thinking, networking, and personal branding. Courses in this bundle offer real-world examples, how-to lists and advice, industry spotlights, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Included with your course is a one (1) year complimentary subscription to Fast Company (19.99 value). Your subscription will start with the current issue. Fast Company publishes 8 issues a year.

- *Communicating with Flair*
- *Personal Growth*
- *Design Thinking*
- *Creativity and Innovation Toolkit*
- *Networking*
- *Personal Branding*

Times: Online
Fee: $399
Course: ME-196

Complete Paralegal Training Program

160 Hours
Open Registration

This state-of-the-art paralegal home training course makes it possible for a student to learn this complex, prestigious and fascinating discipline quickly and easily. It is a fast-track program and should take no more than 5 to 6 months to complete.
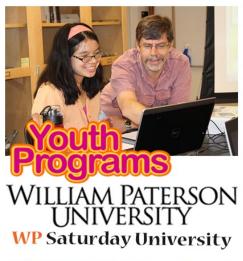
Expect to gain full and practical knowledge of this field and with skills that are useful in various aspects of the industry such as legal secretarial and legal assistant.

At the conclusion of the course, the applicant must pass a final examination before a grade of pass/fail will be awarded. Successful passing students will be provided a Certificate of Completion.

Times: Online
Fee: $2,100
Course: J101

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For Information e-mail: YouthPrograms@wpunj.edu

Cannabis Courses

Medical Cannabis Core Education Program (MCCEP)-Certificate
10 Hours
Open Registration

This program provides core information on Cannabis and Patient Care in Pharmacy. It is comprised of six evidence-based modules that provide the necessary knowledge and skills required to respond to inquiries by clients, patients, and other healthcare providers on cannabis legal status, usage, proper assessment, monitoring, and care plan development.

Times: Online
Fee: $499
Course: CRI-01

Medical Cannabis Advanced Program (MCAP)-Certificate
2 Hours
Open Registration

This an advanced course on Cannabis and Patient Care in Pharmacy. Learners are expected to be familiar with the main components of the cannabis plant, the major difference between cannabis constituents, the evidence about the endocannabinoid system, cannabinoid pharmacokinetics, pharmacodynamics, safety, side effects, precautions, contraindications, and potential drug-drug interactions. This course explores the inter-relationship between cannabinoids and opioids and potential clinical implications on opioid crisis management. It provides knowledge about the potential benefits of cannabinoid acids and the relationship between hemp seed oil and essential fatty acids to the cannabinoids. You will also learn about other plants that produce phytocannabinoids.

Times: Online
Fee: $149
Course: CRI-02

The 3 R's of Cannabis: Rewards, Risks, and Research
2 Hours
Open Registration

This on-demand, self-paced course, provides an overview for the busy non-specialist who wants to be better informed about Cannabis. This course is being taught by Dr. Bruce J. Diamond who is a clinical and research neuropsychologist with experience in conducting clinical trials and in teaching psychopharmacology. Dr. Linda M. Graves is a physician with clinical and research experience in a broad range of medical areas. Where feasible, definitions are provided for terms that may not be familiar. The course provides an introduction to multiple areas within the Cannabis field including: history, therapeutics and adverse effects, underlying mechanisms, medical applications, and regulatory issues. The goal is to provide a foundational experience for future advanced courses for individuals representing a wide range of professions and interests, but, for whom Cannabis, is an area of interest professionally and/or personally.

At the end of this course, you'll be able to:
- *Discuss the history of cannabis*
- *Identify established therapeutic applications*
- *Identify potential adverse effects*
- *Describe underlying mechanisms*
- *Describe medical applications*
- *Discuss regulatory issues and approved medical use*

Times: Online
Fee: $30
Course: CRI-03

BuildEd

The Biz Startup Bootcamp

For those clients that want to start a business and do it the right way. The bootcamp is offered six times per year, is live (remote) and held twice per week in the evenings for eight weeks. The experience is designed to secure each client in the fundamentals of starting a business, starting with a job, and a pathway to building their business properly. Successful completion includes a mini-stackable credential from NAEBL, access to federally sponsored programming, and connection to supplemental resources.

- *The Incremental Growth Strategy & Starting a Business Right*
- *Starting with Your Target Customer*
- *Identifying Opportunity (unsolved problem or unmet need of Target Customer)*
- *Clear and Feasible Products and Services*
- *Unique Value Proposition (UVP)*
- *Assumptions & Testing*
- *Milestones of Your Business Launch (Incremental Growth Strategy Planning)*
- *Sales & Marketing Plan*
- *Asset Creation*

The Sole Proprietorship Bootcamp

For clients with transportation, childcare, and other limitation and for those that are embarking on a new career or career change, the Sole Proprietor Bootcamp™ is a powerful experience designed to offer immediate impact and pathways that enrich the clients' lives. Offered six times per year, it is live (remote) and held twice per week in the evenings for four weeks. The experience is designed to help secure immediate income, build skills, build alignment (can I be good or great and like or love this?), and ultimately lead to a full time (remote if needed) employment (and in select cases, businesses that employ others). Successful completion includes a mini-stackable credential from NAEBL, access to federally sponsored programming, and connection to supplemental resources.

- *Gig Platforms vs. Freelance*
- *The Gig Economy*
- *Primary Types of Gig Work*
- *Power of the Gig Economy*
- *Going from Gigs to Freelance*
- *Fundamentals of Freelance Work*
- *The Incremental Growth Strategy & Using Sole Proprietorship to Gain Full-Time Employment or Evolve into a Business that Employs Others*

The 21st Century Entrepreneurship Workshop

A Live (remote) workshop that reveals how the professional world really works, builds understanding around the single greatest driver of success (adding value!) and delivers precise strategies and tools to unleash your value in the workplace and beyond. The combined six (6) program hours deliver in practical, powerful, and real-life terms. The experience is designed to help participants shift mindset, take extreme ownership, and build a career that endures and grows through adding maximum value. Successful completion includes a base mini-stackable credential from the National Association of Entrepreneurship and Business Leadership (NAEBL).

- *Modern Economy and the Six Modalities of Earning*
- *The Real Driver of Success (VALUE)*
- *Your Role in the Economy, to Add Value (in any of the Six Modalities)*
- *The Four Dimensions of Value*
- *How to Deliver Value in the Workplace (Jobs)*
- *How to Delivery Value in the Gig & Freelance Economy*
- *The Fundamentals of Business Startup & How to Get Started*
- *The Incremental Growth Strategy & Modern Economy Career Navigation*

For more information:

For more information about our BuildEd workshops and bootcamps, **please visit our website**. All workshops and bootcamps featured here include:

- *Live, remote, cohort-based and action-oriented course sessions*
- *Up to four one-on-one mentoring sessions included*
- *Successful completion includes mini-stackable credentials from the National Association of Entrepreneurship and Business Leadership (NAEBL)*

As these offerings are scheduled throughout the year, **please visit our website** for the most up-to-date information regarding course dates and meeting times.

Motivated to succeed and advance your career? We're here to help! The Center for Degree Completion and Adult Learning offers flexible academic pathways to help working professionals earn their bachelor's degrees in high-demand fields. Programs offer accelerated, flexible course schedules with online options. The Center provides support and guidance for navigating your journey to degree completion.

You can build on your professional experience to earn additional credits towards your degree through Prior Learning Assessment:
Prior Learning Assessment (PLA) recognizes that not all learning has resulted from the traditional college classroom. Adult learners may have a vast array of work experience and training that can be applied toward academic credit through any of the approaches below. Prior Learning Assessments can save you time and money as you work towards your degree.

Credit for Prior Learning Categories

- **Portfolio Assessment**
- **Military Credits**
- **Transfer Credits**
- **Course Challenge Exams**
- **Credit by Examination**
- **Professional Training Credits**

For more information visit: www.wpunj.edu/cpe/adult-degree-completion-programs