Penn State Executive Programs

2015–2016 Program Schedule

Leverage the knowledge resources of one of the nation’s top universities and its internationally ranked Smeal College of Business. Penn State provides non-degree learning experiences that help emerging leaders develop, improve performance, and drive change within their organizations. You will engage with leading faculty and practitioner executives who bring relevance through real-time examples of how organizations like yours are addressing challenges now. Please contact us to identify the offerings best suited to your needs or to explore a custom engagement for your organization around any topic.

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<tr>
<th>Leadership and Strategy</th>
<th>Influence and Social Capital</th>
<th>Enterprise Architecture</th>
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<td>Complete all three in this series and earn a Certificate in Strategic Leadership.</td>
<td>Presented in partnership with the Center for Teams and Negotiations, we are pleased to launch three programs for managing and strengthening social interactions within organizations. This series leads to a Leadership Certificate in Collaboration, Influence, and Negotiation.</td>
<td>Business Architecture and Strategic BPM</td>
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<td><strong>Strategic Leadership</strong></td>
<td><strong>Effective Use of Power and Influence</strong></td>
<td>Nov. 4–5, 2015 in Dallas, TX</td>
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<td>Fee: $4,750; Value Team Rate: $3,800</td>
<td>Fee: $2,500; Value Team Rate: $2,000</td>
<td>Fee: $2,750; Value Team Rate: $2,200</td>
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<td>This program provides leaders with the perspective to develop strategy and lead change in the organization. You will examine your business environment, determine opportunity, and enhance organizational capability to innovate and impact performance.</td>
<td>This program provides you with a framework for diagnosing and analyzing individual and organizational sources of power as well as an array of tactics by which power and influence are wielded to get things done.</td>
<td>Acquire a foundational understanding of core business architecture methods, how business architecture and business process methods work in concert, and how to apply them to strategic programs and business process initiatives.</td>
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<td><strong>Leading in Complex Organizations</strong></td>
<td><strong>Building and Leveraging Professional Networks</strong></td>
<td>Marketing</td>
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<td>Fee: $4,750; Value Team Rate: $3,800</td>
<td>Fee: $2,500; Value Team Rate: $2,000</td>
<td>April 8, 2016 in Philadelphia, PA</td>
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<td>This program guides leaders to develop an integrated approach to strategic, financial and performance management. You will significantly increase personal leadership, decision-making, and influence skills while maximizing the use of management systems to improve strategy execution and the overall performance of your business unit.</td>
<td>Your networks matter to your career. This program introduces key concepts and tools for diagnosing your professional networks and provides strategies for building and maintaining them in a way that creates value for you and others.</td>
<td>Hospitality industry executives learn big data basics, how to evaluate investments in digital marketing, best practices in digital platforms and content strategies, the ins and outs of online advertising, and legal and ethical considerations.</td>
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<td><strong>Finance for Strategic Decision Making</strong></td>
<td><strong>Essential Negotiation Skills: Foundations for Performance</strong></td>
<td>Custom Solutions for Organizations</td>
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<td>Dec. 14–16, 2015; April 25–27, 2016</td>
<td>June 1–2, 2016</td>
<td>We collaborate with your team to develop customized learning engagements that are focused on the unique goals, challenges, and performance needs of your organization. A custom solution is ideal for:</td>
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<td>Fee: $4,750; Value Team Rate: $3,800</td>
<td>Fee: $2,500; Value Team Rate: $2,000</td>
<td>*developing a critical mass of leaders with common frameworks and approaches</td>
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<td>Participants acquire critical accounting and financial knowledge for making decisions that affect the performance of their unit and contributes to the overall profitability of the organization. This three-day program covers accounting basics, financial analysis and planning, strategic finance, and corporate valuation.</td>
<td>Negotiations are part of everyday interactions. Increase your personal effectiveness with this two-day program that builds your core negotiation skills. Content focuses on the theory, art, and practice of negotiation in a variety of settings with considerable emphasis placed on simulations and cases.</td>
<td>*establishing and implementing strategy or direction</td>
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<td>*improving communications and encouraging teamwork across the organization</td>
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Registration Process

Reserve your seat by phone or e-mail and then complete your registration online. Registrations are requested a minimum of six weeks prior to the start of the program. There is no application fee or exam. The program fee for on-campus programs at University Park includes course materials, lodging, meals, and access to recreational facilities. Fees are due prior to the start date.

*Dates and fees are subject to change. Please visit Penn State Executive Programs on the web for the most up-to-date information.*
Supply Chain Management
Penn State has the No. 1 ranked supply chain operations education in the country. Our non-credit professional development programs are presented in partnership with the Center for Supply Chain Research and co-sponsored by the Council of Supply Chain Management Professionals. Please contact us for association member pricing. By attending multiple programs, you can earn a Professional Certificate in Supply Chain Operations, Management, or Leadership. Note: Programs do not fulfill credit requirements for any supply chain degree program.

Developing Strategic Supply Chain Leaders
Sept. 15–17, 2015; April 5–7, 2016
Fee: $3,750; Value Team Rate: $3,000
Created for executives charged with the design and orchestration of complex supply chain systems. You will learn practices that enhance supply chain speed, flexibility, and competitive differentiation. This program awards 2.4 CEUs.*

Achieving Supply Chain Transformation
Fee: $3,750; Value Team Rate: $3,000
Ideal for mid-level and senior managers responsible for leveraging supply chains for financial and service performance, this program delivers an in-depth understanding of adaptive supply chain management through the Pico™ business model. You will learn a unique step-by-step methodology of strategies and techniques for supply chain innovation and transformation. This program awards 2.4 CEUs.*

Processes and Tools for Supply Chain Success
Nov. 3–5, 2015; April 12–14, 2016
Fee: $3,750; Value Team Rate: $3,000
Discover tools and techniques to define, analyze, and implement improvements for each major function within the supply chain through the lens of the Supply-Chain Operations Reference (SCOR™) Model. This program awards 2.4 CEUs.*

Essentials of Supply Chain Management
Oct. 6–8, 2015; April 26–28, 2016
Fee: $3,750; Value Team Rate: $3,000
This program offers all the foundational understanding to managing effective supply chains. You will learn common terminology, inventory methodologies, distribution concepts, and service performance. This program awards 2.4 CEUs.*

Aligning Supply Chain Organizations
Fee: $2,500; Value Team Rate: $2,000
Improve supply chain performance through integrated business management and strategic partnerships. This program awards 1.5 CEUs *

Strategic Procurement and Purchasing
Oct. 15–16, 2015; May 5–6, 2016
Fee: $2,500; Value Team Rate: $2,000
This program provides the foundational understanding to manage and optimize procurement and purchasing. You will learn common terminology and develop knowledge of basic principles in purchasing as well as the drivers that contribute to competitiveness. This program awards 1.5 CEUs *

Forecasting and Inventory Management
Nov. 17–18, 2015; May 23–24, 2016
Fee: $2,500; Value Team Rate: $2,000
Inventory management may be the most important “lever” in the supply chain that can affect overall corporate profitability. This program strengthens the understanding of foundational concepts and the contextual knowledge to drive improvements. This program awards 1.5 CEUs *

Fulfillment Operations Management
Fee: $2,500; Value Team Rate: $2,000
This course will provide you with a primary understanding of fulfillment operations from forecasting thru delivery. This program offers 1.5 CEUs *

Transportation Operations and Sourcing
Oct. 29–30, 2015; June 7–8, 2016
Fee: $2,500; Value Team Rate: $2,000
This program delivers the foundational understanding to manage transportation operations. Learn common terminology and methods to effectively manage transportation operations, source carriers, and third party providers to reduce transportation cost and improve service levels. This program awards 1.5 CEUs *

Introduction to Supply Chain Analytics
Fee: $2,500; Value Team Rate: $2,000
Learn a “how-to” approach for using pertinent operational data to analyze and improve logistics and supply chain performance. This program awards 1.5 CEUs *

LAUNCHED JUNE 2015: SUPPLY CHAIN LEADERSHIP ACADEMY. Created in partnership with CorpU, this client-based online program allows supply chain professionals to learn the fundamentals of end-to-end supply chain management and apply key leadership concepts and best practices to enhance the effectiveness of your organization. Please call to learn more about the benefits to your organization.

Professional Certificates

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<th>SC Operations (take any 3)</th>
<th>Supply Chain Leadership</th>
<th>Supply Chain Management</th>
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The Smeal College of Business also offers undergraduate and graduate degree opportunities in both residential and online formats. Learn more on the website at www.smeal.psu.edu/uc.

*Note: Penn State Continuing Education Units (CEUs) are available based on a standard unit of one unit per ten hours of classroom instruction. Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to minorities, women, veterans, individuals with disabilities, and other protected groups. Non-discrimination: http://policies.psu.edu/ADEP/help.html / BUS.U.Ed 16-01.R1.P6-212