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### **Four Ways to Register**

- 1. Online** 24 hours a day -  
[www.csufextension.org/Register](http://www.csufextension.org/Register)
- 2. Telephone** - 657.278.2611  
 Mon.-Thurs., 8 a.m. to 7:30 p.m.;  
 Fri., 8 a.m. to 5 p.m.;  
 Sat., 8 a.m. to 12 p.m.
- 3. In Person** - College Park building,  
 Suite 100  
 Mon.-Thurs., 8 a.m. to 7:30 p.m.;  
 Fri., 8 a.m. to 5 p.m.;  
 Sat., 8 a.m. to 12 p.m.
- 4. Mail** the completed registration form  
 with your check, money order or credit  
 card information to:  
 University Extended Education  
 Registration  
 Cal State Fullerton  
 P.O. Box 6870  
 Fullerton, CA 92834-6870

**For more information, see page 64.**

# Corporate Security Management

**ONLINE!**

## The Program

Over the next few years, there will be a significant need for a new generation of security management leaders to replace retiring professionals. A study by the American Society for Industrial Security (ASIS) indicates that 60% of current security management professionals have more than 20 years in the industry, while only 5% have less than 10 years.

The goal of this program is to provide a resource for individuals who want to develop the skills and expertise to lead a security organization in a corporate setting. Successful management of a security operation requires an applied understanding of the various aspects of physical, personal, and information security, as well as a variety of enhanced management and communication skills.

In this program, you will focus on contemporary investigation methods, the role of security within an organization, security principles, management of risks and threats, and other practical knowledge that is critical to success.

You will also learn about the business side of the corporation, and how to communicate with other leaders in the organization. And you will enhance your skill at writing reports, forming committees, and budgets, knowledge you will need to manage a corporate security operation.

The Certificate in Corporate Security Management consists of six required courses totaling 70 hours of lecture and discussion. 7.0 Continuing Education Units will be awarded to the certificate graduate.

## Program Objectives

Graduates of this program will:

- Understand the history and future of the security profession
- Understand and be able to identify security principles
- Identify and discuss security risks and threats
- Understand the operation of information security
- Understand and identify the various forms of investigations
- Recognize the role of security in the corporate environment
- Demonstrate an understanding of program management

## Who Should Attend

- Current supervisors and security managers
- Anyone interested in security management as a career path
- Individuals who currently have security responsibilities within an organization
- Entry-level security staff who would like to move into management

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Mimi Lawson, 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)

## The Classes

### The Security Profession Today

SBAE 6422 (0.4 CEUs/4 hours)

*Prerequisite: none.* The corporate security profession has emerged as one of today's fastest growing industries. Currently, there is significant demand for knowledgeable professionals to fill managerial roles. This class is an introduction to the changing environment of the security industry. Discussions will examine the history of the security profession, future directions of the security industry, legal aspects of corporate security, career opportunities, and the skills necessary to obtain a management position in this field.

🕒 **Online:** 3/1-3/8

**Instructor:** B. Iannone, President, Iannone Security Management, Inc.

**Class:** E103-19320A      **Fee:** \$130

### Physical Security: Sustaining a Safe Workplace

SBAE 6423 (1.2 CEUs/12 hours)

*Prerequisite: none.* Corporate security begins with the physical location. It is the role of the security manager to maintain a safe environment for employees, customers and guests. You will explore the key components for securing a facility, focusing on architectural elements, protective barriers, lighting, lock and key controls, entry/exit controls and much more. You will also gain an understanding of how to manage a security guard operation and how to evaluate the effectiveness of a company's physical security through threat analysis.

🕒 **Online:** 3/15-4/12

**Instructor:** B. Iannone, President, Iannone Security Management, Inc.

**Class:** E103-19321A      **Fee:** \$355

### Personnel Security: Creating a Talented & Safe Workforce

SBAE 6424 (1.2 CEUs/12 hours)

*Prerequisite: none.* Corporate security managers are responsible for the overall security of an organization, and ensuring that the people within the organization can be trusted. This class is an in-depth look at protecting an organization from irresponsible employees and unwelcome visitors. You will learn how to conduct pre-employment background checks, evaluate the need for limiting access to a facility, establish visitor controls, and train employees to understand the need for security operations. Discussions will also include a review of techniques used to manage outsourced personnel.

🕒 **Online:** 5/3-6/1

**Instructor:** M. Witt, Director of Security, Raytheon Space & Airborne Systems

**Class:** E103-19322A      **Fee:** \$355

### Information & Communication Security: Protecting Business Intelligence

SBAE 6425 (1.2 CEUs/12 hours)

*Prerequisite: none.* Historically, information systems security was the domain of the IT department. Today, that trend is changing. Corporate security professionals have become responsible for the security of the information systems. Corporate security professionals not only protect the organization's information systems, but use the information systems to perform corporate security functions. In this class, you will examine the various elements and processes of information systems security. You will learn how to identify and handle information that needs protection and explore other forms of corporate communication security.

*See course schedule for next offering.*

## Investigations: Maintaining Control

SBAE 6426 (1.2 CEUs/12 hours)

**Prerequisite:** *none*. It is essential that corporate security professionals not be influenced by personal bias, personal interpretation, or prejudice. Corporate security professionals must be aware of the various options available to investigate issues that impact all aspects of a corporation. You will focus on making unbiased decisions through investigative techniques that discover the facts. You will gain an understanding of how to conduct a systematic investigation and the methodology used to discover the truth.

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 1/9-1/23 (no mtgs 1/16), Garden Grove 160, 2 mtgs

**Instructor:** R. Carpenter, President, Legal Resources & Investigations

**Class:** E101-10276A **Fee:** \$336

## Security Administration & Management: Being the Leader

SBAE 6427 (1.8 CEUs/18 hours)

**Prerequisite:** *none*. More and more corporate security managers function as leaders within an organization. As a leader, security managers must be able to maintain operational security, understand the business side of the corporation, and communicate with other leaders in the organization. This class provides you with an understanding of how corporations are structured and the importance of continuity planning. You will gain a working knowledge of business practices, which includes the language of business, forming committees, writing reports, budgets and other metrics used to analyze the benefits of a security operation. Program management skills will be developed through a class project that integrates the knowledge acquired throughout the program.

**Textbook/Materials:** Recommended: 1) Introduction to Security, 8th ed. (ISBN: 9780750684323); 2) The Managers Handbook for Corporate Security, 1st ed. (ISBN: 9780750674874). See "Purchase of Textbooks."

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 2/6-2/27 (no mtgs 2/13), Garden Grove 253, 3 mtgs

**Instructor:** E. Halibozek, Corporate Vice President of Security, Northrop Grumman Corporation

**Class:** E103-19323A **Fee:** \$450

### Course Schedule - Corporate Security Management

CLASS	Spring 2010	Summer 2010
The Security Profession Today	🕒	
Physical Security: Sustaining a Safe Workplace	🕒	
Personnel Security: Creating a Talented & Safe Workforce	🕒	
Information & Communication Security: Protecting Business Intelligence		🕒
Investigations: Maintaining Control	🕒	🕒
Security Administration & Management: Being the Leader	🕒	

📍 Garden Grove 🖥 Online

# Independent Consulting

## The Program

The Independent Consulting certificate will provide the knowledge needed to start, promote, and manage an independent consulting business. Individuals in this program will gain an understanding of what it means to be a consultant, learn why organizations hire consultants, and develop the skills necessary to support consulting success. In this program, participants will create a detailed business plan to help evaluate their specialty niche and determine the suitability of their knowledge and skills in consulting. Throughout the courses, participants will gain a detailed understanding of the work necessary to maintain a profitable consulting business. In addition, this certificate will explore marketing strategies and tactics used by successful consultants to gain work as well as the development of, and response to, proposals to obtain business. Participants will gain the knowledge and skills required to successfully represent themselves as they pursue a career as an independent consultant.

The Certificate in Independent Consulting consists of four required courses totaling 46 hours of lecture and discussion. 4.6 Continuing Education Units will be awarded to the certificate graduate.

## Program Objectives

Upon completion of the certificate program, graduates will be able to:

- Define their particular consulting service
- Understand the consultant's role with an organization
- Develop and justify an independent consulting business plan
- Understand and identify the cost of starting an independent practice
- Market and sell their consulting services
- Manage their consulting business and performance

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Denelle Pankratz, 657.278.2605, [dpankratz@fullerton.edu](mailto:dpankratz@fullerton.edu)

### Course Schedule - Independent Consulting

CLASS	Spring 2010	Fall 2010
Getting Started: Independent Consulting	G	G
Creating a Consulting Business Plan	G	G
Building a Consulting Client Base	G	G
Practice Management for Independent Consulting	G	G
G Garden Grove		

## The Classes

### Getting Started: Independent Consulting

SBAE 6576 (0.4 CEUs/4 hours)

*Prerequisite: none.* A career as an independent consultant is appealing for many subject matter experts. However, many professionals have misconceptions of the consultant's role and little knowledge of how to manage their own practice. This class is an introduction to the world of consulting designed to inform individuals of the various components of independent consulting. Discussions will focus on the benefits, risks and role of consultants. Individuals will learn what an independent consulting business encompasses, the daily work of consultants, and why organizations hire consultants. Through in-class case studies, individuals will recognize factors that lead to consulting success.

**🕒 Lecture:** 8 a.m.-12 p.m., Sa, 2/20, Garden Grove 159, 1 mtg  
**Instructor:** A. Maciel, Consultant, On the Rise  
**Class:** E103-19332A **Fee:** \$120

### Creating a Consulting Business Plan

SBAE 6581 (1.5 CEUs/15 hours)

*Prerequisite: none.* One of the first steps an independent consultant must perform is creating a business plan. This plan will assist the consultant in understanding what value they bring to an organization. Through hands-on activities, this class will focus on creating business plans for independent consulting. Individuals in this class will learn to benchmark their services and identify their salable skills. Discussions will explore the financial requirements to start a practice and various ways to set consulting fees. Individuals will discover the business model that is best suited for their consulting practice.

**🕒 Lecture:** 8 a.m.-1 p.m., Sa, 3/6-3/20, Garden Grove 159, 3 mtgs  
**Instructor:** J. Mixner, Consultant, Mixner Strategy  
**Class:** E103-19333A **Fee:** \$345

### Building a Consulting Client Base

SBAE 6582 (1.5 CEUs/15 hours)

*Prerequisite: none.* Finding work is a challenging component of a consulting business. As an independent consultant the marketing and selling of services rests solely with the consultant. In this class, individuals will gain the knowledge of optimizing their consulting business through successful marketing strategies and tactics. Individuals will learn how to promote their expertise through effective marketing material and when meeting with potential clients. Class projects will lead individuals through writing and presenting consulting proposals that will close a sale and secure a contract.

**🕒 Lecture:** 8 a.m.-1 p.m., Sa, 4/10-4/24, Garden Grove 159, 3 mtgs  
**Instructor:** H. DeVries, Consultant, New Client Marketing Institute  
**Class:** E103-19334A **Fee:** \$345

### Practice Management for Independent Consulting

SBAE 6583 (1.2 CEUs/12 hours)

*Prerequisite: none.* Consultants typically are experts in their particular field; however, most consultants lack business management skills. This class focuses on specific management skills used to maintain a profitable independent consulting practice. Individuals will learn business management skills which include cost accounting, fee collecting, and record keeping. Class projects will enhance an individual's skills in negotiating and writing contracts. This class will also examine performance management techniques and tips for strong client relationships.

**🕒 Lecture:** 8 a.m.-3 p.m., Sa, 5/8-5/15, Garden Grove 159, 2 mtgs  
**Instructor:** M. Biel, Consultant, Biel Consulting  
**Class:** E103-19335A **Fee:** \$310

# Professional Office Administration

## The Program

An increase in sophisticated office technology and organizational restructuring has resulted in greater responsibilities for administrative professionals, including roles once reserved for managerial staff. In addition to increased responsibilities, administrative professionals are expected to play an integral role in mastering new office technologies and business operational process in support of a highly effective workplace that meets both internal and external customer needs.

In response to these new responsibilities, there is also an increased demand for additional in-depth knowledge in topics that reinforce the skill sets required in business today. Therefore, as administrative functions become more technologically integrated into the work process, administrative professionals are expected to have more formal education in office administration.

The Certificate in Professional Office Administration is designed to promote the development of Administrative Professionals and enhance their career goals and performance outcomes. This results in improvement of the organization's overall efficiency. The certificate consists of six required courses totaling 48 hours of lecture and discussion. 4.8 Continuing Education Units (CEUs) will be awarded to the certificate graduate.

### Program Objectives

Upon Certificate completion, graduates will be able to:

- Explain and identify the differences and similarities of internal and external customers
- Recognize how positive customer relationships benefit the organization

- Organize, process and respond to electronic and paper communications to better facilitate the flow of information in the workplace
- Use effective business writing and verbal communications in completion of individual and team tasks
- Set effective goals for work completion
- Apply effective Internet research techniques
- Plan successful meetings

### Who Should Attend

This program provides excellent professional development for Office Administrators in the fields of:

- Education
- Healthcare
- Banking
- Legal services
- Manufacturing
- Construction
- Insurance
- Investments and Finance
- Real Estate
- Government
- Business Services

### Eligibility

Students beginning the Certificate in Professional Office Administration are expected to have a high school degree or equivalent and basic keyboarding skills.

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Mimi Lawson, 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)

## The Classes

### Effective Goal Setting

SBAE 6378 (0.9 CEUs/9 hours)

*Prerequisite: none.* The successful development of personal and professional goals which are well thought out and utilize time-tested strategies and techniques are the focus of this class. You will be introduced to the knowledge and skills necessary to determine personal and professional goals that are meaningful and obtainable. The SMARTER model for writing goals (i.e. Specific, Measurable, Achievable, Realistic, Time Bound, Evaluate and Reward) will be examined.

🕒 **Online:** 2/1-2/21

**Instructor:** S. Leavy, MFT

**Class:** E103-19318W      **Fee:** \$400

### Plain Speaking: How to Communicate Successfully

SBAE 6376 (0.9 CEUs/9 hours)

*Prerequisite: none.* Clear and understandable communication utilizing a variety of media is an organizational expectation of all employees. Professional office administrators are expected to communicate with tact and diplomacy to assist in building and maintaining powerful business relationships. You will explore communication techniques that enhance understanding and increase effective communications in a business environment. Influencing others through effective communication using a variety of communication strategies will also be examined.

🕒 **Online:** 2/22-3/14

**Instructor:** B. McDowell, lecturer

**Class:** E103-19316W      **Fee:** \$400

### Customer Satisfaction and Focus

SBAE 6374 (0.9 CEUs/9 hours)

*Prerequisite: none.* To compete in today's challenging business environment, organizations need to encourage customer loyalty by providing excellent customer service. Attaining customer service that provides a competitive edge is a direct result of successfully aligning employees, systems and customers. It is imperative that all employees understand the importance of their role in supporting and sustaining customer loyalty. This class will discuss the definition of customer-driven organizations, the benefit to customers of strategic relationships, the importance of both internal and external customer relationships, and how to identify key customers.

🕒 **Online:** 3/15-4/5

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19314W      **Fee:** \$400

### Writing for the Professional Business Environment

SBAE 6377 (0.9 CEUs/9 hours)

*Prerequisite: none.* Business has become more information based, which has created an increased need for reports, memos, letters, and emails. Written communication that is free of errors, factually correct, concisely written, convincing, and complete is an expectation in any business environment. Business writing must communicate clearly and quickly. In this class, you will learn the various strategies associated with different writing purposes and the professional business writing process of gathering and organizing information, drafting, revising, and editing for maximum clarity and impact.

🕒 **Online:** 4/12-5/2

**Instructor:** C. VanRiette, MFT

**Class:** E103-19317W      **Fee:** \$400

**Successful Meeting Planning**

SBAE 6375 (0.6 CEUs/6 hours)

*Prerequisite: none.* Discover the basics needed to plan and produce successful meetings that meet the needs and objectives of your audience. Identify basic principles associated with the financial aspects of your meeting. You will also receive tips for budgeting success and cost saving ideas. Learn how to relate the meeting’s purpose to the meeting site by exploring the different types of facilities available and space requirements. You will cover the elements of a contract and the perspective of the vendor. And you will learn what is negotiable and how to increase leverage.

**Online:** 1/11-1/24

**Instructor:** S. Passalacqua, MFT

**Class:** E101-10275W      **Fee:** \$250

**Online:** 5/3-5/16

**Class:** E103-19315W      **Fee:** \$250

**Problem Solving Skills for Outstanding Performance**

SBAE 6379 (1.2 CEUs/12 hours)

*Prerequisite: none.* Organizations desiring to promote problem solving among employees need a structured methodology for problem resolution, consistent application of that methodology and communication to all employees regarding organizational expectations. Participants in this class will have an opportunity to learn how to identify problems involving people, systems, work flow, information and communications. Class discussions will focus on identifying the root cause of a problem incorporating problem analysis using Pareto (the 80-20 rule) and cause and effect diagrams. The primary techniques involved in generating solutions for problems and how to implement proposed solutions will also be explored.

**Online:** 5/17-6/13

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19319W      **Fee:** \$500

<b>Course Schedule - Professional Office Administration</b>		
<b>CLASS</b>	<b>Spring 2010</b>	<b>Fall 2010</b>
Problem Solving Skills for Outstanding Performance	<b>Online</b>	<b>Online</b>
Effective Goal Setting	<b>Online</b>	<b>Online</b>
Plain Speaking: How to Communicate Successfully	<b>Online</b>	<b>Online</b>
Writing for the Professional Business Environment	<b>Online</b>	<b>Online</b>
Successful Meeting Planning	<b>Online</b>	<b>Online</b>
Customer Satisfaction and Focus	<b>Online</b>	<b>Online</b>
<b>Online</b>		

# Business Analyst

## The Program

This program has been designed to help participants develop an applied understanding of the contemporary concepts, practical knowledge and skills needed to work in a business analyst role.

Business analysis is a complex and multifaceted endeavor that requires knowledge and techniques to identify business needs and determine solutions. In today's complex and continuously shifting business atmosphere, businesses must be able to identify their problems and determine solutions effectively and efficiently.

Business analysts are uniquely poised to assist businesses. Whether it is process improvement or organizational change, the business analyst can be a vital partner in helping businesses reach their goals.

The Business Analyst certificate consists of four required courses totaling 90 hours of lecture and discussion. 9.0 Continuing Education Units will be awarded.

### Program Objectives

Upon completion of the program, you will:

- Understand the process needed to identify business problems
- Be able to identify the set of tasks, knowledge and techniques required to identify business needs
- Understand the role of business analyst as a member of the team(s)
- Be ready to communicate necessary requirements for problem solving
- Be able to work as a liaison among stakeholders to validate requirements for change

- Be able to recommend solutions that enable organizations to achieve their goals
- Understand cost/benefit of implementing systems to provide business value

### Who Should Attend

- Senior executives
- Managers of business analysis professionals
- Business analysis professionals
- Project managers
- Managers/Trainers of business analysis and related topics
- Consultants and business subject matter experts
- Employees with high potential
- Individuals seeking a career change
- Systems analysts
- Graduates of business management programs

### Eligibility

Three years of prior business experience and/or a bachelor's degree is strongly suggested.

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Veronica Martinez, 657.278.3123, [vmartinez@fullerton.edu](mailto:vmartinez@fullerton.edu)

**The Classes**

**The Business Analyst Role**

SBAE 6252 (2.4 CEUs/24 hours)

*Prerequisite: a minimum of three years of business experience and/or bachelor's degree.*

The business analyst's role is that of an internal consultant who investigates business processes, policies and systems in order to identify options for improvement. The primary function is to act as the liaison between stakeholders in order to elicit, analyze, communicate and validate requirements for change. Solutions recommended by business analysts should be appropriate and well-reasoned in order to enable an organization to achieve its goals. This course addresses essential business analyst skills.

*See course schedule for next offering.*

**Performing an Enterprise Analysis**

SBAE 6253 (2.1 CEUs/21 hours)

*Prerequisite: The Business Analyst Role.*

Enterprise analysis activities begin with a review of the organization's strategic goals. They continue with information gathering, and conclude with the benefits of the outcomes having been measured and analyzed. The consistent demand for new products and services combined with efficient business solutions has created a need for business analysts to assist in converting business requirements and goals into innovative solutions that reflect the needs of the business. Enterprise analysis activities are addressed in this course.

**Textbook/Materials:** Required - 1.

Professionalizing Business Analysis; Breaking the Cycle of Challenged Projects (10-digit ISBN 1567262082 or 13-digit ISBN 9781567262087); 2. BCA: Business Case Analysis (10-digit ISBN 0974781398 or 13-digit ISBN 9780974781396); 3. Strategic Management and Business Analysis (10-digit ISBN 0750642955 or 13-digit ISBN 9780750642958).

**G Lecture:** 7-10 p.m., M, 1/11-2/8 (no mtgs 1/18), Garden Grove 253; 7-10 p.m., M, 2/22-3/8, Garden Grove TBA, 7 mtgs

**Instructor:** T. Vercillo, President & CEO, IFMC, Inc.

**Class:** E101-10287L

**Fee:** \$580

<b>Course Schedule - Business Analyst</b>			
<b>CLASS</b>	<b>Spring 2010</b>	<b>Summer 2010</b>	<b>Fall 2010</b>
The Business Analyst Role			<b>G</b>
Performing an Enterprise Analysis	<b>G</b>		
Requirements Planning and Management	<b>G</b>		
Requirements Analysis, Documentation and Validation		<b>G</b>	
<b>G</b> Garden Grove			

## Requirements Planning and Management

SBAE 6254 (2.1 CEUs/21 hours)

*Prerequisite: Performing an Enterprise Analysis.*

Business requirements are high-level statements of the goals, objectives and needs of a business organization which reflect the business perspective. Business analysts act as facilitators in providing clearly defined activities that will be performed in accordance with an organization's existing standards. The focus of these activities is to capture a view of the business in order to provide requirements and functional work design that will result in initiatives and long-term planning. This class will focus on activities that business analysts need to perform in order to provide clearly defined requirements and deliverables.

**Textbook/Materials:** Required: 1.) BCA: Business Case Analysis (10 digit ISBN 0974781398 or 13 digit ISBN 9780974781396); 2.) The Business Analyst's Handbook (10 digit ISBN 1598635654 or 13 digit ISBN 9781598635652) See "Purchase of Textbooks".

**🕒 Lecture:** 7-10 p.m., W, 4/7-5/19, Garden Grove TBA, 7 mtgs

**Instructor:** T. Vercillo, President & CEO, IFMC, Inc.

**Class:** E103-19313L

**Fee:** \$580

## Requirements Analysis, Documentation and Validation

SBAE 6255 (2.4 CEUs/24 hours)

*Prerequisite: completion of the three previous classes in this program.*

A business analyst's role in analysis and documentation is to define and describe the characteristics of acceptable solutions to problems. These "deliverables" will be used to develop estimates for time, resources and budgets required to implement solutions that will meet project requirements. A business analyst's role in assessment and validation is to measure the impact of the proposed solution on the business' environment. This course focuses on analysis techniques, documentation and deliverables.

*See course schedule for next offering.*

# Business Intelligence

## The Program

Implementing an effective business intelligence (BI) strategy can give your company a significant competitive edge. Sophisticated information management of your company's data helps you spot trends more quickly, predict risk more accurately and manage inventory more efficiently. As a result, you are likely to realize:

- Improved revenue
- Improved customer service
- Reduced costs
- Better alignment of strategic goals

On completion of the Certificate in Business Intelligence, you will have the tools you need to create and implement effective business intelligence in your organization.

Studies indicate that there is a correlation between effective use of BI and company performance. It is the objective of this program to make a contribution to education and awareness about BI through practical and relevant training for business professionals.

Business intelligence can:

- Reveal operational efficiencies and untapped opportunities
- Reveal organizational creativity and culture
- Assist in the analysis of market trends, customer behavior and company capabilities
- Be an asset in producing advantageous business decisions

The Certificate in Business Intelligence consists of three required courses totaling 57 hours of lecture and discussion. 5.7 Continuing Education Units will be awarded to the certificate graduate.

### Program Objectives

Graduates of this program will be able to:

- Understand the importance of business intelligence
- Identify factors that can impact organizational competitive capability
- Discuss how to manage information more effectively than competitors
- Identify the importance of informational quality and timeliness
- Use business analytics to improve business processes
- Demonstrate principals of BI with an extensive class project

### Who Should Attend

- Finance vice presidents
- CEOs sponsoring BI Initiatives
- IT personnel who design/implement BI solutions
- IT directors
- Business and program managers
- People with project management, Lean and Six Sigma training
- Business development officers
- Marketing executives

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Veronica Martinez, 657.278.3123, [vmartinez@fullerton.edu](mailto:vmartinez@fullerton.edu)

## Course Schedule - Business Intelligence

CLASS	Spring 2010	Fall 2010
Business Intelligence Overview		F
Information Technology & Business Intelligence		F
Using Analytics to Gain Competitive Edge	F	
F Fullerton		

## The Classes

### **Business Intelligence Overview**

SECS 6509 (2.1 CEUs/21 hours)

*Prerequisite: none.* Business intelligence (BI) refers to applications/technologies that are used to gather, access and analyze data about company operations. Comprehensive knowledge of factors affecting an organization's business can result in better business decisions. An organization's BI architecture must be understood by end-users so that participation in discussions about building and/or leveraging a BI can be effective. You will focus on business intelligence and delineate strategies that show an organization how to use knowledge about their business to maintain a competitive edge.

*See course schedule for next offering.*

### **Information Technology and Business Intelligence**

SECS 6510 (1.8 CEUs/18 hours)

*Prerequisite: Business Intelligence Overview.*

Highly successful companies frequently manage information more effectively than their competitors. Sophisticated information management helps you spot trends quicker, predict risk more accurately and manage inventory more efficiently. Appropriate data can provide insight that leads to improved revenue, reduced costs, quality customer service and alignment of strategic goals. You will focus on tools and processes, the data warehouse, the technical infrastructure and BI user tools.

*See course schedule for next offering.*

### **Using Analytics to Gain Competitive Advantage**

SECS 6511 (1.8 CEUs/18 hours)

*Prerequisite: Information Technology and Business Intelligence. and knowledge of basic statistics.*

Analytics, a subset of business intelligence, is the extensive use of data, statistical and quantitative, to drive organizational decisions and actions. Due to global competition, companies are increasingly interested in business analytics to measure, evaluate and refine business processes. Analytics can be used to drive change within organizations and to differentiate organizational products or services from the competition. By building their competitive strategies around statistical data analysis, organizations may reap impressive business results.

**Lecture:** 7-10 p.m., W, 2/10-3/17, Fullerton H 323, 6 mtgs

**Instructor:** R. Swanson, President/CEO, Delta Max Consultants

**Class:** E103-19488L      **Fee:** \$550

# Web 2.0 For Businesses

## The Program

The Certificate in Web 2.0 for Businesses is designed to assist business owners, user-experience specialists, and programmers in making informed decisions about Web 2.0 technologies. It is also an opportunity for web designers to learn about working with social media tools. You will gain the practical knowledge necessary to build new business models and transform interactions with clients through the use of emerging technologies.

Social networking tools shifted internet-usage behavior and changed the landscape of cyber space. Tools such as Twitter or blogs aim to satisfy a need for a highly interactive experience on the web. This necessitated a shift in the development of contents for any organization that wishes to effectively reach out and engage its audience. The design and the management of user experience is not an exact science in this environment. The challenge is to identify how this shift to Web 2.0 will change business models and whether this change yields any return on the investment.

The Certificate in Web 2.0 for Businesses consists of four required courses totaling 33 hours of lecture and discussion. 3.3 Continuing Education Units will be awarded to the certificate graduate.

## Program Objectives

Graduates of the Certificate in Web 2.0 for Businesses will be able to:

- Clearly define and articulate the characteristics of the Web 2.0 environment and technologies
- Use best practices to analyze and present the benefit of Web 2.0 for businesses
- Identify the resources and commitment needed to design and maintain an interactive web
- Understand and apply best practices in managing user-generated content

## Who Should Attend

- User-experience specialists
- Web designers
- Social media strategists & managers
- Small and mid-size business owners
- Web administrators
- Enterprise architects
- Programmers
- Web analytics professionals
- Systems and database administrators

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Kristyn Hursh, 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

### Course Schedule - Web 2.0 for Businesses

CLASS	Spring 2010	Fall 2010
Web 2.0: the Interactive Web	G	G
Making a Business Case for Web 2.0	G	G
Web Design for the 2.0 Environment	G	G
User-Generated Content (UGC) Management	G	G

G Garden Grove

## The Classes

### Web 2.0: the Interactive Web

SBAE 6540 (0.6 CEUs/6 hours)

*Prerequisite: none.* The Web 2.0 environment is characterized by personalized and mobile information sharing. How do businesses adapt to emerging trends to better benefit their employees and customers? Before jumping to embrace the interactive web, or dismissing it as mere socializing tools for teens, it's important to understand the advantages and limitations of these emerging practices. In this class, expert instructors will help you define the social and business evolution, and review the most current tools available. You will look beyond social-networking, and learn about tools that have the potential to bring greater agility to business.

**🕒 Lecture:** 7-9 p.m., T, 2/2-2/16 (no mtgs 2/9), Garden Grove 259, 2 mtgs

**Instructor:** L. Zimmer, CEO, Marcom: Interactive

**Class:** E103-193271 **Fee:** \$210

### Making a Business Case for Web 2.0

SBAE 6539 (0.6 CEUs/6 hours)

*Prerequisite: none.* From hardware upgrades to hiring dedicated teams, advocates of the Web 2.0 concept have a difficult time conveying its business value in terms of concrete return on investment (ROI). The focus of this class will be to examine the potential ROI of Web 2.0 in terms of greater efficiency, publicity, and the value of collective wisdom. In addition, you will discuss the pros and cons of generating awareness through "Social Media Optimization." Using case studies, the class will have an opportunity to practice making a business argument for incorporating Web 2.0.

**🕒 Lecture:** 7-10 p.m., T, 2/23-3/2, Garden Grove 257, 2 mtgs

**Instructor:** S. Dalal, President & Managing Director, Innovation Index Group, Inc.

**Class:** E103-193261 **Fee:** \$210

### Web Design for the 2.0 Environment

SBAE 6538 (1.2 CEUs/12 hours)

*Prerequisite: none.* Web design in the Web 2.0 environment is about building "event-driven experience" that create exchanges of information. The content is often more important than the container. Designing a website now goes beyond cool graphics and decent user-interface (UI), to include consideration of the technological infrastructure, and management of the content. In this class, you will discuss at length the best practices for applying tools such as blogs, RSS feed, or MySpace to build an interactive web. Discussions will also focus on the database and information technology infrastructure necessary to support engaging user experiences.

**🕒 Lecture:** 7-10 p.m., T, 3/16-4/13 (no mtgs 3/30), Garden Grove 257, 4 mtgs

**Instructor:** L. Zimmer, CEO, Marcom: Interactive

**Class:** E103-193251 **Fee:** \$420

### User-Generated Content (UGC) Management

SBAE 6537 (0.9 CEUs/9 hours)

*Prerequisite: Web Design for the 2.0 Environment.* In a true Web 2.0 environment, users are the co-developers of contents. Through engaging the end-users, businesses can generate a sense of ownership and loyalty. However, the inherent difficulty in managing contents contributed by essentially anyone is a strong deterrent for adoption of the interactive web. Through discussions of case studies, you will approach UGC through the perspectives of legal, IT security, and content management professionals. You will collaborate to identify best practices in analyzing and averting risks while maintaining the integrity of content.

**🕒 Lecture:** 7-10 p.m., T, 4/27-5/18, Garden Grove 257, 4 mtgs

**Class:** E103-193241 **Fee:** \$315

# Professional Fiduciary Management

## The Program

California's Professional Fiduciaries Act of 2006 makes it especially important for fiduciaries to receive ongoing training.

This lecture series is designed to meet the continuing education requirements set forth by the California Professional Fiduciaries Bureau for licensed professional fiduciaries. The classes in this series are an opportunity to develop a more in-depth understanding in specific areas of practice in professional fiduciary management. These include practice management, probate estate administration, management of real property/assets, and care management.

Continuing Education (CE) credit received is based upon the number of hours in each class; e.g., 15 hours equals 1.5 continuing education units (CEUs). If an individual successfully completes all five continuing education classes in this lecture series, a Certificate will be awarded in Advanced Practice in Professional Fiduciary Management designating that 60 hours/6.0 Continuing Education Units (CEUs) were achieved.

## Program Feature

What you learn from these lectures will prepare you to:

- Demonstrate an understanding of the fundamentals of practice management for fiduciaries
- Understand standard operating practices in business
- Provide an overview of probate court and its processes and procedures relating to estate trusts
- Identify critical elements in discretionary decision-making in managing assets
- Discuss alternatives available in management of real property and assets
- Understand and discuss the interdisciplinary nature of care planning for elders, mentally diminished and disabled individuals
- Develop plans to integrate fiduciary services and expertise in cooperation with other professionals

## Who Should Attend

- Practicing fiduciaries seeking continuing education
- Individuals working in the courts and legal field
- Individuals working in the field of gerontology, nursing, social work and counseling

## Eligibility

The classes in this lecture series are open to anyone who meets the stated prerequisites for each class.

## For More Information

[www.csufextension.org/fiduciary](http://www.csufextension.org/fiduciary) or contact Debra Day, 657.278.4280, [dday@fullerton.edu](mailto:dday@fullerton.edu)

## The Classes

### Managing Real Property and Other Assets

SBAE 5945 (1.2 CEUs/12 hours)

*Prerequisite: completion of either certificate in Professional Fiduciary Management or one year of experience as a practicing fiduciary.*

One of the most significant assets that conservators deal with is real property. In this class, case studies will be used to introduce you to the critical elements in discretionary decision-making relating to the management of real estate and assets of a portfolio. Discussions will focus on when and how to bring in the experts and identifying appropriate alternatives in managing real property and liquid assets.

**Online:** 2/1-3/1

**Instructor:** J. Etienne, Private Fiduciary

**Class:** E103-19304Y      **Fee:** \$355

*Students must register by 1/25/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

### Practice Management for Professional Fiduciaries

SBAE 5943 (1.5 CEUs/15 hours)

*Prerequisite: completion of either certificate in Professional Fiduciary Management or one year of experience as a practicing fiduciary.* In this class, you will review standard operating practices (SOP) including basic accounting principles, contract negotiation, conflict/dispute resolution. You will also address available software in support of fiduciary practice management. Class discussions will focus on issues relating to risk management including key elements of insurance coverage, liability, and protection of persons and estates. Other issues include understanding audits and the bonding process; labor code issues relative to hiring caregivers and worker's compensation. You will also address understanding key components of the Social Security Administration and other government agencies.

**Online:** 4/5-5/10

**Instructor:** C. Peters, Elder Law Attorney, Expert Witness on Medi-Cal

**Class:** E103-19302Y      **Fee:** \$435

*Students must register by 3/29/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

### Course Schedule-Lecture Series in Professional Fiduciary Management

CLASS	Spring 2010	Fall 2010
Resources and Problem Solving in Professional Fiduciary Management	⓪	⓪
Practice Management for Professional Fiduciaries	⓪	⓪
Probate Estate Administration: An Overview	⓪	⓪
Managing Real Property and Other Assets	⓪	⓪
Issues in Care Management <b>TBA</b>		
⓪ Online <b>TBA</b> To Be Announced		

**Probate Estate Administration: An Overview**

SBAE 5944 (0.9 CEUs/9 hours)

*Prerequisite: completion of either certificate in Professional Fiduciary Management or one year of experience as a practicing fiduciary.*

You will gain a basic understanding of probate administration through examining how the probate and court system actually functions. An overview of probate process and proceedings will be examined through discussions on the general provisions and procedural nature relating to estate trusts. This includes powers of attorney, non-probate transfers, administration of estates of decedents and disposition of estates without administration, trust law, and proration of taxes.

**📍 Online:** 3/8-3/29

**Instructor:** J. Etienne, Private Fiduciary

**Class:** E103-19303Y      **Fee:** \$260

*Students must register by 3/1/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

**Resources and Problem Solving in Professional Fiduciary Management**

SBAE 5947 (0.9 CEUs/9 hours)

*Prerequisite: completion of either certificate in Professional Fiduciary Management or at least two classes in the lecture series.* In this capstone course, you review a series of case studies designed to synthesize what you have learned in previous classes. Case studies presented in class will allow individuals to work together in developing plans to integrate their expertise with other professionals. Cases will also include situations that require assessment and decision-making abilities in managing assets and quality of care.

**📍 Online:** 1/4-1/25

**Instructor:** D. Stubbs, Conservator, Guardian, Estate Administrator and Trust Manager

**Class:** E103-19305Y      **Fee:** \$260

*Students must register by 12/28/09. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

**Issues in Care Management**

SBAE 5946 (1.5 CEUs/15 hours)

*Prerequisite: certificate in Professional Fiduciary Management for Conservators or one year's experience as an appointed conservator.* Review the knowledge and skills required of conservators providing care management to elderly, mentally diminished and disabled clients. Class discussions emphasize the interdisciplinary nature of planning care for older adults, mentally ill and disabled individuals and their families. Case studies will be provided to illustrate the range of needs encountered in this specialized care management.

*See course schedule for next offering.*

# Professional Fiduciary Management

## The Program

An estimated 80 million Baby Boomers are aging. As a result, there will be a growing need for professional fiduciaries who can be entrusted with the management of property, finances and care of individuals who are incapacitated.

Obtaining the proper education and training is especially important now because of the Professional Fiduciaries Act signed into law in California in 2006 requiring licensing of all professional fiduciaries beginning in 2008. As part of the eligibility criteria to apply for licensure to the California Professional Fiduciaries Bureau, you must meet the 30-hours of pre-licensing education requirement.

On completion of the Certificates in Professional Fiduciary Management for Conservators and Trustees you will have a comprehensive understanding of the standards and practices, legal and ethical considerations of professional fiduciary management. Areas of focus include the prudent use and protection of a protected person's assets, advance health directives, accounting and recordkeeping, management of assets as well as execution or administration of a will, and/or management of a trust.

The **Certificate in Professional Fiduciary Management for Conservators** includes four required classes totaling 57 hours consisting of 5.7 Continuing Education Units (CEUs).\*

The **Certificate in Professional Fiduciary Management for Trustees** includes five required classes totaling 69 hours consisting of 6.9 Continuing Education Units (CEUs).\*

*Cal State Fullerton meets the standards and guidelines set forth by the California Board of Accountancy Regulations to offer Continuing Professional Education (CPE) credit and maintains responsibility for this program. The following three classes qualify for 14.4 hours of Continuing Professional Education (CPE) credit respectively as required by the California Board of Accountancy for licensed professionals: Management of Assets for Professional Fiduciaries, Accounting and Record Keeping for Positions of Trust, and Management of the Investment Portfolio. (18 hours of CPE credit respectively).*

**\*Minimum Continuing Legal Education (MCLE) Credit:** *Cal State Fullerton University Extended Education certifies that the following two classes have been approved for MCLE credit by the State Bar of California: Standards and Practices in Professional Fiduciary Management qualify for 15 hours of MCLE credit and Legal and Ethical Aspects of Trusteeship qualifies for 12 hours of MCLE credit.*

## Who Should Attend

- Anyone who wants to apply skills learned in banking, insurance, estate or financial planning to fiduciary practice
- People working in closely related fields such as insurance, accounting, estate planning, or paralegal work
- People working in the field of gerontology including nurses, social workers, and counselors who have an interest and aptitude in working as professional fiduciaries
- Paralegals interested in fiduciary careers
- Geriatric care managers who may find themselves in the position of taking on conservator responsibilities

## Eligibility

The classes in the certificate programs are open to anyone who meets the stated prerequisites for each class. Before completing a certificate, students must provide documentation of:

- A bachelor's degree from an accredited university; or
- At least five years of experience working in fiduciary management or geriatric care; or
- At least 60 semester units of college-level work and permission of the program manager

## REQUIRED CLASSES

### Required classes for both certificates

Students must complete the following classes and meet the eligibility requirements prior to receiving the certificates:

- Standards and Practices in Professional Fiduciary Management
- Management of Assets for Professional Fiduciaries
- Accounting and Record Keeping for Positions of Trust

### Additional Required Class for Conservators

- Conservatorship of Protected Persons and Advance Health Directives

### Additional Required Classes for Trustees

- Legal and Ethical Aspects of Trusteeship
- Management of the Investment Portfolio

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Debra Day, 657.278.4280, [dday@fullerton.edu](mailto:dday@fullerton.edu)

## Course Schedule - Professional Fiduciary Management

CLASS	Spring 2010	Fall 2010
<b>Required for Both Certificates</b>		
Standards and Practices in Professional Fiduciary Management	○	○
Management of Assets for Professional Fiduciaries	○	○
Accounting and Record Keeping for Positions of Trust	○	○
<b>Additional Required Class for Professional Fiduciary Management for Conservators Certificate</b>		
Conservatorship of Protected Persons and Advance Health Directives	○	○
<b>Additional Required Class for Professional Fiduciary Management for Trustees Certificate</b>		
Legal and Ethical Aspects of Trusteeship	○	○
Management of the Investment Portfolio	○	○
○ Online		

## The Classes

### Required classes for both certificates

#### Standards and Practices in Professional Fiduciary Management

SBAE 4704 (1.5 CEUs/15 hours)

*Prerequisite: none.* Fiduciaries serve by court appointment as conservators or guardians and may serve by contract as trustees, representative payees, or as agents under powers of attorney. Get an overview of various positions of trust, legal definitions, and duties. Special attention is given to changing legal status and liabilities of fiduciary practitioners. This class meets the qualifications for 15 hours of MCLE credit.

**Textbook/Materials:** Required - Handbook for Conservators 2002 ed. can be downloaded at [www.courtinfo.ca.gov/reference/documents/handbook.pdf](http://www.courtinfo.ca.gov/reference/documents/handbook.pdf). Recommended reading: Chapters 1, 4, and 5. California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>.

🕒 **Online:** 1/4-2/8

**Instructor:** J. Etienne, Private Fiduciary

**Class:** E101-10273Y      **Fee:** \$435

*Students must register by 12/28/09. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

#### Management of Assets for Professional Fiduciaries

SBAE 4707 (1.2 CEUs/12 hours)

*Prerequisite: Standards and Practices in Professional Fiduciary Management or permission of program manager by calling 657.278.4280.* Fiduciaries are responsible for managing the assets of a protected person or the assets of a trust. The duties involve prudent use and protection of the assets meant to support a conservatee or the beneficiaries of a trust. This includes identification of liabilities as well as avoiding conflicts of interest.

**Textbook/Materials:** Required - Handbook for Conservators 2002 ed. can be downloaded at [www.courtinfo.ca.gov/reference/documents/handbook.pdf](http://www.courtinfo.ca.gov/reference/documents/handbook.pdf). Recommended reading: Chapters 1, 4, and 5. California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>.

🕒 **Online:** 2/22-3/22

**Instructor:** D. Stubbs, Conservator, Guardian, Estate Administrator and Trust Manager

**Class:** E103-19230Y      **Fee:** \$355

*Students must register by 2/15/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.*

**Accounting and Record Keeping for Positions of Trust**

SBAE 6488 (1.5 CEUs/15 hours)

*Prerequisite: Standards and Practices in Professional Fiduciary Management or permission of program manager by calling 657.278.4280.* A conservator or trustee has legal status. The conservator is responsible via court appointment to a protected person. Through a contract, a trustee is responsible to the beneficiaries of a trust. In both cases, fiduciaries must show and document prudent use and protection of the assets they are managing. Get an overview of the accounting and record keeping procedures that a fiduciary uses to document all transactions and protect the fiduciary. Class lectures and discussions review the accepted standards for tracking accounts, record keeping, and accounting procedures. Class discussions also provide suggestions on how to avoid situations or procedures that could be interpreted as conflicts of interest or otherwise unethical.

**Textbook/Materials:** Required - California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>. Recommended - Handling a Fiduciary Accounting may be purchased from [www.ceb.com](http://www.ceb.com) or by calling 1-800-232-3444.

**📍 Online:** 3/29-5/3**Instructor:** P. Eldredge, Owner/President, Estate Minders, Inc.**Class:** E103-19232Y **Fee:** \$435

**Students must register by 3/22/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.**

**Additional Required Class for Conservators****Conservatorship of Protected Persons and Advance Health Directives**

SBAE 4705 (1.5 CEUs/15 hours)

*Prerequisite: Standards and Practices in Professional Fiduciary Management or permission of program manager by calling 657.278.4280.* A conservator must assess the needs of an incapacitated person including health care, insurance coverage, living arrangements, and social circumstances. You will learn how to identify obtainable services given the finances available. Lectures will also review health care decisions and the components of the advance health care directive.

**Textbook/Materials:** Required - Handbook for Conservators 2002 ed. can be downloaded at [www.courtinfo.ca.gov/reference/documents/handbook.pdf](http://www.courtinfo.ca.gov/reference/documents/handbook.pdf). Recommended reading: Chapters 1, 4, and 5. California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>.

**📍 Online:** 2/22-3/29**Instructor:** C. Peters, Elder Law Attorney, Expert Witness on Medi-Cal**Class:** E103-19234Y **Fee:** \$435

**Students must register by 2/15/09. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.**

## Additional Required Classes for Trustees

### Legal and Ethical Aspects of Trusteeship

SBAE 4715 (1.2 CEUs/12 hours)

*Prerequisite: Standards and Practices in Professional Fiduciary Management or permission of program manager by calling 657.278.4280.* A trustee who assumes responsibility for managing a trust constantly encounters situations involving apparent or real conflict of interest. You will learn about normal business practices that can create actual or apparent conflict of interest within the context of fiduciary responsibility. Review case studies that present various situations that can put the fiduciary at risk. Topics also include a detailed review of the provisions of laws pertaining to fiduciary practice. This class meets the qualifications for 12 hours of MCLE credit.

**Textbook/Materials:** Required - California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>.

📍 **Online:** 4/26-5/24

**Instructor:** J. Etienne, Private Fiduciary

**Class:** E103-19236Y      **Fee:** \$355

**Students must register by 4/19/10. The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.**

### Management of the Investment Portfolio

SBAE 6492 (1.5 CEUs/15 hours)

*Prerequisite: Management of Assets for Professional Fiduciaries or permission of program manager by calling 657.278.4280.* The trustee who manages and invests the assets of a trust is subject to legal codes calling for prudence and consideration of the purposes, terms, distribution requirements, and other circumstances of the trust. Whether management of the portfolio is partially or completely delegated to an agent, the trustee is still obliged to use reasonable care and as such, must at least be familiar with standard practices and laws governing the proper management of the trust investment assets. There will be a detailed discussion of the requirements of the Uniform Prudent Investor Act pertaining to portfolio management as well as acceptable practices within the context of the code. You will also address the need to consider general economic conditions, tax consequences, the need for liquidity, and preservation of capital. Class lectures and discussion also provide a review of the basic mechanics of forming and implementing an investment strategy.

**Textbook/Materials:** Required - California Probate Code Annotated Edition (ISBN 9780314986276) or Desktop Edition of the Probate Code (ISBN 9780314982568) from [www.west.thomson.com](http://www.west.thomson.com) or by calling 1-800-328-9352. Online version available at <http://www.leginfo.ca.gov/calaw.html>. Also, Investing and Managing Trusts Under the New Prudent Investor Rule (10-digit ISBN 0875848613 or 13-digit ISBN 978-0875848617) on Amazon.com or at Barnes and Noble. Please order your book two weeks prior to the class start date. Chapters 1-4 required reading prior to class start date.

**Online:** 1/4-2/8

**Instructor:** L. Anke, CEO, Prudent Investors Network, Inc.; T. Ong, President, Prudent Investors Network, Inc.

**Class:** E101-10277Y      **Fee:** \$435

**Students must register by 12/28/2009.**  
**The online fiduciary classes may require student participation in chat sessions at designated times to be determined by the instructors.**

## Fiduciary Licensing Test Prep Course

### Professional Fiduciary Management Licensing Preparation Review

SBAE 6575 (1.5 CEUs/15 hours)

**Prerequisite:** none. This course is designed to assist participants in preparing for the California Professional Fiduciaries Bureau's Licensing Examination. Lecture topics to be reviewed include: standards and professional practices in fiduciary management, professional fiduciary knowledge of the conservatee, application of surrogate decision-making principles, knowledge of laws, courts and legal processes governing fiduciary relationships, knowledge and management responsibilities of the conservator of the person, knowledge and application of responsibilities regarding financial management of a client's estate and assets, knowledge and application of specific issues and responsibilities regarding surrogate medical decisions, and fiduciary responsibilities in probate circumstances. Information for fiduciary professionals pertinent to both the national and California perspectives will be reviewed. Knowledge will be enhanced by case studies, sample test questions and focusing on key points that improve readiness to take the licensing examination.

*California State University, Fullerton (CSUF), University Extended Education (UEE) does not guarantee that a student can pass the California Professional Fiduciaries Bureau's licensing examination upon completion of this course. UEE does not have control over this examination and topics may appear in the examination that are not covered in this course. Depending upon an individual's education and experience, success on this examination may require additional reading, studying and researching of the information pertinent to fiduciary management practices.*

**Online:** 1/21-5/14

**Class:** E103-19360Y      **Fee:** \$295

**This is an Online-Open course. Students are welcome to register up to the last day of class, May 14, 2010 and will have until June 19, 2010 to complete the class.**

# Human Resources Management

ONE-SEMESTER PROGRAM

## The Program

Superior human resources management can provide a significant competitive advantage. Human resources managers need to be viewed as fulfilling an integral and strategic role in the organization. This program will equip you to meet the human resources challenges of the 21st century. Graduates will be prepared to help their organizations through effective management of human resources in a diverse and changing environment.

The Certificate in Human Resources Management consists of five required courses totaling 68 hours of lecture and discussion. The certificate graduate will receive 6.8 Continuing Education Units (CEU's), a nationally recognized unit used for professional development.

Human Resource Certification Institute (HRCI) recertification credit hours are available for those who are PHR/SPHR certified. This certificate program has been approved for up to 68 recertification credit hours. For more information about certification or recertification, please visit the HRCI homepage at [www.hrci.org](http://www.hrci.org).

## Program Objectives

Graduates of the certificate program will:

- Have a comprehensive overview of the field of human resources management
- Know where and how to find employable staff in a full employment economy
- Be familiar with the varied aspects of employment law
- Be aware of the importance of communication skills, both verbal and written, in the retention of good employees
- Be knowledgeable of the various strategies and plans for employee compensation

## Who Should Attend

- Current supervisors and human resources managers
- Anyone interested in human resources as a career path
- Employees with human resources responsibilities
- Clerical or entry-level employees who would like to move into management

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Kristyn Hursh, 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

### Course Schedule - Human Resources Management

CLASS	Spring 2010	Fall 2010
Fundamentals of Human Resources Management	G	G
Finding and Keeping Quality Employees	G	G
Employee Relations in a Changing Environment	G	G
Compensation, Benefits and Reward Systems	G	G
Current Issues in Employment Law	G	G

G Garden Grove

## The Classes

### Fundamentals of Human Resources Management

SBAE 4518 (1.2 CEUs/12 hours)

*Prerequisite: none.* The human resources manager should be viewed as an integral and important part of an organization, working toward common stated goals. This class is designed to give you an introduction to the changing environment of the industry, including a history of human resources, and current issues and trends.

**Textbook/Materials:** Recommended - Human Resource Management; Twelfth Edition (13-digit ISBN 9780324543032). See "Purchase of Textbooks."

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 1/30-2/6, Garden Grove 160, 2 mtgs

**Instructor:** S. Wall, Director, Recruitment and Talent Planning

**Class:** E103-19246Z **Fee:** \$295

### Finding and Keeping Quality Employees

SBAE 4519 (1.2 CEUs/12 hours)

*Prerequisite: none.* The most important thing a human resources manager can do for an organization is to attract and retain employees who agree with organizational goals and objectives, and are willing to work toward accomplishing them. This class will assist in the development of skills needed to recruit, select and retain qualified employees by teaching basic staffing practices and strategies.

**Textbook/Materials:** Required - Human Resource Management; Twelfth Edition (13-digit ISBN 9780324543032). See "Purchase of Textbooks."

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 2/20-2/27, Garden Grove 160, 2 mtgs

**Instructor:** M. Irion, HR Consultant

**Class:** E103-19247Z **Fee:** \$295

### Employee Relations in a Changing Environment

SBAE 4521 (1.2 CEUs/12 hours)

*Prerequisite: none.* Explore the economic and social factors that affect employees, including unionization and collective bargaining agreements. You will learn about the various applications of performance appraisals and evaluations, how to document employee activity, and how to conduct an employee investigation.

**Textbook/Materials:** Required - Human Resource Management; Twelfth Edition (13-digit ISBN 9780324543032). See "Purchase of Textbooks."

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 3/13-3/20, Garden Grove 160, 2 mtgs

**Instructor:** A. Nicholson Jr., Attorney and Counselor at Law

**Class:** E103-19248Z **Fee:** \$295

### Compensation, Benefits and Reward Systems

SBAE 4951 (1.6 CEUs/16 hours)

*Prerequisite: none.* Learn about compensation and benefits programs and how they contribute to achieving organizational strategies. You will learn the role of benefits and services in an organization and become familiar with the uses of compensation, benefits and reward systems, job evaluation, and salary structures and packages.

**Textbook/Materials:** Required - Human Resource Management; Twelfth Edition (13-digit ISBN 9780324543032). See "Purchase of Textbooks."

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 4/10-4/17; 9 a.m.-1 p.m., Sa, 4/24, Garden Grove 160, 3 mtgs

**Instructor:** R. Agrela, Assistant Dean, Claire Trevor School of the Arts, UCI

**Class:** E103-19288Z **Fee:** \$310

## Current Issues in Employment Law

SBAE 4952 (1.6 CEUs/16 hours)

*Prerequisite: none.* Compliance with federal and state laws and regulations is a necessary part of the human resources function. This creates a work environment that is balanced between employer and employee rights and responsibilities. You will discuss and explore the critical laws and regulations affecting human resources management, giving particular attention to discrimination, sexual harassment, health and safety issues and workers' compensation.

**Textbook/Materials:** Required - Human Resource Management, Twelfth Edition (13-digit ISBN 9780324543032). See "Purchase of Textbooks."

🕒 **Lecture:** 9 a.m.-4 p.m., Sa, 5/1-5/8; 9 a.m.-1 p.m., Sa, 5/15, Garden Grove 160, 3 mtgs

**Instructor:** A. Nicholson Jr., Attorney and Counselor at Law

**Class:** E103-19289Z      **Fee:** \$310

## Legal Skills for Social Workers

The *Certificate in Forensic Social Work* equips social workers with the necessary legal knowledge to provide the best possible assistance for their clients.

This program provides an applied understanding of the law focusing on the role of a forensic social worker. Classes will develop the skills required to work effectively in the legal system.

For more information:

- Go to [www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) and see the links under Social Work
- **Questions?** Please contact Mimi Lawson: 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)



# Leadership Development

## The Program

Realize your leadership potential in this certificate program designed for emerging leaders. The current management emphasis on teams and teamwork makes leadership skills critical to success in today's workplace. You begin by assessing the attributes, skills, knowledge and personal goals that you bring to the role of leadership.

You will learn what it means to lead with a vision. You will also examine the nature of strategic leadership and develop a better understanding of your purpose and role within the organization. Classes are led by seasoned experts in coaching, mentoring and teams.

The Certificate in Leadership Development includes six courses totaling 36 hours of lecture and hands-on experience. The certificate graduate will receive 3.6 Continuing Education Units (CEUs).

## Program Objectives

Graduates of the certificate program will be able to:

- Identify qualities which characterize a potential leader
- Build a performance-driven organization
- Use elements of coaching and mentoring
- Use techniques and methodologies that contribute to team productivity
- Know how to keep individuals identify needed core competencies
- Measure the impact of coaching on organizational performance
- Understand the importance of organizational culture in employee retention
- Understand the impact of gender and cultural diversity on organizational performance

## Who Should Attend

- Emerging leaders
- Employees seeking leadership capabilities
- Employees of organizations with 20-200 employees without an internal leadership training program
- Managers who want to know how to identify leaders

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Kristyn Hursh, 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

## Course Schedule - Leadership Development

CLASS	Spring 2010	Fall 2010
Developing the Leader Within	G	G
Forming and Working in a Team	G	G
Coaching Skills for Emerging Leaders	G	G
Mentoring for Employee Development	G	G
Performance Leadership - Leading through Continuous Change	G	G
Organizational Leadership	G	G

G Garden Grove

## The Classes

### Developing the Leader Within

SBAE 6006 (0.6 CEUs/6 hours)

*Prerequisite: none.* This class is designed to assist leaders in developing a better understanding of their strengths. "Know thyself" is an integral part of understanding leadership style. Leaders who understand how their style impacts others have a definite advantage when it comes to motivating and inspiring. Through a series of self-assessment and in-depth discussions, you will begin to see the impact your attributes, skills, and knowledge can have on team performance and morale.

**🕒 Lecture:** 7-10 p.m., Th, 2/4-2/11, Garden Grove 160, 2 mtgs

**Instructor:** T. Porter, Training & Development, Kawasaki Motors Corp., USA

**Class:** E103-19306l **Fee:** \$195

### Forming and Working in a Team

SBAE 6007 (0.6 CEUs/6 hours)

*Prerequisite: none.* Leaders aim to motivate, reward, direct, and develop those who work with them. In this class, you will learn to examine the make-up, dynamics, and functionality of a team to understand different approaches. You will learn what it means to lead with a vision, examine leadership styles that would have the greatest impact on team members, and understand the process of generating synergy in the creation of a team.

**Textbook/Materials:** Required - 1. Bridging the Culture Gap, Carte & Fox; 2. Generations at Work, Zemke et. al.; 3. Coaching, Counseling and Mentoring, Stones. Please purchase required book summaries from [www.summary.com](http://www.summary.com).

**🕒 Lecture:** 7-10 p.m., Th, 2/18-2/25, Garden Grove 160, 2 mtgs

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19307l **Fee:** \$195

### Coaching Skills for Emerging Leaders

SBAE 6008 (0.6 CEUs/6 hours)

*Prerequisite: none.* Coaching allows a leader to give immediate and timely feedback. It also allows you to be involved in the professional growth of individuals or a team in a dynamic fashion. You will address basic coaching techniques with a focus on listening and communication skills. You will also learn to identify professional development goals to help employees grow within their jobs. Through hands-on exercises, you will practice applying appropriate coaching skills with employees of differing needs.

**🕒 Lecture:** 7-10 p.m., Th, 3/4-3/11, Garden Grove 160, 2 mtgs

**Instructor:** A. Knowles, HR Consultant

**Class:** E103-19308l **Fee:** \$195

### Mentoring for Employee Development

SBAE 6009 (0.6 CEUs/6 hours)

*Prerequisite: none.* Mentoring offers a unique opportunity to develop leaders from within the organization. This approach nurtures commitment and retention, as well as succession planning. The one-to-one approach in which a mentor provides guidance and assistance can foster long-term relationships. In this class, the models and benefits of mentoring will be discussed. Using everyday situations as a backdrop, you will address techniques used in mentoring such as developing personal vision, strategic thinking and determining appropriate goals.

**🕒 Lecture:** 7-10 p.m., Th, 3/18-3/25, Garden Grove 159, 2 mtgs

**Instructor:** T. Porter, Training & Development, Kawasaki Motors Corp., USA

**Class:** E103-19309l **Fee:** \$195

### Performance Leadership - Leading through Continuous Change

SBAE 6010 (0.6 CEUs/6 hours)

*Prerequisite: none.* A team's performance is defined by its function and purpose with measurable goals and outcomes. Clear vision and direction from leadership enables a team to function at its maximum capability. Leaders must be keenly aware of the options available to help the team reach its goals. You will examine performance management tools and learn the role of a leader in facilitating implementation strategies. You will also discuss the crucial practice of change management as applicable in the performance management process.

**🕒 Lecture:** 7-10 p.m., Th, 4/8-4/15, Garden Grove 159, 2 mtgs

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19310I      **Fee:** \$195

### Organizational Leadership

SBAE 6011 (0.6 CEUs/6 hours)

*Prerequisite: none.* Knowing oneself and providing a vision for a team of employees is the first step in organizational leadership. The next step is to take on the responsibility of creating the necessary infrastructure for perpetuating the vision and determining organizational success on a greater scale. In this capstone class, you will examine the nature of strategic leadership and its implication for organizational performance. You will dissect the culture of a work environment to determine a course of action to establish a culture that is open to change, development, and progress.

**🕒 Lecture:** 7-10 p.m., Th, 4/22-4/29, Garden Grove 159, 2 mtgs

**Instructor:** J. Cummings, Principal, Career Management Strategies

**Class:** E103-19311I      **Fee:** \$195

## Learn the Skills of Private Investigation

The *Private Investigation Certificate* provides a professional understanding of the basic principles of investigation, the legal process, gathering evidence and developing witness statements.

The five required courses are conveniently offered on Saturdays.

Job opportunities will be sent to graduates for one year after completion.

For more information:

- Go to [www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) and see the links under Crime/Forensics
- **Questions?** Please contact Denelle Pankratz: 657.278.2605, [dpankratz@fullerton.edu](mailto:dpankratz@fullerton.edu)



# Six Sigma, Yellow Belt

## The Program

For the most efficient utilization of Six Sigma improvement methodology, there is a need for wide-spread knowledge concerning the overall process and the basic process improvement tools. The Six Sigma Yellow Belt Certificate will prepare you to work more efficiently with the Green Belts and Black Belts and contribute to Six Sigma projects.

Six Sigma Black Belts are the leaders who have an advanced understanding of the methodology and analytical tools used in Six Sigma. Six Sigma Green Belts are the problem solvers who contribute to the efforts of data collection and analysis and process mapping.

The Certificate in Six Sigma Yellow Belt helps create employees who have a broad understanding of the overall process, the process improvement methods, and are able to use the concepts to evaluate the capability of a process. Individuals who have a Six Sigma Yellow Belt certificate have an understanding of the Six Sigma philosophy, but typically do not lead projects.

They are able to apply Six Sigma processes to their daily activities and can be valuable in changing the way a process improvement can contribute to organizational objectives. The Six Sigma Yellow Belt Certificate provides an overview of Six Sigma and its methodology. Practical examples and a hands-on project will help prepare you to work in a Six Sigma environment.

The Certificate in Six Sigma Yellow Belt consists of three required courses totaling 24 hours of lecture and discussion. 2.4 Continuing Education Units will be awarded to the certificate graduate.

## Program Objectives

Graduates of the certificate program will be able to:

- Understand and discuss the Six Sigma terminology and key concepts
- Identify the phases of the DMAIC methodology
- Develop a process map
- Understand the inputs and outputs of a process
- Define a plan to apply Six Sigma in their daily workplace activities
- Relate Six Sigma concepts to overall business mission and objectives
- Work with Green Belt and Black Belt practitioners

## Who Should Attend

- CEOs
- Vice presidents
- Managers
- Department directors
- Individuals working in a Six Sigma environment
- Six Sigma project managers

## Eligibility

There are no prerequisites for admittance to this program.

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Mimi Lawson, 657.278.3313, [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu)

### Course Schedule - Six Sigma, Yellow Belt

CLASS	Spring 2010	Fall 2010
Introduction to Six Sigma Yellow Belt	F	G
Using Process Improvement in Six Sigma Yellow Belt	F	G
Process Improvement Projects	F	G
F Fullerton G Garden Grove		

## The Classes

### Introduction to Six Sigma Yellow Belt

SECS 6351 (0.9 CEUs/9 hours)

**Prerequisite:** none. This course is an introduction to basic Six Sigma methodologies. Material discussed in the course will assist students in understanding their role as Six Sigma team members and the impact their responsibilities may have on the Six Sigma team and ultimately on organizational objectives. A project, designed to be accomplished over the duration of the certificate, will be an integral part of the educational experience.

**Textbook/Materials:** Required - 1. Six Sigma the Breakthrough Management Strategy Revolutionizing the World's Top Corporations (10-digit ISBN 0385494386 or 13-digit ISBN 9780385494380). Recommended: Smart Draw www.smartdraw.com. See "Purchase of Textbooks."

**Lecture:** 8:30 a.m.-1 p.m., Sa, 2/20-2/27, Fullerton H 323, 2 mtgs

**Instructor:** T. Calhoon, Senior Systems Administrator, Orange County Health Care Agency

**Class:** E103-19418W **Fee:** \$250

### Using Process Improvement in Six Sigma Yellow Belt

SECS 6353 (0.9 CEUs/9 hours)

**Prerequisite:** *Introduction to Six Sigma Yellow Belt*. The primary function of the Six Sigma Yellow Belt team member will be to work on process improvement. To accomplish this you need to understand the definition of process improvement, how it fits into the Six Sigma methodologies, how to identify a process and how to map a process. Application of these skills will assist in establishing the Yellow Belt as an integral contributing member of the Six Sigma team whose focus is on process improvement.

**Textbook/Materials:** Required - 1. Six Sigma the Breakthrough Management Strategy Revolutionizing the World's Top Corporations (10-digit ISBN 0385494386 or 13-digit ISBN 9780385494380).

Recommended: Smart Draw www.smartdraw.com. See "Purchase of Textbooks."

**Lecture:** 8:30 a.m.-1 p.m., Sa, 3/6-3/13, Fullerton H 323, 2 mtgs

**Instructor:** T. Calhoon, Senior Systems Administrator, Orange County Health Care Agency

**Class:** E103-19419W **Fee:** \$250

### Process Improvement Projects

SECS 6356 (0.6 CEUs/6 hours)

**Prerequisite:** *Using Process Improvement in Six Sigma Yellow Belt*. Participants in the Six Sigma Yellow Belt courses will present their process improvement projects. Projects, which are chosen by the students with input from the instructor, focus on processes from their respective organizations. The learning experience will be enhanced as the instructors/peers critique and discuss the presentations.

**Textbook/Materials:** Required - 1. Six Sigma the Breakthrough Management Strategy Revolutionizing the World's Top Corporations (10-digit ISBN 0385494386 or 13-digit ISBN 9780385494380).

Recommended: Smart Draw www.smartdraw.com. See "Purchase of Textbooks."

**Lecture:** 8 a.m.-3 p.m., Sa, 3/20, Fullerton H 323, 1 mtg

**Instructor:** T. Calhoon, Senior Systems Administrator, Orange County Health Care Agency

**Class:** E103-19420W **Fee:** \$165

# Lean Six Sigma Green Belt

## HANDS-ON

### The Program

Lean Six Sigma is a quantitative process that promotes improved effectiveness and efficiency in an organization. It is a quality improvement methodology structured to reduce product or service failure rates to a negligible level (roughly 3.4 failures per million opportunities). To achieve these levels, it encompasses all aspects of business, including management, service delivery, design, production and customer satisfaction.

The term Lean Six Sigma has come to imply a business culture of strategies, tools, and statistical methodologies to improve the bottom line. Lean Six Sigma characteristics include operating processes under statistical control, controlling input process variables (rather than the usual output product variables), maximizing equipment uptime and optimizing cycle time.

Even in administrative processes, Lean Six Sigma may result in the reduction of cycle time during work. But more importantly, it can also optimize response time to inquiries, maximize the speed and accuracy with which inventory and materials are supplied, and mistake-proof support processes from errors, inaccuracies and inefficiency.

Standardizing a methodology to achieve Lean Six Sigma allows you to focus on reducing the standard deviation within individual processes rather than obsessing over method. This standardization creates a common language and a common cause throughout the value stream.

This program provides participants with a thorough exposure to the tools and methods that are necessary to successfully lead and contribute to Lean Six Sigma projects. In the foundation of the Lean Six Sigma Green Belt training, students are given the tools to identify improvement projects, measure results, and analyze performance data.

The Certificate in Lean Six Sigma Green

Belt consists of two required courses totaling 80 hours of lecture and discussion. 8.0 Continuing Education Units will be awarded to the certificate graduate.

### Program Objectives

On completion of this program, you will have the knowledge and skills to apply Lean Six Sigma tools to your organization. Expected outcomes include your development of:

- The ability to use statistical problem-solving approaches for process improvement
- The skills needed to transform processes using Lean Six Sigma
- The ability to use Value Stream Mapping to identify processes needing improvement
- The know-how to eliminate defects and thereby optimize process flow
- The skills to define and use the appropriate tools to address process problems

### Who Should Attend

- Department directors and managers
- Operations supervisors, leads and others who may be asked to contribute to a project
- Chief Operating Officers
- Chief Executive Officers
- Quality administrators
- Consultants who want to incorporate Lean Six Sigma Green Belt in their service offerings
- Individuals seeking practical skills in Lean Six Sigma
- Anyone who needs an initial introduction to Lean Six Sigma thinking and techniques

## Eligibility

The program is open to all interested persons who possess at least a high school diploma. It is recommended that students have one year of high school or college algebra.

### For More Information

www.csufextension.org/classes/certificate or contact Mimi Lawson, 657.278.3313, mlawson@fullerton.edu

## The Classes

### Lean Six Sigma Green Belt

SECS 6428 (4 CEUs/40 hours)

*Prerequisite: none, however it is recommended that students have one year of high school or college algebra.* This course will consist of lecture, discussion, and hands-on simulation experiences. You will learn Lean concepts and how they fit into the Six Sigma framework. The DMAIC (Define, Measure, Analyze, Improve and Control) methodology will be emphasized. Students will learn how to use the DMAIC methodologies to improve the capabilities of an existing process. Other topics include: how to separate value-added from non-value-added, and eliminating the root causes of inefficiency, cost and defects.

**G Lecture:** 6:30-9:30 p.m., Th, 2/18-3/18; 8:30 a.m.-2:30 p.m., Sa, 2/20-3/20, Garden Grove 259, 10 mtgs

**Instructor:** T. Smagala, Engineering Specialist, B. Braun, Inc.

**Class:** E103-19425W      **Fee:** \$1,595

*Please be advised that a User name and Password are required to access the computers in this class. See "Computer Access" in "General Information/Policies" for more information.*

### Lean Six Sigma Green Belt Plus

SECS 6429 (4 CEUs/40 hours)

*Prerequisite: Lean Six Sigma Green Belt.* Green Belts play a vital role within a Six Sigma initiative as they learn to contribute to the Black Belt's efforts of data collection, analysis and process mapping. You will work with Minitab, a software package utilized in statistical and graphical analysis. One-on-one time with the instructor coupled with project presentation gives you an understanding of Lean and Six Sigma applications and increases learning opportunities. Completion of this course will enable you to complete simple projects within your organization.

**G Lecture:** 8:30 a.m.-2:30 p.m., Sa, 3/27-5/22 (no mtgs 4/3), Garden Grove 259, 8 mtgs

**Instructor:** T. Smagala, Engineering Specialist, B. Braun, Inc.

**Class:** E103-19426W      **Fee:** \$1,595

*Please be advised that a User name and Password are required to access the computers in this class. See "Computer Access" in "General Information/Policies" for more information.*

### Course Schedule - Lean Six Sigma, Green Belt

CLASS	Spring 2010	Fall 2010
Lean Six Sigma Green Belt Training	<b>G</b>	<b>G</b>
Lean Six Sigma Green Belt Plus Training	<b>G</b>	<b>G</b>

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# Six Sigma, Black Belt

## HANDS-ON

### The Program

What is Six Sigma? It is a quality management methodology that uses data and statistical analysis to eliminate defects and improve effectiveness and efficiency. Six Sigma relies on both Green Belts and Black Belts who each have a role in the successful completion of a project.

Being able to implement Six Sigma methodology is a highly marketable skill that is in demand in many industries. Black Belts are at the core of every Six Sigma project. They are the leaders who have an advanced understanding of the methodology and analytical tools used in Six Sigma. The ultimate goal of Black Belts is to promote the implementation of Six Sigma quality improvement strategies throughout the organization.

Both classes in the Green Belt Certificate are prerequisites for the Certificate in Six Sigma Black Belt, because those classes provide a critical foundation.

You will take your knowledge to the next level in Black Belt training. You will develop and complete a project that will benefit your company, while discovering the tremendous value of Six Sigma methodology. Six Sigma can make all the difference when used to: reduce the cycle time during production, optimize response time to inquiries, maximize the speed and accuracy of the supply chain, and “mistake-proof” support processes.

Please Note: Students who have completed both Six Sigma Green Belt classes at Cal State University, Fullerton will receive a 10% discount off the price of each Six Sigma Black Belt class. Contact Mimi Lawson at 657.278.3313 or email [mlawson@fullerton.edu](mailto:mlawson@fullerton.edu) for more information.

The Awarding of Certificates: After completion of Six Sigma Advanced Statistical Techniques and Processes, a certificate of attendance will be awarded to Black Belt students. After the successful

completion of the approved project (which needs to be completed within a year), a Black Belt Certificate will be awarded. The certificate graduate will receive 8.0 Continuing Education Units (CEUs).

### Program Objectives

Graduates of the Six Sigma certificate program will be able to:

- Be integral to Six Sigma projects
- Understand and explain the concepts of Six Sigma
- Identify the voice of the customer, their needs and requirements
- Use statistics to analyze, improve and control processes
- Validate measurement systems
- Implement process control systems

### Who Should Attend

- Operations supervisors, leads, and other individual contributors
- Human resource supervisors and managers
- Engineering administrators
- Consultants who want to incorporate Six Sigma, Black Belt in their service offerings
- Individuals seeking practical skills in Six Sigma, Black Belt
- Persons wanting an introduction to Six Sigma thinking and techniques
- Quality administrators

### Eligibility

The program is open to all interested persons who possess at least a high school diploma and have completed the Lean Six Sigma Green Belt Plus class. One year of high school or college algebra and some experience in a quality-related job are recommended.

## For More Information

www.csufextension.org/classes/certificate or  
 contact Mimi Lawson, 657.278.3313,  
 mlawson@fullerton.edu

## The Classes

### Six Sigma Black Belt, Application of Statistical Techniques

SECS 5015 (4 CEUs/40 hours)

**Prerequisite:** *Lean Six Sigma Green Belt Plus or equivalent.* This course will consist of lecture, discussion, and hands-on simulation experience. The focus of this course is on discovering variable relationships between the “vital few”, establishing operating tolerances on them, validating measurement systems, determining the ability to control the “vital few” and learning to implement process control systems.

**Textbook/Materials:** Required - Minitab 15 Student version. Please contact the program coordinator at 657.278.3313 for details.

**🕒 Lecture:** 8 a.m.-5 p.m., WThF, 2/25-3/5, Garden Grove 259, 5 mtgs

**Instructor:** G. Mavrovouniotis, Ph.D., Consultant, Master Black Belt

**Class:** E103-19388W **Fee:** \$2,050

*Please be advised that a User name and Password are required to access the computers in this class. See “Computer Access” in “General Information/Policies” for more information.*

### Six Sigma Black Belt, Advanced Statistical Techniques and Processes

SECS 5016 (4 CEUs/40 hours)

**Prerequisite:** *Six Sigma Black Belt, Application of Statistical Techniques.* Black Belts play a vital role within a Six Sigma initiative as they learn to supervise the Green Belts efforts of data collection and analysis and process mapping. This course will provide students with advanced tools and approaches to further enhance the process of using the DMAIC methodology. Student project presentation to the entire class will be re-evaluated using the additional techniques learned during this course.

**Textbook/Materials:** Required - Minitab 15 Student version. Please contact the program coordinator at 657.278.3313 for details.

**🕒 Lecture:** 8 a.m.-5 p.m., WThF, 5/13-5/21, Garden Grove 259, 5 mtgs

**Instructor:** G. Mavrovouniotis, Ph.D., Consultant, Master Black Belt

**Class:** E103-19390W **Fee:** \$2,050

*Please be advised that a User name and Password are required to access the computers in this class. See “Computer Access” in “General Information/Policies” for more information.*

## Course Schedule - Six Sigma, Black Belt

CLASS	Spring 2010	Spring 2011
Six Sigma Black Belt, Application of Statistical Techniques	🕒	🕒
Six Sigma Black Belt, Advanced Statistical Techniques and Processes	🕒	🕒

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# Electronic Discovery

## The Program

Electronic Discovery is the process by which companies produce and obtain electronically stored information (ESI) as part of the civil litigation process. In 2006, the United States Supreme Court approved new rules and amendments to the Federal Rules of Civil Procedure which address the disclosure and discovery of electronically stored information. In addition, California's Assembly Bill 5 was passed in June of 2009. The Electronic Discovery Act addresses the handling of ESI and effects local and state courts discovery process.

Many companies are not prepared for electronic discovery issues. Company executives, IT personnel, attorneys, paralegals, litigation support professionals and legal service bureau's must have a thorough understanding of the rules and procedures to better assist their company or client through electronic discovery issues. Learn from subject matter experts who have worked with some of the nation's premier law firms and corporations on actual cases and projects.

This certificate program will provide participants with the necessary knowledge and skills to lead an organization through the intricacies of the electronic discovery process. The programs objectives are to provide practical and relevant education about the litigation process, the federal rules, the discovery workflow and the various forms of production, and how to manage an electronic discovery case.

The Certificate in Electronic Discovery consists of five required courses totaling 47 hours of lecture and discussion. 4.7 Continuing Education Units will be awarded to the certificate graduate.

### Program Objectives

Graduates of this program will be able to:

- Demonstrate an understanding of the history and future of electronic discovery
- Identify and discuss the federal rules and current case law
- Demonstrate an understanding of the litigation process
- Identify and describe the various forms of production
- Understand the role of computer forensics in the discovery process
- Identify managerial strategies that can ensure defensible results

### Who Should Attend

- Paralegals
- Litigation support professionals
- IT personnel
- Records Managers
- Business executives
- New associates
- Computer forensic examiners

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Veronica Martinez, 657.278.3123, [vmartinez@fullerton.edu](mailto:vmartinez@fullerton.edu)

### Course Schedule - Electronic Discovery

CLASS	Spring 2010	Fall 2010
Discovering the Litigation Process	G	G
Understanding Electronic Discovery	G	G
Form of Production	G	G
Forensics within Electronic Discovery	G	G
Electronic Discovery Case Management	G	G

G Garden Grove

## The Classes

### Discovering the Litigation Process

SECS 6264 (0.8 CEUs/8 hours)

*Prerequisite: none.* Electronic discovery is directly related to the legal industry; therefore, it is imperative that all stakeholders involved in the process of electronic discovery understand the litigation process. Explore the process of civil litigation with a focus on the discovery component. You will gain an understanding of rules and case law that provide the foundation of electronic discovery and the legal ethics involved throughout the process.

**🕒 Lecture:** 9 a.m.-6 p.m., Sa, 2/20, Garden Grove 257, 1 mtg

**Instructor:** C. Lynn, III, Attorney, Ryley Carlock & Applewhite

**Class:** E103-19414A      **Fee:** \$275

### Understanding Electronic Discovery

SECS 6263 (0.8 CEUs/8 hours)

*Prerequisite: none.* Electronic discovery has reached new heights with its addition to the Federal Rules of Civil Procedure. Electronic discovery is a major priority in business management as companies push technology to enhance record keeping and business communication. You will learn about the importance of electronic discovery, understanding the new federal rules, and the key elements of the electronic discovery process.

**🕒 Lecture:** 9 a.m.-6 p.m., Sa, 2/27, Garden Grove 159, 1 mtg

**Instructor:** C. Lynn, III, Attorney, Ryley Carlock & Applewhite

**Class:** E103-19413A      **Fee:** \$275

### Form of Production

SECS 6265 (0.8 CEUs/8 hours)

*Prerequisite: none.* Data volumes and sources of corporate data have grown exponentially in the last few years. Embracing available technology to help case teams work through Terabytes of data on their cases has become paramount in managing case budgets and mitigating risk. This program will address data management, retrieval and search technologies, as well as forms of production. You will walk through practical case scenarios and work through defensible and efficient data culling, review and production phases. You will gain an understanding of terminology such as Native files, TIFFs, PDFs, OCR, and Metadata as it relates to forms of electronically stored information.

**🕒 Lecture:** 9 a.m.-6 p.m., Sa, 3/6, Garden Grove 258, 1 mtg

**Instructor:** D. Roselli, Vice President, Reveal

**Class:** E103-19415A      **Fee:** \$275

*Please be advised that a User name and Password are required to access the computers in this class. See "Computer Access" in "General Information/Policies" for more information.*

## Forensics within Electronic Discovery

SECS 6266 (0.8 CEUs/8 hours)

*Prerequisite: none.* The forensic process of electronic discovery centers on the legal aspects of data preservation and the data collection process. Examine the various elements of how computer forensics drives electronic discovery. You will gain a working knowledge of how computer forensics discovers electronic evidence and the proper way to gather, handle, and store electronically stored information. You will learn the terminology needed to enhance communication in this technical field.

**🕒 Lecture:** 9 a.m.-6 p.m., Sa, 3/20, Garden Grove 258, 1 mtg

**Instructor:** J. Weiss, Senior Computer Forensic Examiner and Supervisor, FBI Computer Analysis Response Team, Los Angeles

**Class:** E103-19416A      **Fee:** \$275

*Please be advised that a User name and Password are required to access the computers in this class. See "Computer Access" in "General Information/Policies" for more information.*

## Electronic Discovery Case Management

SECS 6267 (1.5 CEUs/15 hours)

*Prerequisite: none.* A well managed electronic discovery process can save companies a tremendous amount of time and money. A great deal is at stake in civil cases; therefore, it is extremely important that professionals managing ediscovery projects, formally or informally, are well prepared. Examine the various elements of managing the review process of an electronic discovery case. You will learn how to prepare for review, to choose and manage review tools and vendors, and to supervise reviewers. Through a class project, participants will have the opportunity to integrate and use the knowledge acquired to plan a simulated electronic discovery case. Discussions will also focus on strategies to ensure defensible results. Course covers an overview of the Federal Rules of Civil Procedure relating to electronically stored information and the practical application of the rules, the Sedona Conference principles, the Electronic Discovery Reference Model, and the EDRM Evergreen Project Management Framework.

**🕒 Seminar:** 8 a.m.-4:30 p.m., SaSu, 4/10-4/11, Garden Grove 258, 2 mtgs

**Instructor:** V. Edelman, Director of Training and Development, Web Service, Encore Legal Solutions

**Class:** E103-19417A      **Fee:** \$385

*Please be advised that a User name and Password are required to access the computers in this class. See "Computer Access" in "General Information/Policies" for more information.*

# Effective Employee Management for Managers

ONE-SEMESTER PROGRAM

## The Program

“Small businesses that implement Effective Employee Management Strategies experience a 23.3% higher profit growth and a reduction in employee turnover by 66.8%,” according to a study from Cornell University and the Gevity Institute.

The Certificate in Effective Employee Management for Managers will give you the tools to implement and practice such a strategy at your company. The program examines 12 major topics with one three-hour, evening session devoted to each topic.

This program has enjoyed great popularity among the Orange County business community. Classroom lectures and out-of-class readings focus on current theory, and are integrated with case studies and role-playing exercises.

The certificate in Effective Employee Management for Managers consists of twelve classes totaling 36 hours of lecture and hands-on exercises.

The certificate graduate will receive 3.6 Continuing Education Units (CEUs).

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Kristyn Hursh, 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

## The Classes

### Communication Skills for Leaders

SBAE 4867 (0.3 CEUs/3 hours)

*Prerequisite: none.* You will learn and practice techniques that will enable you to communicate effectively. Areas of focus include how to give criticism effectively and how to counsel employees with work problems as well as personal problems they bring to work. You will learn how to overcome the barriers to effective listening.

**🕒 Lecture:** 7-10 p.m., W, 2/17, Garden Grove TBA, 1 mtg

**Instructor:** A. Nicholson Jr., Attorney and Counselor at Law

**Class:** E103-19274Z **Fee:** \$95

### The Art of Motivating Employees

SBAE 4866 (0.3 CEUs/3 hours)

*Prerequisite: none.* This seminar focuses on providing a comprehensive strategy for motivating employees through the following topics: key needs that motivate employee behavior, rewards in the business environment to meet these needs, successful programs to match employee needs and organizational rewards, and sustaining motivation over the long haul.

**🕒 Lecture:** 7-10 p.m., W, 2/24, Garden Grove TBA, 1 mtg

**Instructor:** K. Mink Salas

**Class:** E103-19272Z **Fee:** \$95

### Selecting, Orienting, and Coaching Employees Effectively

SBAE 4869 (0.3 CEUs/3 hours)

*Prerequisite: none.* You will learn how to conduct selection interviews, orient employees who are beginning new positions, and coach employees to improve their performances.

**🕒 Lecture:** 7-10 p.m., W, 3/3, Garden Grove 151, 1 mtg

**Instructor:** M. Irion, HR Consultant

**Class:** E103-19278Z **Fee:** \$95

## Building Teamwork in Organizations

SBAE 4856 (0.3 CEUs/3 hours)

*Prerequisite: none.* You will learn the eight key factors of team effectiveness and how to achieve them. These include: effectively leading groups through the three phases of normal work group evolution, the five key roles necessary for optimum team performance, and to creating successful self-directed work groups.

**🕒 Lecture:** 7-10 p.m., W, 3/10, Garden Grove TBA, 1 mtg

**Instructor:** S. Albrecht, DBA, President, The Baron Center

**Class:** E103-19266Z      **Fee:** \$95

## Win-Win Strategies for Managing Politics, Conflict, and Problem Employees

SBAE 4870 (0.3 CEUs/3 hours)

*Prerequisite: none.* You will learn how to negotiate personnel disputes and resolve conflicts. In addition, you will learn how to problem-solve for win-win solutions and recognize and respond to problem employees. You will also address how to improve relationships with supervisors, co-workers, and subordinates.

**🕒 Lecture:** 7-10 p.m., W, 3/17, Garden Grove TBA, 1 mtg

**Instructor:** A. Nicholson Jr., Attorney and Counselor at Law

**Class:** E103-19280Z      **Fee:** \$95

## Effective Goal Setting and Performance Appraisals

SBAE 4865 (0.3 CEUs/3 hours)

*Prerequisite: none.* Learn to set goals and manage by objectives. The class will focus on the tools and rules for achieving a good appraisal, and how to conduct effective appraisal interviews.

**🕒 Lecture:** 7-10 p.m., W, 3/24, Garden Grove 151, 1 mtg

**Class:** E103-19270Z      **Fee:** \$95

## New Developments in Disciplining and Terminating Employees Legally

SBAE 4868 (0.3 CEUs/3 hours)

*Prerequisite: none.* Topics for discussion include differences between union and non-union organizations and how to conduct due process. Other areas addressed are how to present oral/written reprimands, discipline without punishment, and writing employee handbooks and employment "at will" clauses legally.

**🕒 Lecture:** 7-10 p.m., W, 4/7, Garden Grove TBA, 1 mtg

**Instructor:** A. Nicholson Jr., Attorney and Counselor at Law

**Class:** E103-19276Z      **Fee:** \$95

## Advanced Speaking and Listening Skills for Leaders

SBAE 4874 (0.3 CEUs/3 hours)

*Prerequisite: none.* Learn how to speak more effectively in one-on-one encounters and before medium- and large-size groups. You will be able to increase listening efficiency through properly interpreting the non-verbal communication of others, and to communicate assertively but non-defensively.

**🕒 Lecture:** 7-10 p.m., W, 4/14, Garden Grove TBA, 1 mtg

**Class:** E103-19287Z      **Fee:** \$95

## Effective Time and Stress Management

SBAE 4864 (0.3 CEUs/3 hours)

*Prerequisite: none.* This seminar is designed to help you learn how to work smarter, avoid burnout, set priorities, and organize and schedule activities. You will learn to overcome procrastination, reduce interruptions, and apply useful strategies for managing stress immediately.

**🕒 Lecture:** 7-10 p.m., W, 4/21, Garden Grove 151, 1 mtg

**Instructor:** M. Irion, HR Consultant

**Class:** E103-19268Z      **Fee:** \$95

## Effective Leadership Decision Making

SBAE 4873 (0.3 CEUs/3 hours)

*Prerequisite: none.* You will learn whether a team leadership style or a contingency leadership style is most effective for you. Hands-on activities use real life situations to enhance understanding of potential problems and help in the identification of solutions.

**G Lecture:** 7-10 p.m., W, 4/28, Garden Grove TBA, 1 mtg

**Instructor:** K. Mink Salas

**Class:** E103-19286Z **Fee:** \$95

## How to Make More Creative and Ethical Decisions

SBAE 4872 (0.3 CEUs/3 hours)

*Prerequisite: none.* By confronting a wide variety of humorous, entertaining and difficult ethical problem situations, you will exercise your “heart” and right brain decision making ability.

**G Lecture:** 7-10 p.m., W, 5/5, Garden Grove TBA, 1 mtg

**Class:** E103-19284Z **Fee:** \$95

## How to Achieve Customer Service Excellence

SBAE 4871 (0.3 CEUs/3 hours)

*Prerequisite: none.* Learn how to develop a customer service strategy, provide the necessary leadership to foster a service-oriented culture, and measure customer service before and after the sale. You will also focus on how to establish supportive personnel policies, and design for top quality as perceived by the customer.

**G Lecture:** 7-10 p.m., W, 5/12, Garden Grove 151, 1 mtg

**Instructor:** M. Irion, HR Consultant

**Class:** E103-19282Z **Fee:** \$95

### Course Schedule-Effective Employee Management for Managers

CLASS	Spring 2010	Fall 2010
Communication Skills for Leaders	<b>G</b>	<b>G</b>
The Art of Motivating Employees	<b>G</b>	<b>G</b>
Selecting, Orienting, and Coaching Employees Effectively	<b>G</b>	<b>G</b>
Building Teamwork in Organizations	<b>G</b>	<b>G</b>
Win-Win Strategies for Managing Politics, Conflict, and Problem Employees	<b>G</b>	<b>G</b>
Effective Goal Setting and Performance Appraisals	<b>G</b>	<b>G</b>
New Developments in Disciplining and Terminating Employees Legally	<b>G</b>	<b>G</b>
Advanced Speaking and Listening Skills for Leaders	<b>G</b>	<b>G</b>
Effective Time and Stress Management	<b>G</b>	<b>G</b>
Effective Leadership Decision Making	<b>G</b>	<b>G</b>
How to Make More Creative and Ethical Decisions	<b>G</b>	<b>G</b>
How to Achieve Customer Service Excellence	<b>G</b>	<b>G</b>

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# Project Management

## The Program

Would you like to develop a portfolio that demonstrates and validates your project management knowledge and capabilities? In the Project Management Certificate classes, experienced project managers will guide you step-by-step through all aspects of the completion of a "virtual project". This project begins in the first class of the Certificate in Project Management Certificate and goes through the final class.

The focus of the Project Management Certificate is the application of knowledge, and interpersonal skills along with the project management cycle. The certificate program is offered in collaboration with the Project Management Institute (PMI), Orange County Chapter, Inc.

On completion of the final class, you will have a substantial portfolio that includes all aspects of your work managing the virtual project. Several certificate graduates report successfully using this portfolio to help them get project management jobs.

The Certificate in Project Management Certificate consists of six required courses totaling 81 hours. The certificate graduate will receive 8.1 Continuing Education Units (CEUs).

**Textbook/Materials:** Required - A Guide to the Project Management Body of Knowledge, 4th edition (ISBN 9781933890517). Recommended - Project Management: A Managerial Approach, 7th edition (ISBN 9780470226216). See "Purchase of Textbooks."

## Program Objectives

Graduates of the certificate program will have a project portfolio to validate their knowledge and be able to:

- Understand what a project is
- Develop a project plan
- Understand how to assure the quality of the project
- Communicate effectively to stakeholders
- Develop a reasonable/achievable schedule
- Manage cost and resources
- Measure project progress/deliverables/performance
- Achieve project goals
- Present project outcomes to managers/executives

## Program Feature

Instructors are highly qualified experts in the industry with theoretical knowledge and practical project management experience.

## Who Should Attend

- Individuals who are considering project management as a career choice
- Newly appointed project managers, leaders or schedulers wanting to gain skills
- Managers and supervisors responsible for organizational projects
- Project team members, coordinators, analysts and sponsors
- Program and product managers

## Eligibility

The classes in the program are open to anyone who meets the stated prerequisites for each class.

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Denelle Pankratz, 657.278.2605, [dpankratz@fullerton.edu](mailto:dpankratz@fullerton.edu)

## The Classes

### Project Management Overview

SBAE 5119 (1.2 CEUs/12 hours)

*Prerequisite: none.* Management experts estimate that as much as 50 percent of work is done in the form of a project. However, many managers have had no formal experience or training in the field. Consequently, projects may have no clear starting or ending point. But even more importantly they may have no clear definition of what is to be accomplished, the time constraints or the budget. Overview of Project Management is designed to help you develop an understanding of the field of project management and terminology peculiar to the project management field. You will also begin to discuss project management processes.

**Textbook/Materials:** see program information.

**ⓐ Lecture:** 6:30-9:30 p.m., W, 2/17-2/24, Garden Grove 151; 6:30-9:30 p.m., M, 2/22-3/1, Garden Grove 253, 4 mtgs

**Class:** E103-19291W      **Fee:** \$385

### Managing Procurement, Planning and Risk in Projects

SBAE 5772 (1.5 CEUs/15 hours)

*Prerequisite: Project Management Overview.* Developing a project plan, which may go through several iterations, should result in a coherent document that includes strategic planning and can be used to guide both the project execution and project control. Project planning must be systematic, flexible enough to handle unique activities, disciplined and capable of accepting multifunctional inputs. Planning must be performed throughout the life of the project and must completely define all work required. Project procurement involves identifying and managing the supply chain successfully while also administering the contracts. Managing risk factors occurs throughout the project with the objective of increasing positive events and minimizing the impact of negative events.

**Textbook/Materials:** see program information.

**ⓐ Lecture:** 6:30-9:30 p.m., M, 3/8-3/22, Garden Grove TBA; 6:30-9:30 p.m., W, 3/10-3/17, Garden Grove 151, 5 mtgs

**Class:** E103-19301W      **Fee:** \$480

### Course Schedule - Project Management

CLASS	Spring 2010	Summer 2010	Fall 2010
Project Management Overview	ⓐ		ⓐ
Managing Procurement, Planning and Risk in Projects	ⓐ		ⓐ
Managing Quality and Communications in Projects	ⓐ		ⓐ
Project Management Skills in Time and Cost Management	ⓐ		ⓐ
Project Execution and Control: Putting it all Together	ⓐ		ⓐ
Project Evaluation and Closure		ⓐ	ⓐ
Project Management Tools including MS Project (Elective)			ⓐ

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## Managing Quality and Communications in Projects

SBAE 5122 (1.5 CEUs/15 hours)

*Prerequisite: Managing Procurement, Planning and Risk in Projects.* Project quality management includes all the planned and systematic activities required to ensure that the project will meet the objectives for which it was undertaken and includes quality planning, quality assurance and quality control. Communications management ensures timely and appropriate generation, collection, dissemination, storage and ultimate disposition of project information. It also provides the critical link among people, ideas and information. The impact that quality and communications management have on a project will be discussed.

**Textbook/Materials:** see program information.

🕒 **Lecture:** 6:30-9:30 p.m., M, 4/5-4/19, Garden Grove 253; 6:30-9:30 p.m., W, 4/7-4/14, Garden Grove 151, 5 mtgs

**Class:** E103-19293W      **Fee:** \$480

## Project Management Skills in Time and Cost Management

SBAE 5121 (1.5 CEUs/15 hours)

*Prerequisite: Managing Quality and Communications in Projects.* Project time management involves sequencing of all project activities to support the development of a realistic and achievable schedule. Project cost management ensures that the project is completed within the approved budget and is primarily concerned with the cost of the resources needed to complete project activities.

**Textbook/Materials:** see program information.

🕒 **Lecture:** 6:30-9:30 p.m., M, 4/26-5/10, Garden Grove 253; 6:30-9:30 p.m., W, 4/28-5/5, Garden Grove 151, 5 mtgs

**Class:** E103-19292W      **Fee:** \$480

## Project Execution and Control: Putting it all Together

SBAE 5188 (1.5 CEUs/15 hours)

*Prerequisite: Project Management Skills in Time and Cost Management.* Controlling activities in project management consists of measuring progress toward project objectives, evaluating what needs to be done and taking the necessary corrective action. Project managers are responsible for ensuring accomplishment of organizational goals and objectives. Project execution involves the implementation and carrying out (through others) of the approved project plans that are necessary to achieve or exceed objectives. Project execution and control will be topics of discussion in this class.

**Textbook/Materials:** see program information.

🕒 **Lecture:** 6:30-9:30 p.m., M, 5/17, Garden Grove 253; 6:30-9:30 p.m., MW, 5/19-6/2 (no mtgs 5/31), Garden Grove 151, 5 mtgs

**Class:** E103-19294W      **Fee:** \$480

## Project Evaluation and Closure

SBAE 4820 (0.9 CEUs/9 hours)

*Prerequisite: completion of the five previous classes in this certificate program.* This class addresses document retention and project closure. Archiving documents on completion of each phase of the project facilitates the retention of vital information, including documents that: record/analyze project performance; show customer requirements and deliverables; and/or provide important project details.

*See course schedule for next offering.*

## ELECTIVE

### Project Management Tools including MS Project

SBAE 5123 (1.8 CEUs/18 hours)

*Prerequisite: basic computer skills.* A variety of tools can be used to track projects in an organization. Learn to utilize software that can produce charts and reports and support critical paths can greatly simplify the work of a project manager managing complex projects. *See course schedule for next offering.*

# Supply Chain Management

## The Program

Learn how to effectively and efficiently manage the activities of the supply chain, and prepare yourself for an in-demand career with solid earning potential. Supply chain management is defined as the process of managing materials, information and financial flows in a network of suppliers, manufacturers, distributors, and customers. The coordination and integration of these flows is critical.

This program is designed to help you understand the importance of the supply chain, the role it plays in an organization's strategic development and the need for accurate inventory management techniques. You will also learn about supplier relationship management, procuring from international resources and working with diverse cultures.

The Certificate in Supply Chain Management consists of six courses totaling 120 hours of lecture and hands-on experience. The certificate graduate will receive 12.0 Continuing Education Units.

### Program Objectives

Graduates of the certificate program will be able to:

- Understand the importance of the supply chain and the particular activities in that chain
- Improve the effectiveness of a supply chain and the associated activities
- Understand the role supply chain plays in an organization's strategic development

- Identify the need for and methods of accurate inventory management techniques within the supply chain
- Provide an in-depth analysis of the logistical distribution activities in the supply chain and the role technology tools play in the process
- Analyze the basic elements and strategies of supplier relationship management from a customer service perspective
- Implement techniques to better manage the supply chain
- Have a familiarity with difficulties encountered when procuring from international sources
- Understand and work with diverse cultures

### Who Should Attend

- Warehousing supervisors and managers
- Traffic/transportation supervisors and managers
- Shipping/receiving clerks and supervisors
- Purchasing managers and buyers
- Inventory analysts and managers
- Supply and demand planners

### For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Denelle Pankratz, 657.278.2605, [dpankratz@fullerton.edu](mailto:dpankratz@fullerton.edu)

## Course Schedule - Supply Chain Management

CLASS	Spring 2010	Summer 2010	Fall 2010
Introduction to Purchasing and Supply Chain Management			G
Inventory Control and Management in the Supply Chain			G
Supply Chain Logistics	G		
Customer and Process Management in the Supply Chain	G		
Introduction to Global Supply Chain Procurement	G		
Supply Chain Management: Design & Optimization		G	

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## The Classes

### Introduction to Purchasing and Supply Chain Management

SBAE 5297 (2.4 CEUs/24 hours)

*Prerequisite: none.* This class is an in-depth study of purchasing and materials activities in the supply chain. You will gain a working knowledge of techniques used to improve the effectiveness of these activities as well as their interactions with other functions and companies. You will learn about supplier selection and development, contract administration, negotiation, commodity analysis, just-in-time purchasing, scrap disposal, international sourcing, and the need for coordination with other functions and activities along the supply chain.

*See course schedule for next offering.*

### Inventory Control and Management in the Supply Chain

SBAE 5298 (2.1 CEUs/21 hours)

*Prerequisite: none.* Gain a comprehensive understanding of the need for and methods of accurate inventory management techniques within the supply chain. You will learn methods for determining inventory levels, safety stocks and reorder points. You will also acquire a working knowledge of warehousing and logistics, and learn how to analyze material flow through the supply chain.

*See course schedule for next offering.*

### Supply Chain Logistics

SBAE 5299 (2.1 CEUs/21 hours)

*Prerequisite: none.* This class is an in-depth study of the logistical distribution activities in the supply chain: order entry and picking, transportation, and warehousing. You will learn the nature and steps of the order entry process and the use of technology tools. Discussions focus on warehousing alternatives, transportation and traffic management, types of carriers, and financial and legal issues. You also learn the current trends in this area including outsource alternatives, using 3PL and 4PL, the latest software tools, and technology trends impacting this dynamic industry.

**ⓐ Lecture:** 7-10 p.m., T, 2/2-3/16, Garden Grove 160, 7 mtgs

**Instructor:** R. Elliott, Principal, Business Logistics Systems

**Class:** E103-19295A **Fee:** \$445

### Customer and Process Management in the Supply Chain

SBAE 5301 (2.1 CEUs/21 hours)

*Prerequisite: none.* Analyze the basic elements and strategies of supplier relationships as seen from a customer service perspective. Customer service is considered the catalyst for reorders along the supply chain. You will learn about these concepts from both an operational and managerial approach. Topics include technical innovations (JIT, EDI, MRP) and the critical role customer service plays in developing leading edge organizations.

**ⓐ Lecture:** 7-10 p.m., M, 3/15-5/3 (no mtgs 3/29), Garden Grove TBA, 7 mtgs

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19296A **Fee:** \$445

## Introduction to Global Supply Chain Procurement

SBAE 5302 (0.9 CEUs/9 hours)

*Prerequisite: none.* Develop an overview of international procurement in the Global Supply Chain. You will become familiar with the difficulties encountered when procuring from international sources. Through interactive exercises and case studies, you will gain skills and knowledge in understanding, relating to, and working with people of different and diverse cultures.

🕒 **Lecture:** 7-10 p.m., M, 5/10-5/17, Garden Grove TBA; 7-10 p.m., M, 5/24, Garden Grove 160, 3 mtgs

**Instructor:** M. Fernandez, Jr., Manufacturing Consultant

**Class:** E103-19297A      **Fee:** \$195

## Supply Chain Management: Design & Optimization

SBAE 5300 (2.4 CEUs/24 hours)

*Prerequisite: completion of the five previous classes in this certificate program.* This capstone class includes an overview of the supply chain, activities within the supply chain, and techniques to better manage the supply chain. Through projects and case studies, you will integrate and use the knowledge acquired in the previous courses. You also learn to measure and manage the performance of the supply chain.

*See course schedule for next offering.*

## Fighting Cybercrime

Learn the skills for an exciting career in solving computer-based crime. The **Computer Forensics 1** certificate program consists of five courses and begins in August.

Get hands-on experience using the latest in computer forensic investigation technology.

For more information:

■ Go to [www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) and see the links under Computer Forensics

■ **Questions?** Please contact Veronica Martinez: 657.278.3123, [vmartinez@fullerton.edu](mailto:vmartinez@fullerton.edu)



# Supply Chain Management: Advanced Topics

## The Program

This program has been designed to give you an applied understanding of real-world concepts of the more advanced topics within Supply Chain Management. The Certificate in Supply Chain Management: Advanced Topics is the result of collaboration among an advisory board composed of university professors, professionals with expertise in the field of Supply Chain Management, and University Extended Education.

Supply Chain professionals are looking for more effective techniques to manage cost and improve profit margins. They must identify and capitalize on opportunities to meet executive expectations and optimize the value of their supply chain. This program will help you understand the influences that impact an organization's bottom line and what makes a world-class supply chain organization. You will discover innovative techniques and effective tools to become a strategic player within your organization. Starting with a Lean Supply Chain, moving through a Sustainable Supply Chain and on to a Global Supply Chain, this program reveals how world-class supply chain organizations achieve sustainable results. Real-world practitioners will guide you through projects, case studies, innovative tools and techniques.

The Certificate in Supply Chain Management: Advanced Topics consists of six required courses totaling 51 hours of lecture, lab and discussion. 5.1 Continuing Education Units (CEUs) will be awarded to the certificate graduate.

## Program Objectives

Upon completion of the certificate program, graduates will be able to:

- Identify and implement a more advanced lean supply chain
- Use metrics and advanced tools to analyze, measure and report supply chain performance
- Improve high-performance supplier and partner relationships
- Implement advanced supply chain tools to more effectively compete in global marketplaces
- Improve organizational bottom-line through sustainable initiatives
- Understand how to be a strategic player in order to meet organizational goals and objectives

## Who Should Attend

- Warehousing managers
- Traffic/transportation managers
- Shipping/receiving managers
- Purchasing managers and buyers
- Inventory analysts and managers
- Supply and demand planners
- Chief Operating Officer
- V.P. Supply Chain Management
- Manager of Strategic Planning
- CFO

## Eligibility

This certificate program is designed for the experienced Supply Chain Managers therefore, completion of the Certificate in Supply Chain Management or equivalent experience is highly recommended before starting the program.

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Denelle Pankratz, 657.278.2605, [dpankrat@fullerton.edu](mailto:dpankrat@fullerton.edu)

## The Classes

### Supply Chain Metrics

SBAE 6616 (1.2 CEUs/12 hours)

*Prerequisite: completion of the Certificate in Supply Chain Management or equivalent experience is highly recommended.* Supply Chain measurements or metrics can help management understand how the organization is operating over a given period of time. Tracking metrics allows performance to be reviewed and helps to optimize the supply chain. It allows management to identify problem areas and facilitates comparison with similar companies through industry benchmarking. Since measurements alone are not the solution to weakness, this course will help you implement the corrective actions that are needed to make process and/or system improvements. Using the correct set of metrics can lead to the proper balance between service and cost. Topics will include Lean Accounting, Value, TPM, TPS as well as important tools, techniques and technologies.

**Textbook/Materials:** Recommended - Designing and Managing the Supply Chain, 3rd edition (ISBN 9780072982398). See "Purchase of Textbooks."

**G Lecture:** 7-10 p.m., Th, 3/18-4/15 (no mtgs 4/1), Garden Grove 160, 4 mtgs  
**Instructor:** T. Vercillo, President & CEO, IFMC, Inc.

**Class:** E103-19367A      **Fee:** \$300

### Supply Chain Relationships and Partnerships

SBAE 6617 (0.6 CEUs/6 hours)

*Prerequisite: completion of the Certificate in Supply Chain Management or equivalent experience is highly recommended.* When firms within a supply chain collaborate, it leads to a win-win situation. This course is a comprehensive approach to managing the communications and interactions between the enterprise and its suppliers. You will cover techniques to effectively streamline and make more efficient the interaction between the enterprise and its suppliers through increased process efficiency in acquiring goods and services, managing inventory, and processing of materials. Participants will be introduced to and explore key components and innovations in successful partnership relationships. Topics will include: demand planning, sales forecasting, internal and external partnerships, integration, tools and technology.

**Textbook/Materials:** Recommended - Designing and Managing the Supply Chain, 3rd edition (ISBN 9780072982398). See "Purchase of Textbooks."

**G Lecture:** 7-10 p.m., Th, 4/29-5/6, Garden Grove 160, 2 mtgs

**Instructor:** T. Vercillo, President & CEO, IFMC, Inc.

**Class:** E103-19368A      **Fee:** \$175

### Course Schedule-Supply Chain Management: Advanced Topics

CLASS	Spring 2010	Summer 2010	Fall 2010
Supply Chain Metrics	G		
Supply Chain Relationships and Partnerships	G		
Sustainable Supply Chain	G		
Lean Supply Chain		G	
Global Supply Chain		G	
Supply Chain Strategy			G
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## Sustainable Supply Chain

SBAE 6619 (0.6 CEUs/6 hours)

*Prerequisite: completion of the Certificate in Supply Chain Management or equivalent experience is highly recommended.*

Sustainability is increasingly becoming more important to political and business leaders. Regulatory pressures, current and future, as well as customer and shareholder expectations, are creating the need for a more responsible approach to business. Effective strategies can result in more environmental-friendly practices that are sustainable and profitable in order to balance the organizational demands of today with the impact on tomorrow. Topics will include "Green" purchasing, logistics and transportation.

**🕒 Lecture:** 7-10 p.m., Th, 5/20-5/27,

Garden Grove 160, 2 mtgs

**Class:** E103-19369A **Fee:** \$175

## Lean Supply Chain

SBAE 6615 (0.9 CEUs/9 hours)

*Prerequisite: familiarity with lean concepts and completion of the Certificate in Supply Chain Management or equivalent experience are highly recommended.* Lean Supply Chain is a systematic approach toward building a more productive and efficient organization. A well-designed supply chain should deliver products effectively and on a timely basis with a minimum of waste. Lean Supply Chain is a great enabler for any organization and translates operations into superior financial performance. A recent study indicates that effective supply chain strategies help a company to respond to customer needs more quickly, deliver better customer value and develop a significant edge over competitors. Topics covered will include product development, procurement, inventory, planning, manufacturing, logistics, accounting and technology.

*See course schedule for next offering.*

## Global Supply Chain

SBAE 6618 (0.9 CEUs/9 hours)

*Prerequisite: completion of the Certificate in Supply Chain Management or equivalent experience is highly recommended.* This course will help participants gain insight into global supply chain management and international logistics. Key topics will include understanding the major forces and trends that impact global supply chains, and why a global relationship program is essential to an organization's long-term success. Topics will include cultural and language awareness, risk management, sourcing and procurement, logistics and customer relationships.

*See course schedule for next offering.*

## Supply Chain Strategy

SBAE 6620 (0.9 CEUs/9 hours)

*Prerequisite: completion of the five previous classes in this certificate program.* Managing the supply chain in today's competitive world has become increasingly challenging. The greater uncertainties in supply, demand, globalization of the marketplace, shorter product and technology life-cycles, and increased reliance on partnerships have resulted in a much more complex supply chain. This course uses discussion and case studies to help participants to discover innovative tools and techniques to improve organizational performance.

*See course schedule for next offering.*

# Professional Meeting Planning and Special Events

## The Program

A successful meeting or event doesn't just "happen". Creating the right event for the target audience requires careful attention to detail as well as skills in problem solving, negotiation, and project management, plus a substantial infusion of energy and creativity.

The certificate in Professional Meeting Planning and Special Events is designed for individuals who wish to learn the core competencies and skills necessary to plan and produce successful meetings, conferences and events. Students will learn the components of meeting and event planning and will be guided step-by-step through the specific topics resulting in the creation of a portfolio-ready project presentation that demonstrates the student's comprehensive knowledge of the meeting planning and events industry.

In addition to fast tracked learning supported by highly-qualified industry professional instructors, students will have the opportunity to participate in site visits as well as interact with and hear from industry speakers and partners. Convenient Saturday classes are designed to provide a dynamic learning experience with extensive interaction between students and instructors.

The classes in this program can also provide a foundation for participants who will seek professional designation through the Convention Industry Council, which awards the meeting planning designation known as the Certified Meeting Professional (CMP) or the Certified Special Events Professional (CSEP) designation through the International Special Events Society (ISES).

The Certificate in Professional Meeting Planning consists of nine required courses totaling 40 hours of lecture and discussion. The certificate graduate will receive 4.0 Continuing Education Units (CEUs), a nationally recognized unit used for professional development.

## Program Objectives

Upon completion of the certificate program, participants will be able to:

- Plan events that meet the needs of the audience
- Plan cost-effective meals
- Select appropriate sites
- Negotiate contracts with hotels and other meeting sites
- Select audio/visual equipment and determine functional room setup
- Prepare and manage meeting and special event budgets
- Manage the organization's participation in exhibitions
- Create a project presentation that demonstrates knowledge of the meeting and special events industry and process

## Who Should Attend

The target audience is defined as:

- Organizational meeting planners
- Event planners for service organizations
- New meeting or event planners
- Individuals who are changing careers
- Human Resource professionals or administrative managers
- Future Certified Meeting Professionals (CMP's) or
- Future Certified Special Event Planners (CSEP's)

## Eligibility

This program is open to all interested persons. There are no prerequisites for admittance to this program.

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or contact Denelle Pankratz, 657.278.2605, [dpankratz@fullerton.edu](mailto:dpankratz@fullerton.edu)

## The Classes

### Planning Successful Meetings and Special Events: Part I

SBAE 6587 (0.7 CEUs/7 hours)

*Prerequisite: none.* This comprehensive two-part seminar provides a practical step-by-step approach to the meeting planning and special events process. Learn how to design programs that meet the needs and objectives of your audience and how to evaluate the success of the meeting or event. Discover how to balance the core ingredients of your program such as content speakers, a variety of formats and sequencing of events. Learn to prepare and manage a planning schedule, your blueprint for successful management of a myriad of details. Receive a toolkit of resources, sample forms and checklists. Examine the broad scope of the planner's role and explore current trends and proven methods essential to planning and producing successful meetings and events.

**Textbook/Materials:** Required - The Convention Industry Council Manual: A Working Guide for Effective Meetings and Conventions, 8th edition. Please purchase required textbook from the Convention Industry Council by visiting their Web site at [www.conventionindustry.org](http://www.conventionindustry.org).

🕒 **Lecture:** 9 a.m.-5 p.m., Sa, 2/20, Garden Grove 158, 1 mtg

**Instructor:** G. Sunshine, CMP, Conference Director, ISAM Inc.

**Class:** E103-19336L      **Fee:** \$220

### Planning Successful Meetings and Special Events: Part II

SBAE 6588 (0.6 CEUs/6 hours)

*Prerequisite: none.* This continuing session will focus on successful strategies for conducting thorough pre-meetings, on-site and post meetings and event planning. Determine the essentials for managing registration and attendee services, including transportation, housing, shipping and exhibits. Discover marketing strategies that successfully promote your meetings and events. Identify methods to implement your meeting and event plan. Learn how to create effective communications with your meetings facility and other suppliers, how to develop a specifications document and what to do to assure a problem-free meeting or event through skillful on-site management.

**Textbook/Materials:** Required - The Convention Industry Council Manual: A Working Guide for Effective Meetings and Conventions, 8th edition. Please purchase required textbook from the Convention Industry Council by visiting their Web site at [www.conventionindustry.org](http://www.conventionindustry.org).

🕒 **Lecture:** 9 a.m.-4 p.m., Sa, 3/6, Garden Grove 158, 1 mtg

**Instructor:** G. Sunshine, CMP, Conference Director, ISAM Inc.

**Class:** E103-19337L      **Fee:** \$185

**Budgeting: Strategic Financial Management**

SBAE 6589 (0.3 CEUs/3 hours)

*Prerequisite: none.* This seminar will provide you with techniques and strategies to make sound financial decisions as you develop and administer budgets for your meetings or events. Learn how to analyze costs and make educated estimates of income and expenses. Become familiar with hotel billing. Learn how to accurately reconcile a hotel master account and anticipate hidden costs that can be budget breakers. You will come away with a tool/kit of established budgeting practices and cost-saving ideas that will positively impact your meeting or events' bottom line.

**🕒 Lecture:** 9 a.m.-12 p.m., Sa, 3/20,  
Garden Grove 158, 1 mtg

**Instructor:** G. Sunshine, CMP, Conference Director, ISAM Inc.

**Class:** E103-19338L      **Fee:** \$99

**The Site Selection Process**

SBAE 6591 (0.3 CEUs/3 hours)

*Prerequisite: none.* Selecting the correct site is critical to the success of a meeting or event. This course focuses on proven techniques for determining the location and venue most suitable for your functions. Learn how to gather important information about your participants and how to evaluate the data before beginning a search. Identify locations for different types of meetings and events, compare types of facilities and review key components used to pre-select a site. This seminar will prepare you to go through the process of creating an effective request for proposal (RFP). You'll receive tips and techniques on how to prepare for a site inspection and what to look for when you conduct an in-person or virtual site visit.

**🕒 Lecture:** 1:30-4:30 p.m., Sa, 3/20,  
Garden Grove 158, 1 mtg

**Instructor:** S. Simon, President, The Event Wizard

**Class:** E103-19340L      **Fee:** \$99

**Negotiations and Contracts Simplified**

SBAE 6590 (0.3 CEUs/3 hours)

*Prerequisite: none.* Demystify supplier contract clauses and learn how to become a better negotiator. After attending this class, you will know what's negotiable. Learn what to say and how to say it as you enter into the negotiation process. Examine the various elements of a contract and gain an understanding of complex clauses such as attrition cancellation and indemnification. Limit the liability of your group without yielding any of the important savings and service benefits that are vital to the success of your meeting or event.

**🕒 Lecture:** 9 a.m.-12 p.m., Sa, 3/27,  
Garden Grove 158, 1 mtg

**Instructor:** A. Sheff, CMP, Senior Meeting and Event Planner, The Boeing Company

**Class:** E103-19339L      **Fee:** \$99

**Creating Special Events**

SBAE 6592 (0.3 CEUs/3 hours)

*Prerequisite: none.* Learn the art of producing memorable special events. You will work step-by-step from brainstorming through implementation as you build on a theme, select and contract with suppliers, develop menus and promote your event. Determine what you need to do to limit your liability. Discover how to secure sponsors and receive tips on how to create excitement while staying within your budget. You will come away from this session ready to infuse pizzazz into your next event!

**🕒 Lecture:** 1:30-4:30 p.m., Sa, 3/27,  
Garden Grove 158, 1 mtg

**Instructor:** A. Sheff, CMP, Senior Meeting and Event Planner, The Boeing Company

**Class:** E103-19341L      **Fee:** \$99

## Take the Guesswork Out of Food and Beverage Planning

SBAE 6593 (0.5 CEUs/5 hours)

*Prerequisite: none.* No more guessing! Attend this fast paced session to learn the thought process that goes into planning food and beverage choices that meet the needs of your group. This session provides an overview of all aspects to consider including techniques to control costs, different purchasing methods and how to use those methods for improving your guarantees, and what to look for in food contracts and more.

**🕒 Lecture:** 9 a.m.-3 p.m., Sa, 4/10, Garden Grove 158, 1 mtg

**Instructor:** A. Sheff, CMP, Senior Meeting and Event Planner, The Boeing Company

**Class:** E103-19342L      **Fee:** \$155

## Event Production and Meeting Space Layout

SBAE 6594 (0.6 CEUs/6 hours)

*Prerequisite: none.* This unique hands-on course focuses on banquets, meetings and event setup, with an emphasis on pre-event planning and on-site execution. Learn how to calculate room size requirements and how to create a positive, non-threatening environment. Develop an understanding of appropriate seating styles, table placement, and staging and fire-code regulations. Evaluate basic audio visual equipment, determine what to use, where, when and why. You will come away from this seminar with a working knowledge of event production methods, timelines and basic room sets.

**🕒 Lecture:** 9 a.m.-4 p.m., Sa, 4/24, Garden Grove 158, 1 mtg

**Instructor:** S. Simon, President, The Event Wizard

**Class:** E103-19344L      **Fee:** \$185

## Project Presentations

SBAE 6595 (0.4 CEUs/4 hours)

*Prerequisite: completion the eight previous classes in this program.* Planning a meeting or event is a challenge and an opportunity to demonstrate skill and resourcefulness. This final session offers you the unique opportunity to demonstrate and apply the strategic meeting planning and event concepts that you have learned. Throughout the program you will be guided along as you and your team work through the meeting planning and special event process. Each group presentation will illustrate key aspects of a well planned meeting or event including meeting design, budget development, site selection, food and beverage planning, room set-up and meeting communications. Be creative as you develop your portfolio-ready project.

**🕒 Lecture:** 8 a.m.-12 p.m., Sa, 5/8, Garden Grove 158, 1 mtg

**Instructor:** A. Sheff, CMP, Senior Meeting and Event Planner, The Boeing Company; G. Sunshine, CMP, Conference Director, ISAM Inc.; S. Simon, President, The Event Wizard

**Class:** E103-19345L      **Fee:** \$125

# Public Administration in the 21st Century

## The Program

More than ever, public agencies are in need of passionate and future-thinking individuals to step up and take the lead. Due to the anticipated retirement of the baby boomer generation, many public agencies throughout Orange County stand to lose up to 50% of their managerial level employees by the year 2011.

The Certificate in Public Administration in the 21st Century is a two-semester program that offers professional development opportunities for new and seasoned public employees as well as for individuals in the private sector seeking a career in public administration. You will have the opportunity to broaden your understanding of the unique set of skills and knowledge required to enter public administration. The program also provides career enhancement for public sector professionals seeking increased leadership roles and responsibilities.

An emphasis on the practical and applied understanding of various components of public administration will be reinforced throughout the program. You will be able to learn about leadership principles, the importance of embracing change, strategic thinking, creativity and innovation — all in the context of public institutions.

The Certificate in Public Administration in the 21st Century consists of 10 required courses totaling 57 hours of lecture and discussion. 5.7 Continuing Education Units will be awarded to the certificate graduate.

## Program Objectives

Graduates of the certificate program will be able to:

- Understand the impact of change
- Describe public sector contract administration
- Design effective presentations
- Discuss contemporary ideas of strategic thinking
- Understand the basic fundamentals of business ethics in public administration
- Identify the key elements in influencing and motivating strategies
- Describe effective leadership principles and practices in public agencies
- Understand organizational behaviors that foster creativity
- Identify the facilitator's role and tools in group facilitation
- Apply strategic thinking principles in decision making in public sector
- Explain how a culture of mentoring can be beneficial to an organization

## Who Should Attend

- Emerging leaders in public administration agencies and organizations
- Public employees seeking to further their professional development in the public sector
- People who work for public organizations with no internal professional development programs
- Anyone seeking public sector knowledge and skills

## For More Information

[www.csufextension.org/classes/certificate](http://www.csufextension.org/classes/certificate) or  
contact Kristyn Hursh, 657.278.7427,  
[khursh@fullerton.edu](mailto:khursh@fullerton.edu)

## The Classes

### Navigating the Public Sector

SHSS 6191 (0.3 CEUs/3 hours)

*Prerequisite: none.* While many occupational skills are transferable from private to public sector, many of the laws, policies and procedures governing employment are unique to the public environment. In this class, you will focus on what it means to work in the public sector and examine how government agencies function and differ from the private sector in terms of structure and design. You will examine the political relationships, legislative and policy regulations, structures of public agencies, and public constituencies as part of the overall culture of public administration.

*See course schedule for next offering.*

### Leadership in Public Administration

SHSS 6192 (0.6 CEUs/6 hours)

*Prerequisite: none.* More than ever, public service sectors are in need of passionate and future-thinking individuals to step up and take the lead. This class is designed to assist leaders and emerging leaders in developing a better understanding of their strengths. Leaders who understand how their style impacts others have a definite advantage when it comes to motivating and inspiring. Class discussions will also focus on the meaning of effective leadership as applied to policy-making settings in public administration. You will examine leadership principles and practices, civil service designs and structure, as well as collaborative leadership models and essential components of organizational behavior.

*See course schedule for next offering.*

### Embracing Change in Public Organizations

SHSS 6194 (0.6 CEUs/6 hours)

*Prerequisite: none.* Chaotic, messy, tumultuous, and continuous are some of the words used to describe the changes experienced by organizations. Forces beyond the control of most organizations play a part in this frenetic process. Public agency employees and managers must learn to not only deal with this, but also use it to the advantage of an agency's goals. This class will introduce you to the factors influencing change, leadership qualities needed to successfully manage change, and the impact of change on the organization. You will also discuss the methodology of the change management cycle, how to manage change in an organization, and implications for the future of public institutions.

*See course schedule for next offering.*

### Strategic Thinking & Decision Making in the Public Sector

SHSS 6195 (0.6 CEUs/6 hours)

*Prerequisite: none.* Strategic thinking involves gathering information, formulating ideas, and planning actions. Individuals who employ strategic thinking in the formulation of vision and mission as well as in day-to-day decision making will find themselves more engaged and effective working in the public sector. This class will reinforce analytical, critical, and creative thinking processes by highlighting critical factors through hands-on exercises.

*See course schedule for next offering.*

**Financial Management Unique to Public Institutions**

SHSS 6204 (0.6 CEUs/6 hours)

*Prerequisite: none.* You don't need to be a financial manager to understand the various components of basic finance in public institutions. In this class, you will gain an understanding of the financial aspects of public administration by exploring basic accounting principles and concepts that are critical to financial operations. You will also examine various tools used in support of the financial decision-making process. Financial aspects pertinent to the public sector, such as grants, capital finance and contract administration, will be discussed. You will also address accounting styles, financial transactions, and journaling, as well as financial spreadsheets and their specific applications in the public sector.

*See course schedule for next offering.*

**Business Ethics in Public Administration**

SHSS 6208 (0.6 CEUs/6 hours)

*Prerequisite: none.* In today's litigious society, it is imperative that anyone working in the public sector gain a basic understanding of the ethical issues that affect public agencies and the constituents they serve. Through class discussions, you will examine the basic foundations and principles of business ethics associated with public entities at-large. You will also explore the ethical considerations and dilemmas often presented between actual decision-making and personal values. Through case studies, you will gain an understanding of the practical aspects of ethical responsibilities and the relationships between leadership, agency departments, and the public. This will reinforce the need for ethical business practices in public administration.

🕒 **Lecture:** 7-10 p.m., Th, 2/18-2/25, Garden Grove 159, 2 mtgs

**Instructor:** T. Calhoon, Senior Systems Administrator, Orange County Health Care Agency

**Class:** E103-194611

**Fee:** \$198

**Influencing Skills for Greater Results**

SHSS 6207 (0.6 CEUs/6 hours)

*Prerequisite: none.* In public institutions, teamwork and collaboration are emphasized. Leaders at every level need to rely on influencing through knowledge and competence rather than position and status. You will learn to develop political savvy, build value with others, overcome resistance, and mitigate personal risk. Class discussions will also focus on influencing strategies to gain commitment from others and foster collaboration. You will have the opportunity to take part in experiential activities that reinforce learning.

🕒 **Lecture:** 7-10 p.m., Th, 3/18-4/1 (no mtgs 3/25), Garden Grove 151, 2 mtgs

**Instructor:** C. Standiford, Assistant City Manager, City of Santa Ana

**Class:** E103-194601

**Fee:** \$198

**Communication & Presentation Skills - An Art Form!**

SHSS 6201 (0.6 CEUs/6 hours)

*Prerequisite: none.* A key function of management in the public sector includes communicating and presenting clear and accurate information to multiple constituent groups such as other government officials, employees, media, and the general public. The difference between having stakeholders' buy-in, versus opposition, often depends on how effectively management presents an idea, shares information, and clarifies confusion. You will learn the step-by-step process for developing presentations that will "wow" the audience. Class discussions will also examine the role of a meeting facilitator and the strategies and tools of effective meeting facilitation.

🕒 **Lecture:** 6:30-9:30 p.m., Th, 4/8-4/15, Garden Grove 151, 2 mtgs

**Instructor:** J. Cook, Associate Vice President, University Advancement, Cal State Fullerton

**Class:** E103-195281

**Fee:** \$198

**Creativity and Innovation-An Oxymoron**

SHSS 6202 (0.6 CEUs/6 hours)

*Prerequisite: none.* Beyond developing creativity within, a successful leader fosters an environment where creativity and innovation are encouraged and risk taking is valued. Experience what it means to “think outside the box” instead of just referencing it. You will explore exercises that release the creativity from within. You will also examine the essential structures that allow the flow of creativity in an organization. More importantly, you will discuss how to apply creativity in public agency settings where limited resources demand innovative problem solving.

**G Lecture:** 7-10 p.m., Th, 3/4-3/11, Garden Grove 257, 2 mtgs

**Instructor:** W. Phillips, Council Member, City of Aliso Viejo

**Class:** E103-19458l                      **Fee:** \$198

**Enhancing Employee Development through Mentoring**

SHSS 6203 (0.6 CEUs/6 hours)

*Prerequisite: none.* Mentoring is a reciprocal and collaborative learning relationship for the purpose of making progress toward clear and mutually defined goals. Expanding individual potential is the fundamental process, purpose and product of mentoring. Mentoring, in a public sector environment, offers a unique opportunity to develop leaders from within the organization, which in turn nurtures commitment, retention and job satisfaction. In this class, the techniques and benefits of mentoring will be discussed. Using everyday situations as a backdrop, mentoring techniques such as developing personal vision and knowledge/skill development will be addressed.

**G Lecture:** 7-10 p.m., Th, 5/6-5/13, Garden Grove 159, 2 mtgs

**Instructor:** J. Cummings, Principal, Career Management Strategies

**Class:** E103-19459l                      **Fee:** \$198

**Course Schedule-Public Administration in the 21st Century**

CLASS	Spring 2010	Fall 2010
Navigating the Public Sector		<b>G</b>
Leadership in Public Administration		<b>G</b>
Embracing Change in Public Organizations		<b>G</b>
Strategic Thinking & Decision Making in the Public Sector		<b>G</b>
Financial Management Unique to Public Institutions		<b>G</b>
Business Ethics in Public Administration	<b>G</b>	
Influencing Skills for Greater Results	<b>G</b>	
Communication & Presentation Skills-An Art Form!	<b>G</b>	
Creativity and Innovation-An Oxymoron	<b>G</b>	
Enhancing Employee Development through Mentoring	<b>G</b>	

**G** Garden Grove

# General Information

## Computer Access for Hands-on, Online or Blackboard Classes

Please note, you will need to obtain your User name and Password in advance of accessing any CSUF computer and to participate in any online or Blackboard-managed class. Upon your first registration with University Extended Education, a PIN notification letter is sent to you by U.S. mail.

The letter includes instructions on how to access the CSUF Portal at [www.fullerton.edu](http://www.fullerton.edu) to obtain a Username and Password. The very first time you logon to the portal you need to use your Campus Wide I.D. (CWID) as your Username and your PIN as your password.

You will then be required to create a username and password. Once you have completed this process, you will no longer need to use your Campus Wide I.D. or PIN to logon.

If you have questions, or have not been successful in obtaining your Username and Password, please contact UEE Student Services at 657.278.2611.

## Class Changes and Withdrawals

If you need to drop a class, you may do so in person, by phone, fax or mail through the Extended Education registration office, 657.278.2611. The day the form is received is the official date of withdrawal and determines the amount of refund, if any. (See "Refunds" for additional information.)

## Refunds

Refunds are based on the date official withdrawal is received in the Extended Education office. Allow up to six weeks for refunds via check. If you paid with a credit card, allow 7-10 days for your refund to be credited back to your credit card. If you do not receive your refund by that time, please call the Extended Education office at 657.278.2611.

- If you drop at least one working day prior to the class start date, a full refund less \$10 per class dropped will be issued.
- If you wait until the day of the first class meeting, or any time thereafter, the amount of the refund is based on the number of class meetings. (Also see Online Class Refunds for additional information.)
- Four or Less Class Meetings—There is no refund.
- Five or More Class Meetings—If less than 25 percent of the classes have elapsed, a 65 percent refund will be issued. After 25 percent of the classes have elapsed, there will be no refund. (For example, there would be no refund for withdrawals after three meetings of a 12-meeting class because 25 percent of the class time has elapsed.)

## Online Classes

- *Dropping prior to the beginning of a class:*  
If you drop at least one working day prior to the class start date, a full refund less \$10 per class dropped will be issued.
- *Dropping after a class begins:*  
If less than 25% of the calendar days for the class have elapsed, a 65% refund will be issued. If 25% or more of the calendar days for the class have elapsed, there will be no refund.

## CD-Based Classes

There will be no refund once enrolled.

## Purchase of Textbooks

### TITAN BOOKSTORE

<http://www.titanbookstore.com>

Commons Building, CSUF Fullerton Campus

### You can order Textbooks as follows:

#### • IN PERSON

Extension textbooks are located in a special section. Go to the second floor of the bookstore and look for a section of shelves with a sign that says "Extended Education." If you cannot find this section, ask for help at the Information Desk.

#### • ONLINE

<http://www.titanbookstore.com>

Follow the directions on the website. When you enter a department on the website form – please check Extended Education.

- If you do not have Internet access, you can order textbooks by FAX at 657.278.7703. You will need to address the order to "Titan Shops," list the text title and provide shipping/pickup information. You will also need to provide your payment information. It would be helpful to note on the fax that you are ordering an Extended Education textbook.

## Parking

### CSUF Fullerton Campus

Parking and Transportation Services

800 N. State College Blvd.

<http://parking.fullerton.edu>

Phone: 657.278.3082

Fax: 657.278.4533

The following is a summary of CSUF Fullerton campus parking and traffic regulations. Detailed information on parking policies, maps of parking lots, and more can be found at the Parking and Transportation Services Web site - [www.parking.fullerton.edu](http://www.parking.fullerton.edu).

Parking & Transportation is located at the north end of campus, near Lot A-faculty/staff, north of the University Police Department. The office can be accessed off of State College Blvd. Parking and Transportation Services office hours are 7 a.m. - 5 p.m.

## GENERAL INFORMATION

**Daily permits:** Daily permits are \$8. Extension and Open University students may purchase a daily permit in the University Extended Education Registration Office or the daily permit machines in Lots A, E, G and Arts Drive, and levels 2, 4 and 6 of the State College parking structure.

Daily permits are valid in all student lots (A, B, E, G, S and all parking structures) during enforcement hours. After 6 p.m., a daily permit is valid in faculty/staff lots C, E West, I, J and College Park faculty/staff. Note: Lots F and H are designated for faculty/staff parking during all enforcement hours.

**Semester permits:** <http://parking.fullerton.edu>

### CSUF Garden Grove Center Parking

A parking permit is required Monday through Friday. See Garden Grove map for more information.

## Scholarships Available

In keeping with our commitment to lifelong learning, scholarships are available to University Extended Education (UEE) students.

- The University Extended Education Scholarship
- The Sherry Ellman Memorial Scholarship

Details about requirements and applications are on [www.csufextension.org](http://www.csufextension.org). Go to "Info"

## Nondiscrimination & Harassment Policies

The California State University (CSU) does not discriminate on the basis of race, color, national origin, sex, gender or sexual orientation, disability or age in the educational programs or activities it conducts. Such programs and activities include but are not limited to admission, academic programs, non-academic programs, participation in intercollegiate athletics, and employment. Discrimination, including harassment on the basis of race, color, national origin, sex, disability or age, is prohibited by Title VI and Title VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Sections 504 and 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, and various state laws and all subsequent amendments by the U.S. Department of Education.

The CSU is responsible for providing a reliable, prompt and equitable response to a complaint of discrimination. Inquiries concerning the CSU's compliance with these Acts, application of these laws to programs and activities of the CSU, campus policies, complaint resolution and/or appeals processes, and discrimination/harassment complaint filing procedures may be addressed to the CSU officers assigned the administrative responsibility of reviewing such matters or directly with the U.S. Department of Education, Office for Civil Rights listed below:

### All Discrimination/Harassment/Sexual Harassment Complaints

Director, Diversity and Equity Programs, CSUF  
Rosamaria Gomez-Amaro  
College Park 700  
[rgomezamaro@fullerton.edu](mailto:rgomezamaro@fullerton.edu)  
(657) 278-3951  
TDD 657-278-2786

**Student Disability Complaints** (including denial or failure to implement accommodations, academic adjustments and auxiliary aids)

Director, Disabled Student Services, CSUF  
Paul K. Miller  
University Hall 101  
[pmiller@fullerton.edu](mailto:pmiller@fullerton.edu)  
(657) 278-3117  
TDD 657-278-2786

### U.S. Department of Education, Office for Civil Rights Region IX

[www.ed.gov/ocr](http://www.ed.gov/ocr)  
San Francisco Office  
Old Federal Building, 09-8010  
50 United Nations Plaza, Room 239  
San Francisco, CA. 94102-4102  
(415) 556-4275, FAX (415) 437-7783  
TDD (415) 437-7786

Applicants for admissions or employment should contact the Office of Diversity and Equity Programs (DEP) for information on how to file a complaint or refer to the DEP website to obtain a copy of the complaint resolution procedure via <http://www.fullerton.edu/diversity/policies.asp>

### Sexual Harassment

It is the policy of California State University, Fullerton and the California State University to maintain a working and learning environment free from sexual harassment of its students, employees and those who apply for student or employee status. Sexual harassment is illegal under Title VII of the Civil Rights Act of 1962, Title IX of the Higher Education Amendments of 1972, and the California Education Code 89535. Executive Order 927 - Systemwide Policy on Prohibiting Harassment in Employment and Retaliation for Reporting Harassment or Participating in a Harassment Investigation also prohibits sexual harassment within the California State University system. The university will not tolerate sexual harassment and will take action to eliminate such behavior. Information concerning campus sexual harassment policies and procedures can be obtained from the Office of Diversity and Equity Programs, College Park 770, (657) 278-3951 or <http://www.fullerton.edu/diversity/policies.asp>

# UNIVERSITY EXTENDED EDUCATION

## Map & Parking Information



- AF** Anderson Field
- B** Bookstore/Titan Shops
- BA** Becker Amphitheater
- CC** Children's Center
- CJ** Carl's Jr.
- CP** College Park
- CPA** Claves Performing Arts Center
- CY** Corporation Yard
- CS** Computer Science
- DBH** Dan Black Hall
- E** Engineering
- EC** Education-Classroom
- ECS** Engineering & Computer Science
- G** Golleher Alumni House
- GF** Goodwin Field
- H** Humanities-Social Sciences
- KHS** Kinesiology & Health Science
- LH** Langsdorf Hall
- MH** McCarthy Hall
- P** Parking & Transportation Office
- RH** Residence Halls
- PL** Pollak Library
- R** Receiving
- RGC** Ruby Gerontology Center
- SHCC** Student Health & Counseling Center
- SGMH** Minayo Hall
- TG** Titan Gymnasium
- TH** Titan House
- TS** Titan Stadium
- TSU** Titan Student Union
- UH** University Hall
- UP** University Police
- VA** Visual Arts
- NPS** Nutwood Parking Structure
- SCPS** State College Parking Structure

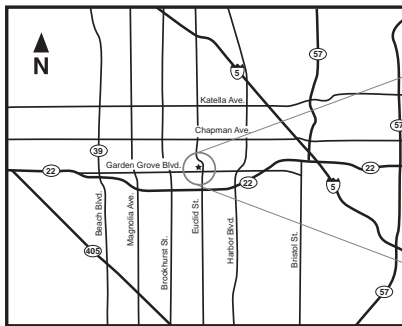
- Parking Information Center
- Buildings
- Student Parking
- Faculty/Staff Parking
- Parking Permit Machine
- Park and Pay



## CSUF Garden Grove Center

### 12901 Euclid Street

A parking permit is required Monday through Friday. A permit will be issued at no additional charge to registering students. For advance registrations, the permit will arrive by mail before the first day of class. Students who register during the week immediately preceding a class start date need to pick up a permit at the Garden Grove registration desk on the first day of class. Please note: the Garden Grove parking permit is not valid at the Fullerton campus. Overflow parking is available across from the City Hall at 11222 Acacia Parkway.



# UNIVERSITY EXTENDED EDUCATION

## Registration Form

Please print clearly.

### Mail Label Code

Date \_\_\_\_\_

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(above name on mailing label)

CSUF Student ID or Social Security # \_\_\_\_\_

Birth Date (mm/dd/yy) \_\_\_\_\_

Email Address \_\_\_\_\_

Male  Female

Last Name \_\_\_\_\_

First Name \_\_\_\_\_

Middle Initial \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Telephone (Home) \_\_\_\_\_

Telephone (Work) \_\_\_\_\_

Extension \_\_\_\_\_

Telephone (Cell) \_\_\_\_\_

Class #	Subject Area/Course # and Class Title	Date	Fee

Class fees

Late fee

**TOTAL FEES**

### How did you hear about us?

- Current Student (STU)
- Advertising (ADV)
- Catalog/Flyer (CAT)
- Education Fair (EDF)
- Email from CSUF (EMA)
- Industry/Association (IND)
- Internet search/Website (WEB)
- Friend/Co-worker (WOM)
- Other \_\_\_\_\_ (OTH)

### Payment Options

- Check or Money Order enclosed (Payable to CSUF No cash please.)
  - Charge to:  VISA  MasterCard  American Express  Discover
- Card number \_\_\_\_\_ Expiration date (Mo./Yr.) \_\_\_\_\_  
*(When using American Express, the name on the card must exactly match that of the student who is registering.)*
- Signature (Authorization to charge) \_\_\_\_\_
- Bill my company.  
*(Purchase order or letter of sponsorship must accompany registration. If registering by telephone, this must be faxed the day of registration.)*

### Four Ways to Register

1. **Online** 24 hours a day - Register Now - [www.csufextension.org/Register](http://www.csufextension.org/Register)  
Use your credit card to register.
2. **Telephone** - 657.278.2611.  
M-Th, 8 a.m. to 7:30 p.m.; F, 8 a.m. to 5 p.m.; Sat., 8 a.m. to 12 p.m.  
Have ready your credit card number, expiration date, and your student I.D. or Social Security number. A receipt will be mailed to you.
3. **In Person** - College Park building, Suite 100 (2600 Nutwood, corner of Nutwood & Commonwealth)  
Mon.-Thurs.: 8 a.m. to 7:30 p.m.; Fri.: 8 a.m. to 5 p.m.; Sat.: 8 a.m. to 12 p.m.  
Complete a registration form and present it at the University Extended Education office.
4. **Mail**  
Send the completed registration form with your check, money order or credit card information to:  
University Extended Education Registration  
Cal State Fullerton  
P.O. Box 6870  
Fullerton, CA 92834-6870