

Penn State Executive Programs

2015 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 pair practical action learning and coaching with new knowledge, tools, and perspectives in critical areas that drive business success today. 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.

Leadership and Strategy

Aligning Strategy, Leadership, and Culture: Keys to Competitive Advantage

March 1–6; September 27–October 2
Fee: \$7,950 Value Team Rate: \$6,360

This program provides senior leaders with the strategic and management perspective to lead change in the organization. You will examine your business environment, organizational capability, and your own organizational DNA to learn how the forces of culture impact performance.

Developing Managerial Effectiveness

April 12–17; October 18–23
Fee: \$5,750 Value Team Rate: \$4,600

This program guides managers 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.

Enterprise Architecture

Business Architecture and Strategic BPM

Spring 2015
Fee: TBD

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.

Influence and Social Capital

A new series 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.

Essential Negotiation Skills: Foundations for Performance

June 2–3
Fee: \$2,500 Value Team Rate: \$2,000

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.

Effective Use of Power and Influence

September 24–25
Fee: \$2,500 Value Team Rate: \$2,000

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.

Building and Leveraging Professional Networks

December 10–11
Fee: \$2,500 Value Team Rate: \$2,000

Social networks (and your social capital) matter to your career. This program introduces key concepts and tools for diagnosing your social networks and provides strategies for building and maintaining your networks in a way that creates value for you and others.

Finance

Finance for the Non-Financial Manager

May 4–8; December 7–11
Fee: \$4,750 Value Team Rate: \$3,800

Participants acquire a complete “toolbox” of accounting and financial knowledge for making decisions that affect the performance of their unit and contributes to the overall profitability of the organization. This four-day program covers accounting basics, financial analysis and planning, strategic finance, and corporate valuation.

Marketing

B-to-B Marketing

The Institute for the Study of Business Markets, a center of excellence in the Smeal College of Business, provides numerous professional development opportunities that enable participants to better understand, create, communicate, deliver value, develop business-to-business strategy, and management through their life-cycle. Learn more about programs at <http://isbm.smeal.psu.edu/>.

Custom Solutions

Build a critical mass of leaders who are aligned in their behaviors and approaches and share a collective ability to serve as catalysts for change and growth. Custom learning initiatives from Penn State Executive Programs are:

- 0 Driven by your unique competitive challenges, strategic objectives, and performance requirements
- 0 Relevant, practical, and directly tied to business goals
- 0 Seamlessly integrated into other developmental initiatives and management systems within the organization
- 0 Flexible in program length, timing, location, and delivery mechanisms

PENNSTATE



Executive Programs



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Smeal College of Business



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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.

Special Participation Options

We believe team participation can maximize the impact of learning and drive change within your organization faster and more effectively. Organizations that send three or more participants to any program will receive significant savings through our Value Team Rate. Active military personnel as well as PSU alumni are eligible for program discounts. Call to inquire.

Supply Chain Management

Penn State has the No. 1 ranked supply chain management 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 Management, Operations, or Leadership. Note: Programs do not fulfill requirements for any supply chain degree program.

Developing Strategic Supply Chain Leaders

March 3–5; September 15–17
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

March 24–26; October 20–22
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

April 21–23; November 3–5
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

April 28–30; October 6–8
Fee: \$3,750; Value Team Rate: \$3,000

This program offers all the foundational understanding to managing effective supply chains. You will earn common terminology, inventory methodologies, distribution concepts, and service performance. This program awards 2.4 CEUs.*

Aligning Supply Chain Organizations

May 5–6; October 13–14
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 NEW!

May 7–8; October 15–16
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 will develop knowledge of basic principles in purchasing as well as an understanding of how the function contributes to competitiveness. This program awards 1.5 CEUs *

Forecasting and Inventory Management NEW!

May 19–20; November 17–18
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 NEW!

May 21–22; November 19–20
Fee: \$2,500; Value Team Rate: \$2,000

This course will provide you with a primary understanding of fulfillment operations from forecasting thru delivery. Beyond basic terminology and underlying processes, you'll learn best practices for effective fulfillment management. This program offers 1.5 CEUs *

Transportation Operations and Sourcing NEW!

June 9–10; October 29–30
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 NEW!

June 11–12; October 27–28
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 *

Demand-Driven Supply Chains: Using Lean Principles to Drive Innovation

In a “custom-only” delivery format, participant organizations learn a systemic approach for applying Lean thinking to supply chain challenges for improved work teams, elimination of waste, and speed and efficiency.

Professional Certificates			Programs	
Supply Chain Management	Supply Chain Leadership	SC Operations (take any 3)		
■				Essentials of SC Management
■				Processes and Tools for SC Success
■	■			Achieving SC Transformation
	■			Developing Strategic SC Leaders
	■	■		Aligning SC Organizations
		■		Strategic Procurement and Purchasing
		■		Introduction to SC Analytics
		■		Transportation Operations and Sourcing
		■	Forecasting and Inventory Management	
		■	Fulfillment Operations Management	

The Smeal College of Business also offers undergraduate and graduate degree opportunities in both residential and online formats. Learn more on the web at www.smeal.psu.edu/sc.