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SMALL BUSINESS DEVELOPMENT CENTER

Online: www.wpunj.edu/sbdc
Phone: (973) 754-8695

Kathleen Muldoon/Regional Director
Sonia Musa/Project Manager

table of contents

REGISTRATION www.wpunj.edu/cpe
Please check our website for updates about classes, courses and schedules.

WP corporate customized training

Growing and optimizing a business means ensuring that employees have the knowledge, skills, and resources necessary to support a company's strategic objectives. William Paterson University has a long history of assisting businesses interested in planning, designing and implementing a wide array of training programs to address critical skill sets and core competencies. As one of the most wired campuses in the state of New Jersey, the university integrates traditional learning approaches with cutting-edge instructional methods. Drawing upon the intellectual capital of our faculty and staff as well as leveraging our partnerships with business experts, the School of Continuing and Professional Education can assist in executing a well-integrated curriculum that meets unique organizational needs. Corporate training and performance improvement are the cornerstones for creating organizational excellence. Whether you are implementing a new innovative approach or facing a major organization change, we can help you create a results-focused learning experience. As you plan for the development of your organization's talent, our capabilities can round out the expertise of your in-house training and development of a team of professionals. We can help you to tailor programs that produce behavioral change and are sustainable over time. Our customized training programs can be completely unique to your business or they can expand on any course listed in this catalog.

All certificates and workshops in this catalog can be offered as corporate training.

Corporate Training Available:

- AutoCAD
- Business Management
- Business Mandarin
- Business Spanish
- Cisco CCNA Training
- CompTIA A+ Training
- Demand Planning and Forecasting
- Phlebotomy Technician Certification
- Professional Writing
- Project Management
- MBA Essentials
- Six Sigma Black Belt
- Social Media and Marketing
- SOLIDWORKS
- Supply Chain Management

For more information, please call (973) 720-3035.

GOVERNMENT CONTRACT WORKSHOP: CONTRACTING OPPORTUNITIES FOR SMALL BUSINESS

This hands-on workshop is the next step for business owners who want to expand their marketing efforts beyond their current customer base.

The Defense Procurement Technical Assistance Center will help your firm market to government agencies, such as DoD, EPA, DOE, FAA, State of New Jersey, schools, post offices, local municipalities, as well as large businesses such as IBM, Lockheed and the casinos. How to get in the door! This course will teach you about tools such as Small Disadvantaged Business/8a, Hubzone, Service Disabled Veteran-Owned Small Business, or Minority/Women certifications that will give your business a marketing edge. You will be given step by step instructions as to how to complete the Central Contractor Registration, the only place to register to get contracts with the Government and to showcase your services to large corporations. You have to be in it to win it!

Additionally, we will review the government payment system "Wide Area Work Flow", so you can get paid within a week of delivery.

You will receive a listing of small business specialists at various agencies and large businesses so you can avoid the "cold call", since these individuals are tasked to assist you.

The Center will bid match you with buyers free of charge so that you will discover who is buying your goods or services, and we will assist in the review of bidding opportunities. If you know what you sell and how much, we can fill in the blanks for you with free follow-up counseling sessions, CCR and certification pod casts so that you can have instruction at home at your convenience.

Instructor: Dolcey E. Chaplin, Esq.
Dates: Friday, Feb. 12, 2016 &
         Friday, May 13, 2016
Time: 9 am - 12 pm
Room: G016
Fee: FREE
Course Number: B085
FREE Handouts

WORKFORCE DEVELOPMENT PROGRAMS
COME TO OUR OPEN HOUSE

We would like to answer all of your questions and allow you to visit our facility and meet our instructors, see our classrooms and meet other students. We hold an Open House every week at the School of Continuing and Professional Education located at 1600 Valley Road in Wayne, NJ. For directions to our location, please visit the William Paterson University website at: http://www.wpunj.edu/directories/directions-and-map.dot

OPEN HOUSE SCHEDULE
Computer and Business Programs
Days: Every Wednesday
Time: 4 pm - 5:15 pm

Healthcare Programs
Days: Every Wednesday
Time: 10 am - 12 pm

Walk-ins are welcome but we do suggest that you call to confirm your Open House visit.

corporate customized training

WP

corporate customized training

WORKFORCE
Are you unemployed? Looking for funding for training? Call us at (973) 720-3698 for Workforce Development Grants.

UNEMPLOYED?
Unemployed persons and individuals may qualify for funding for the Technology Certification courses through their local County Workforce Investment Board. Tuition waivers cannot be used since these are non-credit courses. Students admitted with completed contract or intent to sponsor letter for workforce.

PASSAIC COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

SEMINAR SCHEDULE 2016 – SPRING

February 19, 2016: Marketing Workshop – Include Constant Contact Speaker

March 10, 2016: SBA - Doing Business with the Federal Government

March 18, 2016: Cyber Security Conference

April 8, 2016: Fair Housing Conference

June 10, 2016: "Green Building Design" Conference

Location: William Paterson University, 1600 Valley Road, Wayne, NJ, 1st Floor Auditorium

JOB FAIR

The School of Continuing and Professional Education schedules two Job Fairs a year for our students and graduates as well as the public.

The next Job Fair will be held:

Thursday, January 14, 2016 and Friday, August 26, 2016

The School of Continuing and Professional Education is committed to working with the students and graduates of our programs with finding employment. We hold two job fairs throughout the year that are open not only to our students but to all William Paterson University students and the surrounding communities. We hosted over 30 vendors at our last Job Fair on August 21, 2015. All vendors invited to our job fairs are actively hiring. There will be vendors from a variety of industries (insurance, healthcare, manufacturing, security, transportation, bio/sciences, etc.). As many as 400 job seekers, including seasoned professionals attended. In addition to the vendors, three free workshops are available for everyone: "How to Apply for Government Jobs," "Using Social Media in Your Job Search," and "Resume Critiquing." The next Job Fair will be held on January 14, 2016. Please check our website (www.wpunj.edu/cpe) for updates and information.

MBA ESSENTIALS: FOUNDATIONS FOR BUSINESS

Business leaders acquire comprehensive finance, marketing and management knowledge and strengthen their skills in managing their companies, staff and clients with 6 courses in 36 hours of MBA Essentials. These courses are taught by leading professors from the Christos M. Cotsakos College of Business which is AACSB accredited. AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation means excellence in management education. The university's MBA is ranked by the Princeton Review as one of the leading MBA programs. Upon completion of these 6 courses, participants have the option to test and earn 3 graduate credits as an elective in the William Paterson University MBA Program. This program is run directly at your office or branch location, making it highly convenient for your employees. Each of the following MBA Essentials programs has been approved for 6 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). Please be sure to note the program ID number on your recertification application form. For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org.

> **MBA ESSENTIALS and all Certificate Programs can be taught on-site at your company. Call (973) 720-3035 today to learn about our Customized Training Programs.**

ORGANIZATIONAL BEHAVIOR AND DESIGN

This course introduces the organizational setting and examines human behavior within organizations. Topics covered include: design, structure, technology and processes at the 'macro' level, and leadership, decision making, motivation and teamwork at the 'micro' level. Both theoretical underpinnings and practical applications are emphasized through class discussion, lecture and experiential exercises.

MARKETING FUNDAMENTALS

This course will provide an overview of the fundamental elements of marketing including consumer behavior, marketing research, marketing communications, and marketing management. You will begin with an examination of the role of marketing in corporations and its contribution to innovation. You will explore various facets of the marketing function with the help of in-class exercises and discussions. The course will conclude with a discussion concentrating on marketing's contribution to strategy and sustainable business practices.

ACCOUNTING FOR MANAGERS

This course uses the Case Method and focuses on the content, analysis, and interpretation of the financial and managerial accounting information used by managers in making business decisions. The financial accounting section includes generally accepted accounting concepts and principles for internal and external financial reporting purposes. The management accounting section emphasizes cost behavior, cost management, and management control.

MANAGEMENT OF TECHNOLOGY

This course examines the role of technology on economic transformation. It will take an evolutionary view of technology, explaining its role in different points of world history. You will explore the role of technology in shrinking time/space boundaries (through innovations in transportation, telecommunications, internet and supply chain management). You will examine the role of technology in six different industries: apparel, automobiles, semiconductors, agro-foods, financial services, and logistics. You will also examine the changing contours of these industries in light of theories of innovation, as well as those of political economy.

FINANCE FOR NON-FINANCIAL MANAGERS

A most succinct description of the discipline of finance is that finance is the study of risk and return and the trade off function between the two. The field of Corporate Financial Management within this broad description of finance is concerned with maximizing corporate value by utilizing this complex trade off function. This course will provide a bird's eye view of Corporate Financial Management and its relationship with the broad field of finance as a whole. Designed for non-specialists, this subject matter, including some of the models involved, will be treated in a simple and user-friendly manner, focusing on the managerial use of the models and approaches, rather than the complexities of the quantitative relationships. The course will cover, but may not be limited to, some of the specific areas within Corporate Financial Management, such as: Corporate Financial Management and the Capital Market, the various functions of financial Management, Measurement of Risk and Return, Applications of the above in Corporate Finance, and an Introduction to Strategic Financial Management.

GLOBAL MANAGEMENT

This course will focus on the various issues involved in managing in a global environment today. It will concentrate on the recent changes in the infrastructure of commerce in the globalized world; the international regimes of institutions, rules, laws, treaties and other modes of governance; the new global circuits of capital; the mobility of international labor; the challenges of managing across cultures; and the emergence of new global players in the international arena.

Please call for customized training for your company:
- Organizational Behavior and Design
- Marketing Fundamentals
- Accounting for Managers
- Management of Technology
- Finance for Non-Financial Managers
- Global Management

Fee per Program: $450

GAIN HR SKILLS TO FACE TODAY'S HR ISSUES

IN PARTNERSHIP WITH

SHRM®

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

SHRM ESSENTIALS® OF HR MANAGEMENT

Sharpen your HR skills to face today's HR issues

Human resource issues impact every company in some way. That's why it's important to understand the fundamental issues surrounding HR today.

SHRM, the leading global HR professional organization, has developed the SHRM Essentials® of HR Management course, which provides an introductory overview of the human resource function. Whether you are new to HR or HR is one of many roles you fulfill at your company, this program, offered in partnership with SHRM through William Paterson University, covers the key HR topics you need to know.

Developed by leading HR experts, HR practitioners, and legal counsel, the SHRM Essentials® of HR Management course covers introductory HR topics in a condensed, easy-to-understand format. The straightforward format ensures that HR concepts can be mastered and applied to real-life situations.

Along with classroom interaction with peers and the instructor, case study exercises threaded throughout the program provide opportunities to practice applying newly acquired HR skills during training prior to using them on the job.

Build a solid foundation in HR management skills

By covering a breadth of practical HR topics, the SHRM Essentials® of HR Management course provides the knowledge to perform daily tasks. Through

this course, you will also:

• Review key pieces of federal legislation on sexual harassment, age discrimination, and the Family and Medical Leave Act (FMLA).

• Gain insights into employee recruitment and selection while avoiding legal pitfalls.

• Enhance your skills related to total compensation systems, pay increases and incentives, and employee benefits.

• Increase your knowledge of employee orientation, onboarding, professional development, and training.

Instructor: Tarona Lee
Spring Dates: February 23, March 1, 8, 15 & 22, 2016
Day: Tuesday
Time: 6 pm - 9 pm
Room: G015
Fee: $595
Course Number: B056

Summer Dates: August 1, 8, 15 & 22, 29, 2016
Day: Monday

SAVE THE DATES!

Today's Nurses

March 31

When:
Thursday, March 31, 2016
3:30 pm - 8:30 pm

Where:
300 Pompton Road
Wayne, NJ 07470
University Commons
Ballrooms A, B, C
Fee: $60
Student Fee: $30

10th Annual Non-Profit Management Banquet

May 20

When:
Friday, May 20, 2016
9 am - 2 pm

Where:
300 Pompton Road
Wayne, NJ 07470
University Commons
Ballrooms A, B, C

Early Bird $10
At the Door $20

business

ORGANIZATIONAL BEHAVIOR PROFESSIONAL
ORGANIZATIONAL BEHAVIOR

No matter what industry you look at, individuals and their work product are part of a broad network of individuals arranged in a way that is meant to maximize productivity and decrease redundancy. In order to help move an organization forward, an individual's communication and behavior is an important element in the success or failure or any organization. This course addresses exactly this concept of Organizational Behavior that dictates how a company functions on a daily basis. Students will have the opportunity to explore the behavior of the organization as a whole, the groups and individuals within it and those elements that contribute to a positive (or negative) work environment. Analyzing the impact of corporate politics, balanced and unbalanced power structures as well as individual communication styles and motivations can help individuals to navigate their way through complex organizations, help to improve organizations or even design their own successful organization based on these best practices.

This course examines organizational theory and application. It provides a comprehensive review of individual, group, and organizational performance in relation to organizational structures in contemporary business settings

Dates: Open Enrollment
Time: Online Course
Fee: $1,299
Course Number: P030

HR PROFESSIONAL
HUMAN RESOURCES MANAGEMENT

The Human Resources Management course introduces human resources (HR) functions and related elements and activities to students wishing to enter a career in this field or anyone who runs or may start a business of their own. This course will outline for students the roles and responsibilities of members of a typical HR department, educating the staff that make up a particular firm in various corporate policies, rules and/or procedure as well as how their individual role will include HR-related activities, whether officially part of an HR department or not. Students will move through the evolution of HR management through to the modern functions of most HR divisions from the perspective of both

management and subordinate employees. Further, students will explore various compensation structures and gain an understanding of the importance of maintaining fair and equitable compensation and benefit programs. To this end, students will be exposed to real-world situations and conflicts that may arise ranging from compensation to employee counseling, conflict resolution, discipline and termination alongside the legal and ethical implications of all of these points with respect to Equal Employment Opportunity requirements. Other critical areas such as training and development of staff with regard to many of the above mentioned issues as well as staffing and strategy will also be discussed.

This course focuses on human resource management skills used by business managers in day-to-day operations. While focusing on the different aspects of human resource management and practices, problem solving and critical thinking skills are applied.

Dates: Open Enrollment
Time: Online Course
Fee: $1,299
Course Number: P031

PROJECT MANAGEMENT CERTIFICATION PROGRAM
PROJECT MANAGEMENT CERTIFICATION PROGRAM

This introductory program covers the fundamental methodologies and applications of Project Management and prepares participants for the Project Management Professional (PMP) or the Certified Associate in Project Management (CAPM) exam. The course material covers the key project management topics recognized by the Project Management Institute including: thorough review of the project management bodies of knowledge, processes, and several in-depth tools/techniques to master the concepts that are covered in the PMP exam as well as the CAPM exam. The required study-aid material to pass the PMP exam and the CAPM exam is the textbook: A Guide to the Project Management Body, Fifth Edition.

The key topics for the course include the bodies of management knowledge

(integration, scope, time, cost, quality, human resources, communications, risk, and procurement) and the phases of the project life cycle (initiation, planning, and execution, controlling, monitoring, and closing). The course also provides: case studies describing real world versus concept project management analogies, management organizational structures, successful versus unsuccessful leadership traits, management versus leadership distinctions, project management application templates, over 400 PMP exam prep questions, instructions on how to apply for the PMP or CAPM exam, and several tips to help you prepare for the exam, online projects and chats will be included as needed.

Instructor: JoAnn Kerwin and Nancy Styple
Day: Thursday
Dates: Feb. 25 - Apr. 28, 2016
Time: 5 pm - 10 pm
(15 minute break included)

Fee: $2,849 (textbook is included)
Course Number: B002O
Room: G015
    OR
Instructor: Jerry Flach
Day: Tuesday
Dates: May 17 – July 19, 2016
Time: 5 pm - 10 pm
(15 minute break included)
Fee: $2,849 (textbook is included)
Course Number: B002N
Room: G015
    OR
Instructor: Bhargav Patel
Days/Dates/Times: Online
Fee: $2,849 (textbook is included)
Course Number: B004D

Please call Kevin Goskowski for details (973) 720-2732. Also available for customized training.

LEAN ENTERPRISE CERTIFICATION

Lean Enterprise concepts focus on removing waste and increasing speed in order to affect the bottom line. To

achieve these goals, participants will learn how to remove non-value added process steps, fix the connections between steps and really put the focus back on the customer. Creating improvements across businesses from top to bottom, this course is ideal for individuals responsible for managing or participating in performance improvement activities particularly in the following industries: Electronics, Healthcare, IT, Biotechnology, Manufacturing, Food and Beverage, Energy, Education, Government, Law Enforcement, and Telecommunications. Appropriate participants would include professionals and managers, as well as hands-on line staff in key functional areas like Operations, Production, Inventory Control, Development, Manufacturing, Quality Assurance and Supply Management. In pulling together individuals from all of these areas, the Lean Enterprise Certification course offers a diverse learning environment with multiple perspectives for building best practices that come from all points of industry.

The Lean Enterprise Certification I course will prepare individuals to sit for the Lean Essentials I Certification exam from the American Society for Quality.

Dates: Open Enrollment
Time: Online Course
Fee: $1,999
Course Number: P023

SIX SIGMA GREEN BELT CERTIFICATION

The Six Sigma Green Belt Certification will familiarize participants in the use of the DMAIC (Define, Measure, Analyze, Improve, Control) approach to problem solving key Business issues, introduce and understand at a conceptual level the use of the various Lean Six Sigma tools. The course structure will be in line with ASQs body of knowledge structure and will prepare the participants to take the ASQs Black Belt/Green Belt certification exam.

You will learn:
• What is DMAIC and how to use for a typical Business issue
• Conceptual clarity on the use of the various Lean Six Sigma tools
• Live examples in a workshop setting
• Introduction to Minitab

Who should attend:

Managers, Engineers tasked to lead implementation of Lean Six Sigma program in a company.

Instructor: Sitaraman Vaneswarran
Fee: $1,499
Day: Monday
Dates: Mar. 7 - Mar. 28, 2016
Time & Course Number: 9 am - 12 pm (B150) or 1 pm - 4 pm (B151)

Day: Monday
Dates: Apr. 4 - Apr. 25, 2016
Time & Course Number: 9 am - 12 pm (B152) or 1 pm - 4 pm (B153)

Day: Monday
Dates: May 9 - May 30, 2016
Time: 9 am - 12 pm or 1 pm - 4 pm
Time & Course Number: 9 am - 12 pm (B154) or 1 pm - 4 pm (B155)

Day: Monday
Dates: Jun. 6 - Jun. 27, 2016
Time & Course Number: 9 am - 12 pm (B156) or 1 pm - 4 pm (B157)

Day: Monday
Dates: Aug. 8 - Aug. 29, 2016
Time & Course Number: 9 am - 12 pm (B158) or 1 pm - 4 pm (B159)

SIX SIGMA GREEN BELT

The Six Sigma Green Belt certification helps professionals to strengthen organizations by employing the core concepts of Six Sigma geared toward enhanced problem-solving skills with an emphasis on the DMAIC (Define, Measure, Analyze, Improve, and Control) model. Six Sigma Green Belt professionals are tasked with supporting the project lead, most likely a Six Sigma Black Belt and provides a stepping stone to this advanced classification as well. Successful participants in this class will be poised to work on small, defined Six Sigma projects within an organization requiring less oversight by the assigned manager (presumably a Six Sigma Black Belt). This ability to free up supervisory time reduces costs and increases productivity for entire projects, which present significant value to both current and prospective employers.

The Six Sigma Green Belt course presents an overview of the key concepts for the Six Sigma Green Belt Certification exam. Students will explore processes and team management, operational metrics, and key tools and techniques to achieve process excellence. This course is

designed to prepare students to sit for the Six Sigma Green Belt Certification exam offered by the American Association for Quality.

Dates: Open Enrollment
Time: Online Course
Fee: $1,999
Course Number: P025

SIX SIGMA BLACK BELT

Six Sigma Black Belt certification is designed for high-performance employees and leaders of business improvement projects that have already completed their Six Sigma Green Belt training. Providing participants with a thorough knowledge of Six Sigma philosophies and principles, this course ensures participants have a deep understanding of team leadership and team dynamics as well as the various roles and responsibilities individual team members can take on. Building upon participants' existing knowledge and practice, the Six Sigma Black Belt course will help participants to master advanced statistical analysis tools, identify opportunities with solutions that can be implemented immediately and to deliver measurable results right away in order to increase an organization's return on investment.

Whether in healthcare, finance, government, manufacturing or any other industry, Six Sigma Black Belt training is ideal for current professionals looking toward advancement in their current position as well as individuals looking to gain employment with any firm that utilizes these concepts and techniques. Participants who complete this course will be able to lead Six Sigma projects meant to enhance the capability of both internal and external processes in order to better meet customer expectations. Six Sigma Black Belts often serve as internal consultants for their current companies and can serve as mentors for Six Sigma Green Belts. With the comprehensive understanding of process analysis and improvement individuals gain from Six Sigma Black Belt certification, professionals with these skills with makes a significant impact on any organization and be well-positioned for advancement in their chosen fields.

The Six Sigma Black Belt course presents an overview of the key concepts for the Six Sigma Black

business

Belt Certification exam. Students will explore processes and team management, operational metrics, and key tools and techniques to achieve process excellence. This course is designed to prepare students to sit for the Six Sigma Black Belt Certification exam offered by the American Association for Quality.

Dates: Open Enrollment
Time: Online Course
Fee: $1,999
Course Number: P024

PMP REFRESHER COURSE
Be refreshed with our PMP refresher course! This class will allow you to assess the remaining areas of study toward obtaining your PMP certification. Offered in just 3 segments we will review concepts across the knowledge areas from the PMBOK 5 and apply them in practice exercises. This course is for those already familiar with the PMBOK and who have some formal PMP contact hours; this course will provide you with an additional 9 contact hours. Sign up; now is the time to prepare for your PMP!

Instructor: Jerry Flach
Fee: $249
Course Number: B002H
Room: G015

Please call Kevin Goskowski for details (973) 720-2732.

ADVANCED PROJECT MANAGEMENT: INTRODUCTION TO PROGRAM MANAGEMENT COURSE
This course is designed for students that have extensive Management and/or Project Management experience, and helps students learn formal advanced-level Project Management concepts as well as formal Program Management concepts. The course is divided into two key phases, with the first phase covering the fundamental methodologies and applications of Project Manage-ment at an accelerated rate, and a stronger focus on advanced level Project Management concepts. The second phase covering Program Management introductory concepts.

This course is offered online - Please call Kevin Goskowski for details (973) 720-2732.

Instructor: Bhargav Patel
Days/Dates/Times: Online
Fee: $2,599 (textbook is included)
Course Number: B004

MICROSOFT PROJECT CERTIFICATION WITH VISIO AND ACCESS
Microsoft Project is the industry standard tool to build project plans, and gives you practical experience applying

project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This certification is appropriate for people who plan projects with multiple phases; customize project reports and communicate project information and status. Microsoft Visio is the diagramming software used to create and develop business-oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning.

Instructor: Frank Asciutto
Day: Tuesday
Dates: Feb. 23 - Apr. 26, 2016
    OR
Dates: July 5 - Sept. 6, 2016
Time: 9 am - 2 pm
Fee: $1,100 (textbook is included)
Course Number: T006N
Room: G015

Project Management and MS Project/Visio and Access Taken together at a special rate:
Fee: $3,849
Course Number: B003
Room: G015

CERTIFIED FINANCIAL PLANNING & QUICKBOOKS® CERTIFICATION PROGRAMS

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

Income Tax Analysis & Planning: B031
Investment Analysis/Planning: B032
Estate Planning: B033
Retirement Planning: B034
Insurance Analysis/Planning: B035
Financial Planning Capstone: TBA

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

Please call Kevin Goskowski at (973) 720-2732 to register or for more information.

QUICKBOOKS®/BOOKKEEPING 2016 PROGRAM
Introduction to QuickBooks/Bookkeeping 2016 is a course that covers the fundamentals with newcomers in mind. QuickBooks/Bookkeeping is a completely new way of thinking about finances. Specifically, this class addresses accounting equations, debits and credits, how to prepare and interpret important financial reports and balancing the accounting formula using QuickBooks 2016 software. It also covers balancing the accounting formula, journals, ledgers, trial balance, bookkeeping terminology, revenue, ex-penses, net income, debits and credits. Students will learn how to

read financial statements properly and how to grab meaningful information from the balance sheet, income statement and cash flow statements. After completing this course, you will have a solid understanding of QuickBooks. By applying the concepts learned in this course you will understand the process behind accounts payable and accounts receivable. Students will know what cash flow is and how to improve it, what profit is, how it is interpreted and what influences its growth. Learn QuickBooks/Bookkeeping now and achieve a skill that is an invaluable asset to your professional career development. The Certified User Examination is included and will be given at the completion of the program.

Instructor: JoAnne MacBeth
Dates: Febr. 23 - May 3, 2016

Days: Tuesdays and Fridays
Time: 9:30 am - 12 pm
Fee: $1,499
Course Number: T012T
Room: G016

*Included with this course is a 140 day free trial of QuickBooks 2016 for your home computer.

QUICKBOOKS® CERTIFIED USER EXAMINATION

(Available to the Public)
William Paterson University is an approved site for the Certiport "Certified User" of QuickBooks Examination.

Certified User Examination Cost: $149

Please call Kevin Goskowski to schedule an appointment for the examination at (973) 720-2732.

CERTIFICATE IN BUSINESS MANAGEMENT

Students will strengthen their communication skills, learn effective motivational drivers, become better public speakers and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 36 hours. The courses below can also be taken individually.

- Effective Leadership Principles
- Strategic Planning for Leaders
- Conflict Management
- Dynamic Presentation Skills
- Team Building & Productivity Strategies
- Manager as Coach
- Communication & Work Styles
- Effective Business Writing
- Performance Evaluation & Feedback
- Etiquette for the Business Professional

CERTIFICATE IN BUSINESS MANAGEMENT

Students will strengthen their communication skills, learn effective motivational drivers, become better public speakers and explore their personal strengths as a leader. This certificate is awarded to students who successfully complete 36 hours.

Dates: Feb. 10 - Apr. 12, 2016
Time: 6 pm - 9 pm
Fee: $1,199
Course Number: B130

EFFECTIVE LEADERSHIP PRINCIPLES

This course is designed so that at its completion participants will have an identifiable leadership style that will assist them in identifying their leadership strengths and opportunities for development. We will look at how effective leadership skills can address the current issue of employee engagement. In the online component, participants will review material from thought leaders and apply principles to current case studies.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Dates: Thursdays, Mar. 3 & 17, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $400 (includes assessment tools)
Course Number: B005

MANAGER AS COACH

The first step is defining the role of the manager as opposed to the role of leader. Coaching is defined as a two-way process, using ongoing feedback, to reinforce positive actions and outcomes. The focus is on developing knowledge and skills. Participants will learn these skills as well as how to counsel when coaching does not work.

Instructor: Tarona Lee
Date: Tuesday, Mar. 29, 2016
Time: 6 pm - 9 pm
Room: 4032
Fee: $200
Course Number: B013

PERFORMANCE EVALUATION AND FEEDBACK

Performance evaluations provide feedback to staff members on their job effectiveness. This course covers the guidelines for providing a fair and balanced assessment and the responsibilities of the immediate supervisor. Learn how to structure an evaluation and manage performance review meetings with subordinates.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: Wednesday, Mar. 30, 2016
Time: 6 pm - 9 pm
Room: 1001
Fee: $200
Course Number: B016

STRATEGIC PLANNING FOR LEADERS: DECISIONS AND DYNAMICS

Leadership plays a critical role in any organization. Having a plan in place provides management with a process for identifying strengths and weaknesses while taking advantage of opportunities and preparing for threats. The course begins in person on Wednesday, April 6. The discussion continues with case studies online via Blackboard to delve deeper into the strategic planning process to enhance your skills.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: Wednesday, Apr. 6, 2016 (2 Blackboard Online Sessions)
Time: 6 pm - 9 pm
Room: TBA
Fee: $200
Course Number: B023

COMMUNICATION AND WORK STYLES: UNDERSTANDING BEHAVIOR

The Communication and Work Styles course gives you the opportunity to understand the way you communicate, so that you can better understand others. You can then adjust your style to build more cohesive teams, deal with conflict and build strategic relationships. The fee includes the MBTI (Myers-Briggs Type Indicator) profile.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: Thursday, Mar. 10, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $200 (includes assessment tools)
Course Number: B011

WP

business

business

CONFLICT MANAGEMENT

Conflict arises when values, perspectives and opinions are contradictory in an organization. This course addresses the impact of conflict on team morale, types of managerial actions that contribute to conflict, and specific actions that can be taken to reduce or eliminate conflict.

Instructor: Tarona Lee
Date: Tuesday, Apr. 5, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $200
Course Number: B024

EFFECTIVE BUSINESS WRITING

Clear writing is powerful. This course teaches the "how-to" behind generating perfectly polished business documents, including memos, emails, reports or other business writings. You will learn tips on editing, revising, and grammatical do's and don'ts to be concise and persuasive. Participants are encouraged to bring a writing sample to class.

Instructor: Rita Williams-Bogar, MBA, CPCU, ChFC
Date: Wednesday, Feb. 10, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $200
Course Number: B010

TEAM BUILDING AND MAXIMUM PRODUCTIVITY STRATEGIES

Great teams are built and they don't just happen. This workshop focuses on team charters, objectives, processes and accountability. Participants will learn to structure teams for optimal performance and set the right goals, and will understand how to foster collaboration.

Instructor: Tarona Lee
Date: Tuesday, Apr. 12, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $200 (includes assessment tools)
Course Number: B012

ETIQUETTE FOR THE BUSINESS PROFESSIONAL

People do business with people they feel comfortable with. One of the ways to help others to feel comfortable with you is to build a positive relationship.

This course will provide you with tips and techniques for creating the right first impression, networking effectively, managing telephone and e-mail etiquette, and demonstrating a high degree of professionalism. Come prepared with etiquette and professionalism related questions you have but didn't know where or whom to ask. This is the place to get the answers!

Date: Wednesday, Mar. 23, 2016
Time: 6 pm - 9 pm
Fee: $200
Course Number: B037

DYNAMIC PRESENTATION SKILLS

A dynamic presenter displays confidence and the skills of speaking with others, whether to an audience of one or 100. If you find yourself dreading speaking in public, presenting your ideas to others, or would like to brush up on your presentation skills, this course is for you. The first session of the course will focus on those techniques which help to increase confidence, such as knowing your message, planning your presentation, overcoming nerves, and using various methods to present the message.

The second session will building on the first where participants will have the opportunity to give a presentation in a safe environment while receiving constructive feedback. Though not required, it would be helpful if you come to class with an idea of a topic you'd like to present, whether for work or in your community.

Dates: Wednesdays, Feb. 17 & 24, 2016
Time: 6 pm - 9 pm
Fee: $400
Course Number: B038

SUPPLY CHAIN MANAGEMENT
GLOBAL SUPPLY CHAIN CERTIFICATE

Global Supply Chain Management is the integration of the activities that procure materials and services transforming them into immediate goods and final products, and deliver them to customers. These activities include purchasing and outsourcing activities, plus many other functions that are important to the relationship with suppliers and distributors. The supply chain includes all the interactions between internal operations, marketing, sales, suppliers, manufacturers, distributors, and customers. The chain includes transportation, scheduling information, cash and credit transfers as well as ideas, designs, and material transfers. The intent of the course is to teach students techniques and methods employed by supply chain managers to plan and control the supply chain operating systems. Students will apply quantitative methods, various analytical techniques as well as utilize practical experience in order to understand how to operate, design, plan and control supply chain operations. This course utilizes a set of operations management skills and tools that students can use to enable their companies to develop a competitive advantage in commercial environments that encompass global markets and competition, electronic business (e-business), and supply chain management. Students are expected to have a solid understanding of production and operations management in order to solve complex supply chain case studies.

About the Instructor:
Vic Ricci is the Executive Vice President for Dotcom Distribution in Edison, New Jersey. He has full P&L responsibilities for this 3rd Party Logistics Company. Vic Ricci holds a BA in Economics and an MBA in Management. He is a Senior Executive with over 24 years of progressive experience in manufacturing, retail operations, Ecommerce and distribution. This experience includes managing the supply chain of major distribution networks with significant emphasis on financial analysis, inventory accuracy and operational process mapping, leading to cost effective improvements. His academic expertise includes General Management, Production & Operations Management, and Supply Chain Management.

Instructor: Vic Ricci
Dates: Saturdays, Feb. 27 - Apr. 30, 2016
Time: 8:30 am - 1:30 pm
Fee: $2,500
Course Number: B097

Please contact Johanna Prado (973) 720-3035 for information.

CERTIFICATE IN NON-PROFIT MANAGEMENT

The certificate is designed to meet the needs of the non-profit professionals who seek a broader role within their organization. Upon completion of the program, participants will have attained an overview of the various operational divisions of an organization and a focused view of themselves as a contributor. This certificate is awarded to students who successfully complete 24 hours. The courses below can also be taken individually.

- Volunteer Management
- Ethical Issues for Non-Profits
- Non-Profit Management
- Grant Writing for Non-Profits
- Human Resource Issues for Non-Profits
- Fundraising for Non-Profits
- Non-Profit Marketing
- Project Management Best Practices for Non-Profits

CERTIFICATE IN NON-PROFIT MANAGEMENT

The certificate is designed to meet the needs of the non-profit professionals who seek a broader role within their organization. Upon completion of the program, participants will have attained an overview of the various operational divisions of an organization and a focused view of themselves as a contributor. This certificate is awarded to students who successfully complete 24 hours.

Dates: Feb. 22 - Apr.26, 2016 (Days Vary)
Time: 6 pm - 9 pm
Fee: $949
Course Number: B131

VOLUNTEER MANAGEMENT

The volunteer is such an integral part of all non-profits, that a thorough understanding of how best to manage this valuable human resource is critical. Managers have a certain amount of control over employees. This is not the case with volunteers. This program will cover areas such as recruiting volunteers, putting the right volunteer with the right tasks, how to uncover volunteers skills, and many more.

Instructor: Robert Allen
Date: Thursday, Mar. 24, 2016
Time: 6 pm - 9 pm
Fee: $150
Course Number: B070

PROJECT MANAGEMENT BEST PRACTICES FOR NON-PROFITS

This course will provide participants with an understanding of project management principles to facilitate the initiation, planning, execution, monitoring, controlling and closing of projects and programs that meet specific organizational goals and objectives. Learn the nature of projects, unique, temporary endeavors constrained by resources such as time and cost, and the application of knowledge, tools and techniques to meet stakeholder expectations. Discover the nuances of managing, influencing and communicating for project success.

Instructor: Jerry Flach
Date: Monday, Feb. 22, 2016
Time: 6 pm - 9 pm
Fee: $150
Course Number: B081

ETHICAL ISSUES FOR NON-PROFITS

Non-profits are held to the highest standards with regards to conflict of interest, sound governance and truth in fundraising. This workshop will highlight current "hot topics" affecting charitable non-profit organizations. You will learn about the effect Sarbanes-Oxley legislation has had on non-profits, ways that your non-profit can become more accountable, and more.

Instructor: Jerry Flach
Date: Monday, Feb. 29, 2016
Time: 6 pm - 9 pm
Room: 4032
Fee: $150
Course Number: B020

NON-PROFIT MANAGEMENT

Learn to maximize results in your non-profit organization through effective management strategies. This workshop covers reducing costs and controlling resources, as well as how to select management tools to survive in an uncertain and changing environment.

Instructor: Robert Allen

Date: Thursday, Mar. 31, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $150
Course Number: B021

GRANT WRITING FOR NON-PROFITS

This workshop is focused on techniques for finding and writing successful grant applications to foundations, government and corporate funders. Participants are invited to come prepared with a funding idea for class discussion.

Instructor: Robert Allen
Date: Thursday, Apr. 7, 2016
Time: 6 pm - 9 pm
Fee: $150
Course Number: B009

HUMAN RESOURCE ISSUES FOR NON-PROFITS

This course will cover the most common human resource issues non-profits experience. These include wage and hours issues for non-profit employers, the art of hiring and firing, risk management in hiring, an overview of employment law and a discussion of best practices in safe hiring and employment issues. You will also design an employee handbag related to your non-profit.

Instructor: Tarona Lee
Date: Tuesday, Apr. 19, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $150
Course Number: B018

business: non-profit

NON-PROFIT MARKETING

Most not-for-profits do not function with large-scale budgets as do any private corporations and for-profit organizations. In fact, tight budgets and restrictions on the use of income, along with the absence of dedicated communications professionals, often result in reticence for adopting new ideas and expansion into new areas. This program provides a sound understanding of the benefits of a carefully orchestrated marketing and public relations campaign grounded in a Marketing mindset. Topics include: researching and reaching your target market, comprehensive use of technology, partnering with the public, as well as with businesses in innovative, low cost/no cost 'cause' marketing campaigns, and generating positive media coverage.

Instructor: Robert Allen
Date: Thursday, Apr. 14, 2016
Time: 6 pm - 9 pm
Room: G015
Fee: $150
Course Number: B026

FUNDRAISING FOR NON-PROFITS

This workshop will cover key elements of a fundraising plan for small to mid-sized nonprofit organizations including discussion of annual appeals, special events, memberships and dues, board giving, grant writing, user fees and innovative business approaches to generating income. The workshop emphasizes practical lessons for fundraising success.

Instructor: Tarona Lee
Dates: Tuesdays, Apr. 26 & May 3, 2016
Time: 6 pm - 9 pm
Room: 4032
Fee: $300
Course Number: B008

FORMING A NON-PROFIT CORPORATION 501(C)(3)

Starting a non-profit organization can be a very rewarding but complex experience. The vast majority of non-profits are started by passionate, creative individuals who want to pro-tect, restore, or enhance the wellbeing of the people in their community. The process of incorporating might seem daunting but knowing how to begin will make the start-up process more feasible and build the individual's confidence level as they move forward in bringing their mission and vision to fruition.

These workshops will provide students with the background knowledge and skills needed to effectively start up, and lead a non-profit organization. Most non-profits are 501(c)(3) corporations, meaning they are formed for religious, charitable, scientific, literary, or educational purposes, thus they are eligible for federal and state tax exemptions. Workshop participants will receive step-by-step instructions on obtaining a federal 501(c)(3) tax exemption as well as how to qualify for public charity status with the IRS.

- Know the advantages and disadvantages of forming a non-profit organization
- Know the difference between 501(c)(3) and other 501(c) organizations
- Understand the process of starting a 501(c)(3) and adhering to non-profit requirements specific to the State of New Jersey
- Set goals and define the mission and vision statements while developing a business plan
- Develop an organizational financial budget
- Utilize best practices to form a Board of Directors
- Adopt articles of incorporation, bylaws and first meeting minutes
- Complete an IRS tax-exemption application using IRS Form 1023 Includes: 2 four-hour classes, textbook, handouts and a CD with applications, forms, etc. needed for 501(c)(3) filing

Instructor: Rev. Clarence Bulluck
Time: 9:30 am - 12:30 pm
Fee: $200
Course Number: B022

To register please contact, Johanna Prado, (973) 720-3035 or pradoj2@wpunj.edu.

small business development center
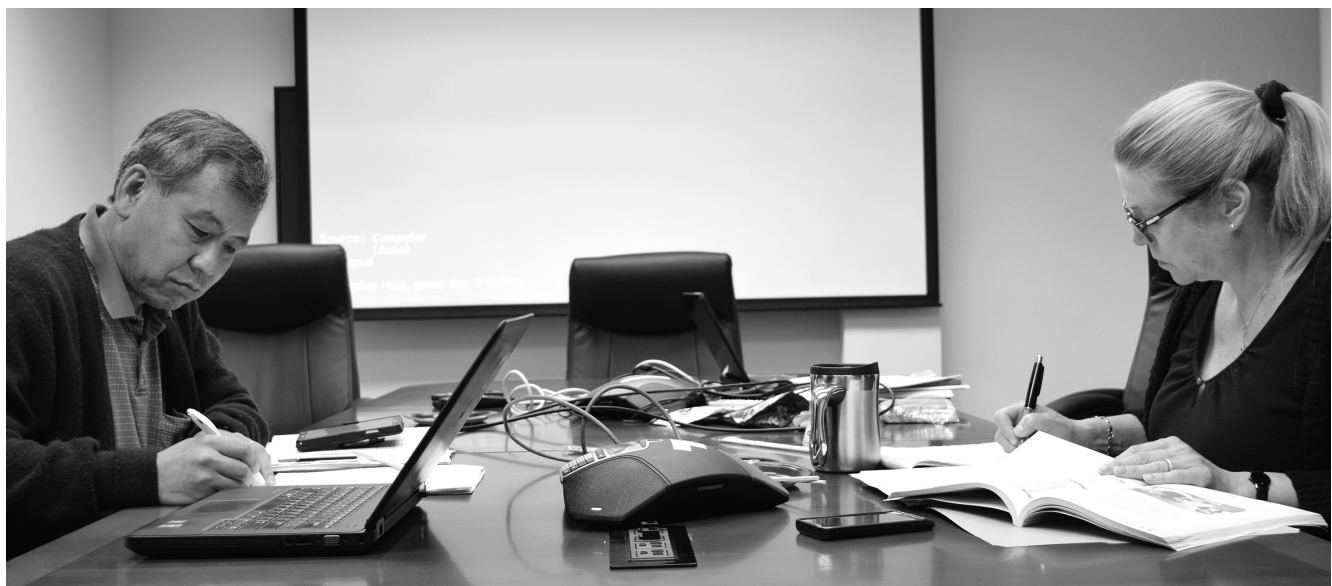
FAST TRACK BUSINESS START UP
ARE YOU AN ENTREPRENEUR?
Are you ready to start a business? Learn what steps you need to take and what to look out for.

The business startup seminar helps you to know how to discover your personal strengths and weaknesses and to understand your business needs. This seminar provides the entrepreneur with tools, reference materials, and additional sources for information on starting a business.

Days: Monday(s)
Time: 11 am
Fee: FREE
Location: WPU SBDC
　　　　131 Ellison Street
　　　　Paterson, NJ 07505

CREATING A WINNING BUSINESS PLAN
A business plan is the key tool for all phases of a business from startup to expansion. The components of a business plan are executive summary, cover letter, organization plan, financial and supporting documents which are all necessary for obtaining SBA loans or loans from venture capitalists and angel investors. This seminar entails the preparation of a sound and detailed business plan which is necessary for managing a business more effectively.

Day: Tuesday(s)
Time: 11 am
Fee: FREE
Location: WPU SBDC
　　　　131 Ellison Street
　　　　Paterson, NJ 07505

FINANCIAL PLANNING
This workshop will provide the entrepreneur with tools, reference materials, and additional sources for information on financial management. This financial planning workshop introduces tools and processes focused on answers to the following questions facing the entrepreneur.

- Will I be profitable?
- When will I be profitable?
- How much funding is needed and the possible sources?

Day: Wednesday(s)

Time: 11 am
Fee: FREE
Location: WPU SBDC
　　　　131 Ellison Street
　　　　Paterson, NJ 07505

PRIVATE MARKETING COUNSELING FOR BUSINESS OWNERS
Are quality and service distinguished? What other features make a product or service desirable? How is the service or product marketed? What segment of the market are you targeting? As a business owner, one needs to create customer awareness, and be distinguished from all others who deal in the same marketplace. This one hour face to face counseling session will guide one through this process which can in turn increase sales volume and margins. You must be registered as a business owner to sign up for an appointment. (Each appointment is for a one hour session).

Instructor: Jim Palumbo
Dates: 2016: 1/13 (V), 2/3 (H), 3/9 (T), 4/13 (H), 5/4 (V), 6/1 (H)
Time: 9 am - 3 pm
Fee: FREE
Location: Alternate locations at:
(H) Impact Paterson, 100 Hamilton Plaza, Suite 101, Paterson NJ 07505;
(V) Cotsakos College of Business, 1600 Valley Road, Wayne, NJ Room V4031 (Fourth Floor);
(T) Division of Economic Development County of Passaic - Department of Planning and Economic Development, 930 Riverview Drive, Suite 250 Totowa, NJ 07512

GROW YOUR BUSINESS ONLINE
In this workshop you will learn how your business is found on Google: How Google Search works, what is Search Engine Optimization SEO Tips for promoting your website, Search Engine Marketing SEM and how your business is viewed on multiple devices. You will also receive an introduction to Google Analytics. Learn why tracking matters, how to use Google rends and Google Alerts. And lastly, overview of Google's suite of only business productivity tools.

For this workshop, it is recommended for business owners to have a Gmail

account for their business, or create one prior to the workshop, and know their log in credentials so you can access these tools.

Instructor: Reina I. Valenzuela
Date: Friday, Jan. 29 &
　　　　Friday, Feb 19, 2016
Time: 6 pm - 9 pm
Fee: $10
Location: Cotsakos College of Business
　　　　1600 Valley Road
　　　　Wayne, NJ
Room: G16

HOW TO DEVELOP A MOBILE APP
Do you have a great idea for a mobile app but don't know where to begin? This session is for you! You will get an overview of the design and development process, learn about the differences between Native and Web-based apps, how to deploy and get paid. Plan, prepare and launch your idea.

Computing background requirements to attend workshop: Knowledge of programming languages such as PHP, C++, Java, HTML, Objective-C, and basic knowledge of Database structure such as MySQL.

Instructor: Oscar Moreno
Date: Thursday, Feb. 18, 2016
Time: 5:30 pm - 8:30 pm
Fee: $10
Location: Impact Paterson
　　　　100 Hamilton Plaza
　　　　Suite 101
　　　　Paterson, NJ 07505

SOCIAL MEDIA FOR THE ENTREPRENEUR
Social media is a powerful tool that gives businesses the ability to interact with their customers, retain customers, market at a low cost, as well as entertain their audience. This medium is expanding exponentially and will continue to do so. Regardless of your role in the world of business, Social Media Marketing will influence and change what you do and how you do it. Kim Casamento will explain how social media can be used to strengthen your small or large business.

3 Things You Will Learn

- How to use social media successfully
- The various platforms on social

media and how to use each of them

• How to measure the success of your social media initiatives

3 Takeaways

• The importance of social media

• If it is appropriate for your business

• Confidence in using social media

Who Should Attend

• Business owners

• Marketing professionals

• Anyone who enjoys social media

Instructor: Kim Casamento
Date: Thursday, Mar. 3, 2016
Time: 10 am -1 pm & 6 pm - 9 pm
Fee: $25
Location: Cotsakos College of Business
1600 Valley Road
Wayne, NJ
Room: G16

LEARNING TO THINK LIKE AN ENTREPRENEUR

In this program you will learn what makes successful entrepreneurs, successful. This introductory class helps you understand that entrepreneurship is a mindset that can be learned, which also has the capacity to empower ordinary people to accomplish extraordinary things.

Join us if you are ready to learn how to create a competitive advantage for yourself across all areas of your life.

Dates: Mar. 29 & Mar. 31, 2016
Time: 6 pm - 7:30 pm
Fee: $10
Location: Impact Paterson
100 Hamilton Plaza
Suite 101
Paterson, NJ 07505

CYBER SECURITY CONFERENCE

This is the premier event for business executives, leaders and experts as they discuss protective measures to keep businesses resilient.

In this 3 1/2 hour Thought Leader Speaker Series, you will hear from government legislators, and representatives from large corporations. Also assembled are two separate panels discussing perspectives of the latest cyber security trends and analysis representing health, law, education and accounting.

Date: Mar. 18, 2016
Time: 8:30 am - 12:30 pm
Fee: FREE
Location: Cotsakos College of Business
1600 Valley Road
Wayne, NJ
Room: Auditorium

INTRODUCTION OF QUICKBOOKS®

This short introductory course will show one how to prepare, interpret important financial reports, and create the company's books from "scratch". One is shown how to set up accounts, customers, vendors, items and jobs.

Covered tasks:

• "Clean up" your important customer lists.

• Enter and process checks, bills and payments.

• Prepare and process estimates, invoices, sales receipts, credit memos, deposits and customer statements

• Purchase and manage inventory

Instructor: TBA
Dates: Thursdays, Apr. 7 & Apr. 28, 2016
Time: 6 pm - 9 pm
Fee: $39
Text: $25
Additional, optional
Location: Cotsakos College of Business
1600 Valley Road
Wayne, NJ
Room: G016

A COLLABORATION BETWEEN SBDC & STAR OF HOPE

This retail training is designed for the student interested in learning about a career in Retail Sales or Management. This course offers a unique blend of classroom and "hands on" instruction in all areas of retail sales including merchandizing, inventory control, safety, customer, service, and more. Students completing this course will have been given exposure to all of the main components of retail sales and will be prepared for an entry level job. Many of the soft skills learned will be transferable into other industries. The instructor has 20 years of experience in retail sales management and offers one on one instruction with each student to prepare them for the interview and the

retail job.

Classes are offered throughout the year.

For information or to register via email contact Stephanie Colletti, Director of Retail Division and Employment Training

scolletti@sohm.org
(973) 742-1222 x26
www.sohm.org

Instructor: Stephanie Collette
Dates: Feb. & Apr.
Time: TBA
Location: Star Tec Institute,
34 Broadway
Paterson,NJ 07505

INTERNATIONAL TRADE
INTERNATIONAL TRADE MANAGEMENT SERIES

This intermediate course is designed to put the student in The NJSBDC International Trade Program offers practical workshops in all aspects of international business.

To register call (973) 353-1927 or online at: www.njsbdc.com. You must be registered to attend.

DEMYSTIFYING INTERNATIONAL TRADE

How to Get Started, and How to Expand:
This seminar covers the fundamentals of international trade. We will cover topics for both beginning and accomplished exporters – including marketing, sales, pricing and distribution.

Instructor: Roger S. Cohen
Date: Tuesday, Mar. 15, 2016
Time: 10 am - 1 pm
Fee: $25
Location: Passaic County
Economic Development
Totowa Business Center
930 Riverview Drive
Suite 250
Totowa, NJ 07512

GETTING THE MOST FROM INTERNATIONAL REPS, AGENTS AND DISTRIBUTORS

How to Expand Your Reach Abroad:
This seminar covers the practical aspects of how to work with representatives, agents, distributors, and other resources. Learn how to

increase your reach by working with sales professionals.

Instructor: Roger S. Cohen
Date: Wednesday, Mar. 16, 2016
Time: 10 am - 1 pm
Fee: $25
Location: Passaic County
Economic Development
Totowa Business Center
930 Riverview Drive
Suite 250
Totowa, NJ 07512

INTERNATIONAL PAYMENTS AND RISKS - INCOTERMS

Understanding the Language of International Commerce:
This seminar provides a layman's overview of international payments and international commercial terms – INCOTERMS – the international languages of how to buy, sell, deliver and get paid, and how to transfer risk. These are the fundamental building blocks of how to transact international business.

Instructor: Roger S. Cohen
Date: Thursday, Mar. 17, 2016
Time: 10 am - 1 pm
Fee: $25
Location: Passaic County
Economic Development
Totowa Business Center
930 Riverview Drive
Suite 250
Totowa, NJ 07512

ENTREPRENEUR CERTIFICATE PROGRAM - Spring 2016

Have you thought about starting your own business, but don't know where to begin?
The New Jersey Small Business Development Centers (NJSBDC) network and the New Jersey Council of County Colleges (NJCCC) have partnered to provide a seven course, 33-hour Entrepreneur Certificate Program (ECP).

Attendees who successfully complete this program will receive an official certificate issued by Passaic County Community College and the William Paterson Small Business Development Center.

Total Cost for Program: $499.00
Class Meets every Wednesdays from 6 pm - 9 pm
Location: TBA

Marketing Strategies for Business Success
This workshop shows you how to define and target the markets where your services or products will be most successful as well as develop an action plan for your marketing efforts in order to reach your target markets.

Understanding Financial Statements
Learn about financial statements to improve your bottom line. This course helps you understand the various types of financial statements to allow for further review and analysis of your business operations and enhance your ability to design a profit improvement planning strategy to grow and expand your business.

Small Business Record Keeping
Learn about the purpose and types of record-keeping systems to help use your business records as a management tool and barometer and comply with governmental regulations/requirements.

Legal I - Start-up Specifics
This workshop provides basic knowledge of the laws affecting business. Business owners learn how to choose the appropriate business structure, assess business risks, provide adequate protection for business ideas (patents, copyright, trademarks) and business operations (leases, contracts, agreements) as well as know about local zoning/ regulations /permits/licensing, business trade name registration and incorporation procedures as well as other State, county, federal and international requirements.

Legal II – Contracts
This course provides a basic understanding of business contract law with an overview of the basic elements of contracts, the different types of contracts (employment, suppliers, customers), what particular situations warrant attorney consultation, legal ownership of a business, consideration of the major factors in business structure selection, the primary features of a partnership, examination of key areas of stockholder (shareholder) agreements, and more!

The Business Plan
Business plans are a necessary tool for every phase of business operations, from start-up to expansion. A sound business plan will help you manage your business more effectively and serves as a tool for planning, marketing, and financing your business. Using a business plan to chart your course improves your chances for success.

Small Business Taxes
You learn about the differences between local, state and federal taxes and gain a broad overview of small business tax responsibilities including employment, social security, income and sales taxes as well as understand tax obligations as they relate to the particular business structure.

COURSE TITLE	Date(s)	# of Sessions
Marketing Strategies for Business Success (6 hrs)	Feb. 17 & 24	2
Understanding Financial Statements	Mar. 2 & 9	2
Small Business Recordkeeping	Mar. 16 & 23	2
Legal I - Startup Specifics (3 hrs)	Mar. 30	1
Legal II - Contracts (3 hrs)	Apr. 6	1
The Business Plan (9 hrs)	Apr. 13, 20 & 27	3
Small Business Taxes	May 4	1

small business development center

ACCOUNTING & QUICKBOOKS® CERTIFICATE PROGRAM - Spring 2016

This certificate program offers an overview of the key concepts, tools, and techniques required to succeed in today's challenging business environment from a hands-on perspective. Offered in partnership with the **New Jersey Small Business Development Center (NJSBDC)** this program will cover the basics of accounting fundamentals and then apply those fundamentals to QuickBooks® to enable business owners to take better control of their business finances.

To earn a certificate in this program, the following three courses are required.

1) Accounting Fundamentals
2) QuickBooks® for Small Businesses
3) QuickBooks® A/R & A/P

Or take any one of the topics listed to improve your knowledge by enhancing your skills in one area.

ACCOUNTING FUNDAMENTALS
(1 session)
This course is designed to establish students with fundamental knowledge of accounting procedures and is a compliment to QuickBooks® for Small Businesses.

Date: Wednesday, Apr. 20, 2016
Time: 5:30 pm - 8:30 pm
Fee: $55.00
Course Number: NBS 200 M1
Location: Paterson, TBA

QUICKBOOKS® FOR SMALL BUSINESSES
(2 sessions)
This introductory course explains how QuickBooks® can simplify the accounting process for a small business.

(Participants should have knowledge of basic keyboarding.)

Dates: Wednesday, Apr. 27 &
Thursday, Apr 28, 2016

Time: 5:30 pm - 8:30 pm
Fee: $95.00
Course Number: NBS 201 M1
Location: Paterson, TBA

QUICKBOOKS® A/R & A/P
(2 sessions)
This intermediate course is designed to put the student in a simulated real business environment managing both the Customers/Sales and Vendors/Expenses capabilities in QuickBooks®. Accounts Receivable transactions include creating customer and job lists, setting up item (product) lists, creating quotes, and tracking employee time.

Dates: Wednesday, May 4 &
Thursday, May 5, 2016
Time: 5:30 pm - 8:30 pm
Fee: $95.00
Course Number: NBS 202 S1
Location: Paterson, TBA

SPANISH LANGUAGE CLASSES
¿ES USTED UN(A) EMPRENDEDOR(A)?
Este seminario patrocinado por William Paterson University SBDC, es para ayudar a todas aquellas personas que están pensando en empezar un pequeño negocio. Este seminario será dado completamente en español para ayudar a los futuros empresarios a definir sus fortalezas y para conocer cuáles son los pasos a seguir para dar comienzo.

Instructor: Reina Valenzuela
Fechas: Todos los Jueves
Horas: 11 am
Costo: Gratis
Lugar: WPU SBDC
131 Ellison Street
Paterson, NJ 07505

COMO HACER UN PLAN DE NEGOCIOS
Este seminario te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluyen: mercadeo, finanzas, diseño de organizacion; resumen ejecutivo, programas de prestamos de la SBA, y como solicitar para prestamos de negocios. Este entrenamiento en bien informativo y se impartira en español.

Proveerá a los asistentes conocimientos de como hacer estudios de investigacion en todas las areas de los negocios.

Instructor: Reina Valenzuela
Fechas: Todos los Viernes
Horas: 3 pm
Costo: Gratis
Lugar: WPU SBDC
131 Ellison Street
Paterson, NJ 07505

CORRE LA VOZ SOCIALMENTE-PROMOCIONA TU NEGOCIOS EN LAS REDES SOCIALES
Corre La Voz Socialmente - Promociona tu negocio en las redes sociales. Esta sesión es una introducción a las redes sociales y contesta las preguntas básicas sobre las plataformas mas populares: Facebook, LinkedIn, Twitter, Pinterest, and Instagram, y cubriremos:

¿Por qué utilizar las redes sociales?
¿Cual plataforma es mejor para mi negocio?
¿Como crear contenido?
¿Con cuanta frecuencia debo compartir?

Próximos pasos: Aprenda sobre la importancia de compartir contenido relevante y como mantener la presencia social del negocio.
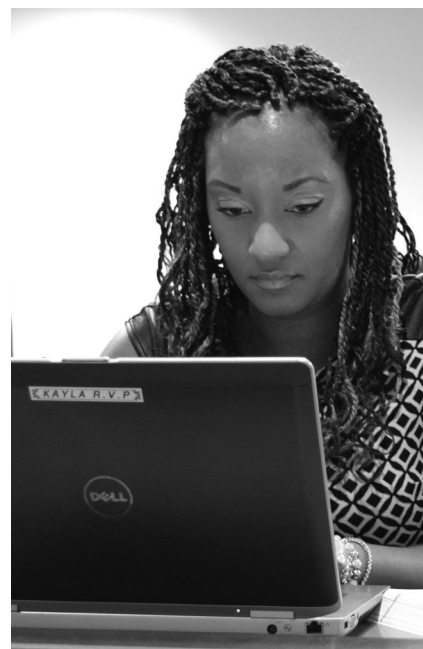
Instructor: Reina I. Valenzuela
Fecha: Feb. 26 y Mar. 25, 2016
Horas: 6 pm - 9 pm
Costo: $10
Lugar: Impact Paterson
100 Hamilton Plaza
Suite 101
Paterson, NJ 07505

WP

MICROSOFT OFFICE CERTIFICATION PROGRAM

Our Microsoft Office Specialist Certification program offers you more. The sequence begins with an introduction to the PC and Windows, moving from the most basic levels to cutting edge skills and new employment possibilities. Qualified candidates will achieve Microsoft Office Specialist Certification acknowledging that you have the expertise to work with Microsoft Office programs.

The MOS Certification program is composed of four separate courses taught over a 15 week period. The program covers Windows/Word, Excel, PowerPoint, and Outlook. All classes are hands-on with each student working on their own PC and all materials are provided. Also included in the price is one MOS exam fee (for qualified candidates) which is given on site at William Paterson University. Open enrollment is available at the start of each course.

MOS Certification includes:
Word • Excel • PowerPoint • Outlook

MICROSOFT OFFICE CERTIFICATION PROGRAM
Instructor: Frank Asciutto
Dates: Jan. 4 - Mar. 17, 2016
Days: Monday, Wednesday & Thursday
Time: 9:30 am - 2:30 pm
Fee: $2,800 (includes one certification exam)
Course Number: T030P
Room: G016
    OR
Time: 3 pm - 8 pm
Course Number: T021P
    AND
Dates: Mar. 21 - May 26, 2016
Days: Monday, Wednesday & Thursday
Time: 9:30 am - 2:30 pm
Fee: $2,800 (includes one certification exam)
Course Number: T030Q
Room: G016
    OR
Time: 3 pm - 8 pm
Course Number: T021Q

WORD
Learn the basics of creating and editing letters and memos with Word. Enter and edit text efficiently, format text, create bulleted and numbered lists and find help when you need it. Understand the tools available to create and manage complex documents, include section breaks, add headers and footers, page numbering and table of contents. Learn to create custom letters and label with Word's Mail Merge function by maintaining address data in Word, Excel or Outlook. Word has many shortcuts and hidden features that can help increase productivity and efficiency. You will learn to work smart in Word by customizing program defaults and using productivity-enhancing tools.

Dates: Jan. 4 - 25, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 am - 2:30 pm
Course Number: T031P
    OR
Time: 3 pm - 8 pm
Course Number: T001P
    AND
Dates: Mar. 21 - Apr. 7, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 – 2:30 pm
Course Number: T031Q
    OR
Time: 3 pm - 8 pm
Course Number: T001Q

EXCEL
This workshop teaches the basics of spreadsheets using Microsoft Excel. Whether you have been using Excel or are just beginning this is where you need to start. You will learn to: work with toolbars, understand rows, columns and cell addresses, create formulas, use multiple worksheets within a workbook, add and create charts, edit margins, link and embed objects, reference cells on other worksheets, sheets to e-mail, and much more.

Dates: Jan. 27 - Feb. 17, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 am - 2:30 pm
Course Number: T032P
Room: G016
    OR
Time: 3 pm - 8 pm
Course Number: T002P
    AND
Dates: Apr. 11 - 28, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 - 2:30 pm

Course Number: T032Q
    OR
Time: 3 pm - 8 pm
Course Number: T002Q

POWERPOINT
Learn to create high quality electronic slide presentations for business, classroom or home. You will create and edit PowerPoint presentations using PowerPoint's predefined designs, layouts and templates. Customize and personalize your presentations by using text boxes, drawing tools and color schemes. Learn tips and techniques to help you to incorporate clip art, animation, picture files, charts and more into your slide show.

Dates: Feb. 22 - Mar. 10, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 am - 2:30 pm
Course Number: T033P
    OR
Time: 3 pm - 8 pm
Course Number: T003P
    AND
Dates: May 2 - 19, 2016
Days: Monday, Wednesday & Thursday
Fee: $800
Time: 9:30 - 2:30 pm
Course Number: T033Q
    OR
Time: 3 pm - 8 pm
Course Number: T003Q

OUTLOOK
Become an e-mail expert. Start with e-mail basics by setting up accounts in Outlook, using Outlook folders, sending and receiving e-mail. Expand your knowledge by maintaining an address book, creating distribution lists, using stationery, adding signatures and working with attachments. Learn to

effectively manage your time by using Outlook calendaring for scheduling appointments and events.

Dates: Mar. 14 - 17, 2016
Days: Monday, Wednesday & Thursday
Fee: $400
Time: 9:30 am - 2:30 pm
Course Number: T034P
    OR
Time: 3 pm - 8 pm
Course Number: T004P
    AND
Dates: May 23 - 26, 2016
Days: Monday, Wednesday & Thursday
Fee: $400
Time: 9:30 - 2:30 pm
Course Number: T034Q
    OR
Time: 3 pm - 8 pm
Course Number: T004Q

MOS TESTING SITE

William Paterson University is an approved provider of the MOS examination through Certiport.

Fee: $150.00 (includes one free retake)

The cost of a practice test is $55. Please call Kevin Goskowski at (973) 720-2732 to schedule an appointment for this examination.

MICROSOFT PROJECT CERTIFICATION WITH VISIO AND ACCESS

Microsoft Project is the industry standard tool to build project plans, and gives you practical experience applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This certification is appropriate for people who plan projects with multiple phases; customize project reports and communicate project information and status. Microsoft Visio is the diagramming software used to create and develop business oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning.

Instructor: Frank Asciutto

Day: Tuesday
Dates: Feb. 23 - Apr. 26, 2016
    OR
Dates: July 5 - Sept. 6, 2016
Time: 9 am - 2 pm
Fee: $1,100
Course Number: T006M
Room: G015

MICROSOFT PROJECT

Microsoft Project is the industry standard tool to build project plans and applying project life cycle concepts. You will learn to define project tasks, phases, resources, and materials. Then use Project to build project plans and track actual work against the plan. This course is appropriate for people who plan projects with multiple phases; customize project reports and communicate project information and status.

Dates: Feb. 23 - Mar. 8, 2016
Time: 9 am - 2 pm
Day: Tuesdays
Fee: $345
Course Number: T036B
Room: G015

MICROSOFT VISIO

Microsoft Visio is the diagramming software used to create and develop business-oriented drawings. It uses vector graphics to create multiple types of diagrams, including process, flow charts, organizational charts and space planning. Visio has unique integration features to other Microsoft office products that connect their diagrams to data sources and displays their data graphically.

Dates: Mar. 15 - 22, 2016
Time: 9 am - 2 pm
Day: Tuesdays
Fee: $230
Course Number: T036C
Room: G015

ACCESS

Learn to build complete business applications with Microsoft Access. Access provides many database features for the management of information and data reporting. Learn the basic concepts of structuring data using tables, creating input forms and designing reports. And then go beyond

the basics with data sharing, query building, macros, data importing and connecting Access to other Microsoft products.

Topics:
- Creating and managing a database
- Defining Access objects
- Building tables, forms and reports
- Creating Data relationships and data integrity
- Constructing queries and working with controls

Prerequisite: Previous knowledge of Microsoft Excel is required

Dates: Mar. 29 - Apr. 26, 2016
Time: 9 am - 2 pm
Fee: $575
Course Number: T036A
Room: G015

This course is also available online. Please call Kevin Goskowski at (973) 720-2732 for more information.
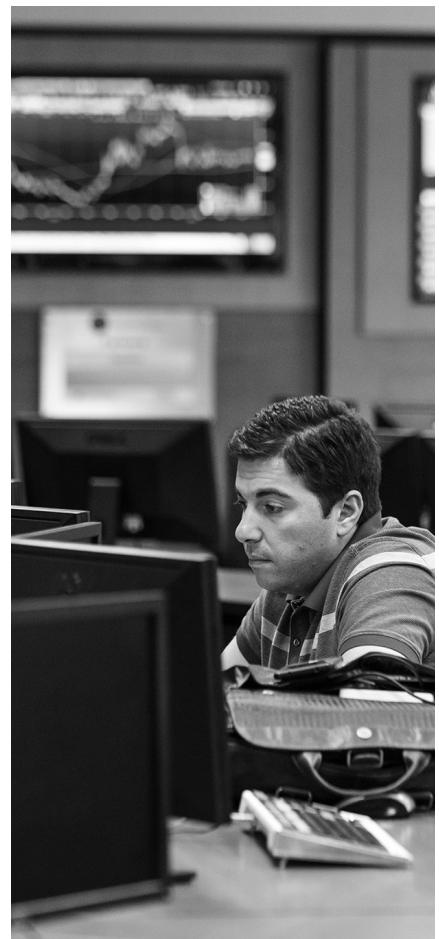
SOCIAL MEDIA AND MARKETING

SOCIAL MEDIA AND MARKETING CERTIFICATE COURSE – ONLINE

This 10 week course is designed to provide students with an insight to the background history, technology, the impact, and strategic uses of social media, as well as a basic hands-on experience with several forms of the most current social media technology. In this course, students gain a broad understanding about Web 2.0 Tools used for Social Media (ie, Facebook, Twitter, Blogs, LinkedIn, Myspace, Google+, etc.), which are all relatively inexpensive but accessible technologies that provide individuals with an instant means/online medium to create, publish, edit, and/or access information for targeted audiences; ranging from one single person, to millions of viewers. Students will also learn ways of exploring possibilities and limitations of various social media and will learn how to apply and adapt basic marketing strategies to construct and evaluate social media texts, their impact, and their practical use as a marketing tool. Basic strategic uses of social media for advertising, marketing, public relations, journalism, and civic and political participation are also explored in this course.

The following topics will be covered:

Intro to Blogging (WordPress, Blogger, Wikis, YouTube, etc.) - ***$350

Intro to Social Media (Facebook, Twitter, LinkedIn, Myspace, Google+, etc.) - ***$350

Social Media Tools: Design & Implementation Privacy & Ethics in Social Media - ***$500

Social Media Management: Monitoring & Analysis - ***$350

Integrating Social Media into Marketing Strategy - ***$500

Instructor: Professor Robert Allen
Dates/Days/Times: Self-Paced Online
Fee: $2,000
Course Number: B089

*These topics are offered as individual courses at this price if you do not wish to take the entire certificate course.

To register please contact, Johanna Prado, (973) 720-3035 or pradoj2@wpunj.edu.

GRAPHIC DESIGN CERTIFICATE

Updated for Adobe Creative Cloud, this course has been re-designed and enhanced to meet the requirements of today's digital designer. We cover the fundamental elements of graphic/web design using the latest versions of the most in-demand software programs in the digital design industry today – Photoshop, Illustrator and InDesign. In addition, the course now includes WordPress for the rapid development of web pages. Students will learn to use Photoshop for image preparation and Illustrator to create original graphics and stylized text for both print and digital media. We then bring these visual elements together using InDesign to structure page content/layout for both printing and ePub documents for electronic distribution, and WordPress for generated web pages. Course projects include creating original graphics for a corporate brand and applying it consistently across different media platforms. This is an introductory course and no experience with Adobe Creative Cloud or WordPress is required. However, please be comfortable using Microsoft Windows and Windows File Management prior to enrolling in this course. Open enrollment is available at the start of each session.

Course Overview
- • Photoshop
- • Illustrator
- • InDesign/WordPress

PHOTOSHOP (4 weeks)

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

ILLUSTRATOR (3 weeks)

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

INDESIGN/WORDPRESS (3 weeks)

Learn InDesign and WordPress to design powerful page layouts for both print and digital media. Students explore the fundamentals of InDesign to control document content and layout. You will start with the basics of setting up documents, working with text and type styles. After mastering these skills, you will then learn to enhance your pages by placing images, managing color, using transparency, applying formatting, defining styles and outputting files for print and ePub electronic distribution. Open source WordPress provides a robust set of tools for creating complete web sites. In has many features that make it one of the premier web development environments today, including: the use of templates for fast web page development, scalable pages and mobile ready across different platforms, end user content management, search engine optimization, and a range of hosting options including full business e-commerce.

Instructor: Frank Asciutto
Day: Tuesday
Dates: Feb. 2 - Apr. 5, 2016
Time: 5 pm - 10 pm
Fee: $1,125
Course Number: T015A
  OR
Dates: July 5 - Sept. 6, 2016
Course Number: T015B

IBM MAINFRAME

The IBM Mainframe course provides students with the background, knowledge, and skills necessary to begin using the basic facilities of a mainframe computer. Topics include: the mainframe in business today, including mainframe job roles; mainframe interfaces; Job Control Language; mainframe hardware and architecture; middleware for the mainframe, application programming on the mainframe; networking, and security topics.

Instructor: Gilbert Ndjatou
Date: Mar. 2 - Apr. 27, 2016
Day: Wednesday
Time: 1 pm - 3 pm
Fee: $1,800
Room: TBD
Course Number: P127

THE COMPTIA A+ SPECIALIST PROGRAM

The CompTIA A+ course will build upon students' existing user-level knowledge and experience with personal computer software and hardware in order to present fundamental concepts and techniques that technicians will use every day on the job. Upon completing this course, students will gain the essential skills and technical expertise necessary to install, upgrade, configure, troubleshoot, optimize, repair and perform preventative maintenance on basic personal computer hardware and operating systems.

The CompTIA A+ course provides students with the basic knowledge and skills necessary for a career in PC support. The course is designed to fully prepare students to sit for and pass the CompTIA A+ 220-801 and 220-802 certification exams. The exam covers a broad range of hardware and software technologies that is not tied to any specific vendor products. Examinees must successfully complete 2 parts for the exam – Essentials and Practical Applications modules. Provided both modules are passed within a 90 day period, successful candidates will receive CompTIA A+ Certification. Course topics include installation, configuration, preventative maintenance of PC hardware components, and the basics of networking, security,

virtualization, desktop imaging, and deployment. Students will also gain knowledge of diagnostic and trouble-shooting processes for various types of technical issues.

Dates: Open Enrollment
Time: Online Course
Fee: $1,499
Course Number: P026

COMPTIA N+

Computer Technology Industry Association (CompTIA) N+ training offers midlevel certification to for network professionals. Designed to ensure competency of network technicians in configuring and supporting TCP/IP clients and the OSI model, CompTIA N+ training and certification ensures students have the skills necessary for hardware setup, network design, cabling, configuration, installation, troubleshooting and support. Earning CompTIA N+ Certification means that the individual possess the knowledge and skills necessary to be a successful network professional offering a nationally-recognized and industry-recognized credential for experienced network technicians. Indeed, the most widely known technology companies recommend or require CompTIA N+ Certification for their networking technicians.

The CompTIA Network+ course provides students with the basic knowledge and skills necessary to become an IT network practitioner. This course is designed to fully prepare students to sit for and pass the CompTIA Network+ Certification exam. Students will gain the knowledge and skills necessary to manage, maintain, troubleshoot, install, operate, and configure basic network infrastructure as well as describe networking technologies, understand basic design principles, adhere to wiring standards, and use testing tools. This course offers a technical prerequisite option for IT technicians seeking to join the Apple Consultants Network and is recognized by various federal and state government agencies. Additional job roles for prospective candidates include network technician, network installer, network administrator, help

desk technician and IT cable installer.

Dates: Open Enrollment
Time: Online Course
Fee: $1,499
Course Number: P027

COMPTIA S+

Computer Technology Industry Association (CompTIA) S+ training designates knowledgeable professionals in the field of IT security. As an international, vendor-neutral credential, CompTIA S+ certification ensures successful students gain competency in network security, compliance and operational security, common/possible threats and vulnerabilities, application, data and host security, access control and identity management as well as cryptography. Earning CompTIA S+ Certification signifies to employers that candidates will apply their knowledge of security concepts, tools and procedures to prevent security breaches, react accordingly to any security incidents and anticipate further security risks in order to effectively guard against them. Many well-known companies, government contractors and government agencies employ CompTIA S+ certified staff in order to ensure the quality of their work and CompTIA S+ is also one of the options for certifications required by the US Department of Defense for both military personnel and contractors engaged in information security activities.

The CompTIA Security+ course provides students with the basic knowledge and skills necessary to become an IT security professional. This course is designed to fully prepare students to sit for and pass the CompTIA Security+ certification exam. Students will gain the knowledge and skills necessary to identify risk and participate in risk mitigation activities as well as provide infrastructure, application, operational and information security. They will also acquire the knowledge necessary to apply security controls to maintain confidentiality, integrity and availability, as well as how to identify appropriate technologies and products. Finally, students will gain an awareness of applicable policies, laws and regulations with regard to IT security.

Prospective job roles for successful candidates include security engineer, security architect, security assurance technician, security consultant/specialist, systems administrator, network administrator and security administrator. CompTIA N+ certification plus 2 years of technical networking experience with a focus on security is recommended for success on the exam.

Dates: Open Enrollment
Time: Online Course
Fee: $1,499
Course Number: P028

JAVA PROGRAMMING I

Java is a programming language and computing platform running on hundreds of millions of personal computers worldwide and billions of devices across the globe including mobile devices and televisions. If you own a computer, smart phone or other device, chances are you've interacted with some form of Java. Designed to be less complicated than many of its predecessors, Java is easily accessible for most programmers and enables them to develop computer programs faster and easier than ever before.

As the number one development platform and the number one language used for enterprise programming and development, Java training offers students the opportunity to learn the universal Java programming language and technology in order to develop robust programs and applications quickly and efficiently using any platform. In fact, the Java platform can be used with many software applications including all Windows versions, Solaris, Unix open source operating systems and the Apple operating software as well as most Web browsers allowing for great interaction and usability.

Java developers work across all areas of the computer programming field writing software that will run on many different kinds of devices. Often used by application developers, web developers or operating system engineers, all of these professionals use Java Programming on a daily basis. Moreover, Java developers are needed to integrate their code with software

already written in other languages such as HTML5 of C++ and are in high demand as this industry moves at a faster and faster clip. So pervasive across the growing programming fields, certification in Java is a great way for new entrants to break into the field and prove their expertise to prospective employers and can help to secure higher salaries as well.

The Java Programming I course is designed to prepare students to sit for the Oracle Certified Associate, Java SE 7 Programmer exam.

Dates: Open Enrollment
Time: Online Course
Fee: $1,499
Course Number: P029

PROGRAMMABLE LOGIC CONTROLLERS CERTIFICATE COURSE – ONLINE

The Programmable Logic Controllers program will provide the basic technical skills and knowledge necessary to work with electrical control systems typically found in an industrial environment. The program investigates the operation of various control systems including both discrete and analog control devices. Emphasis is placed on the use and programming of PLCs in a complex industrial control system. This highly innovative distance education program combines state-of-the-art PLC simulation with interactive multimedia curriculum. The program content is delivered on CD-ROM and is supported through the Virtual Campus which provides online testing, technical and tutorial support. Technical and tutorial support is provided via e-mail and telephone. The program is designed to allow students to complete all aspects of the program and receive a PLC Technician certificate while studying at home using a highly interactive learning package. The learning materials consist of a CD-ROM with 19 modules containing:

• Text   • Audio   • Animations
• Computer-Based Testing
• PLC simulation software

Date: Self-Paced Online
Fee: $1,800
Course Number: S006

SOLIDWORKS – 24 HOUR COURSE (FOR BEGINNER SOLIDWORKS USERS AND EXPERIENCED AUTOCAD USERS)

SolidWorks Essentials is the foundation on which you can build your modeling skills. It covers the base concepts and conventions on which the rest of our SolidWorks classes are based. (If you need to create drawings of your designs, SolidWorks Drawings will show you how to make complete design documentation. Examination fee is not included in the program.

Dates: Class begins in March
Day: Saturdays
Fee: $499
Course Number: T107A
Room: G016

AUTOCAD – 24 HOUR COURSE (FOR BEGINNER AUTOCAD USERS)

This program has been designed for those who are looking to increase their drafting and design skills. The main software taught in this class is AutoCAD. Each week the class focuses on AutoCAD tools and techniques and how they are used in the Engineering and Architectural industries. Along with AutoCAD, students will learn the basic computer skills that are necessary while using CAD Software. During the program students will learn how to use the AutoCAD functions and create blocks that are needed as a Draftsperson. This class will make individuals more marketable and help displaced workers re-enter the workforce. Upon completion of the ten week program the student will receive certificates in AutoCAD Essentials and AutoCAD Intermediate. Examination fee is not included in the program.

Dates: Class begins in March
Day: Saturdays
Fee: $499
Course Number: T106A
Room: G016

healthcare

CERTIFICATE PROGRAMS FOR HEALTHCARE PROFESSIONALS/PARAPROFESSIONALS

MEDICAL ASSISTANT/ MULTI-SKILLED HEALTHCARE PROFESSIONAL/PCT

This course encompasses topics such as Interpersonal Relationships, Legal Aspects of Allied Health, The Language of Medicine, Clinical Office Procedures, Anatomy and Physiology, Aseptic Medical techniques and Laboratory Specimen Collections, First Aid & CPR, Pharmacology and Hematology, Electro cardiology (EKG) Medical Data Entry & Billing and Phlebotomy Techniques. It is a 600 hour program that includes a mandatory 160 hour externship. Students will take the American Registry of Medical Assistants examination upon completion of the program.

Instructor: Yolanda Evgeniou
Dates: Feb. 1 - June 24, 2016
Days & Times: Monday, Tuesday & Wednesday: 8 am - 1 pm, Thursday & Friday: 8 am - 3:30 pm
(Please note: Fridays - off campus externship)
Fee: $4,800*
Course Number: H005H

*(Includes books, materials, and ARMA fees, payment plan available)

* (Additional fees: $75 is required for the CPR certifications, $19.95 for Stethoscope, $29.95 for malpractice insurance and $30 for blood pressure machine)

ICD-10 REIMBURSEMENT SPECIALIST CERTIFICATION PROGRAM (ON-LINE ONLY) 120 hours

CD-10 Certified Reimbursement Specialist program teaches the upgraded coding system that must be implemented by 10/1/15. This system of diagnostic and procedural medical coding is required to be used in all hospitals, doctor's offices and insurance firms. The new system represents a radical change from the current system. This program offers you the complete and comprehensive training required to accurately apply your knowledge of the system when implementing the program in a healthcare setting. Detailed training is taught by our in-person or on-line instructor which includes, using the coding manuals, understanding coding guidelines, applying the ICD-10 coding steps and more. Quizzes and examinations for diagnoses and procedures will be administered during this training.

Modules will include:
*The structure of the ICD Code *The ICD-10-CM coding manual *The ICD-10-CM Draft Conventions and Sections of the Official Coding Guidelines *Diagnostic statements from medical records and the difference between main and modifying terms and sub terms *Identifying and applying the required code diagnoses and procedures using the ICD-10-CM and ICD-10-PCS coding manuals *Applying specific guidelines and proper codes from ICD-10-CM * Describing the layout and guidelines of the ICD-10-PCS *Identifying the characters that make up an ICD-10-PCS code and each character's purpose *Understanding terminology used in the layout and structure of the ICD-10-PCS codebook *Defining tables and how they are used when creating an ICD-10-PCS code *Identifying the sections and uses of the ICD-10-PCS *Understanding related root operations and applying the general and root operation-specific guidelines for the ICD-10-PCS Certification through the American Medical Billing Association is provided upon successful completion of the program examination.

Instructor: Yolanda Evgeniou
Dates: Online
Fee: $3,000
Course Number: H006

Call Kevin Goskowski at (973) 720-2732 for more information.

THE PHARMACY TECHNICIAN PROFESSION 50 Hours

The need for Pharmacy technicians continues to grow with demand expected to increase substantially through 2015. Technicians work under the supervision of a registered pharmacist in hospitals, home infusion pharmacies, community pharmacies and other healthcare settings. This high demand for pharmacy technicians is the result of a multitude of factors including the constant availability of new drugs, the national shortage of registered pharmacists, the establishment of certified pharmacy technicians, and the aging population. Approximately 400,000 technicians will be employed by the year 2018 to meet our nation's growing healthcare demands.

THE PHARMACY TECHNICIAN PROGRAM

This program will prepare students to enter the pharmacy field and to pursue certification including the Pharmacy Technician Certification Board's PTCB exam. This course covers the following key areas and topics:

• Pharmacy calculations

• Medical terminology specific to the pharmacy

• Skills to read and interpret prescriptions

• Review of the top 200 drugs
• Skills to identify drugs by generic and brand names

• Dosage calculations, I.V. flow rates, drug compounding, and dose conversions

• Dispensing of prescriptions, inventory control, and billing and reimbursement

Dates: Feb. 16 - Apr. 5, 2016
Days: Tuesdays and Thursdays
Time: 6 pm - 9:30 pm
Fee: $1,299
Course Number: P001

PHLEBOTOMY TECHNICIAN
THE PHLEBOTOMY TECHNICIAN PROFESSION

The phlebotomist is a vital member of the clinical laboratory team, whose main function is to obtain patient's blood specimens by venipuncture and micro collection for testing purposes. Phlebotomists are employed throughout the healthcare system including in hospitals, neighborhood health centers, medical group practices, HMO's, public health facilities, veteran hospitals, insurance carriers, and in other healthcare settings. The demand for phlebotomy technicians has increased substantially with the overall complexity of healthcare services and the risks of infectious disease. Current healthcare industry experts predict a 15% increase in phlebotomy jobs by 2018.

THE PHLEBOTOMY TECHNICIAN PROGRAM

The Phlebotomy Technician Program prepares professionals to collect blood and other specimens from clients for the purpose of laboratory analysis. This course covers the following key areas and topics:

- Process and procedures for collecting blood specimens for laboratory analysis
- All aspects of blood collection and related procedures
- The order of draw
- Universal precautions
- Skills to perform venipunctures completely and safely
- Terminology and related anatomy and physiology

PHLEBOTOMY TECHNICIAN EDUCATION AND CERTIFICATION

- Students should have or be pursuing a high school diploma or GED.
- Several state and national certification exams exist to test the competency of aspiring phlebotomy technicians.

Dates: Feb. 16 - Apr. 26, 2016
Days: Tuesdays, Thursdays and 3 Saturdays (2/22, 3/19, 4/9 from 9 am - 3 pm)
Time: 6 pm - 9:30 pm

Fee: $1,799
Course Number: P005

SURGICAL TECHNICIAN
SURGICAL TECHNICIAN PROGRAM

This comprehensive course will cover the surgical technician's role beginning from pre-op preparation, during the operative procedure and finish with post-operative room break down. This course covers the following key areas and topics – The history of surgery; introduction to the operating room; the legal aspects of surgery and the surgical technician; policies and guidelines: introduction to human anatomy, surgical instruments, operating room equipment, operation, and maintenance; introduction to patient preparation; as well as other key concepts.

Dates: Feb. 15 - Apr. 4, 2016
Days: Mondays and Wednesdays
Time: 6 pm - 9:30 pm
Fee: $1,199
Course Number: P015

VETERINARY ASSISTANT
VETERINARY ASSISTANT PROGRAM

Enjoy the rewards of working with animals! This exciting new Veterinary Assistant Program can help students make a difference by learning to keep animals healthy, care for them when they are ill, and assist veterinarians in their offices. This Veterinary Assistant program provides students an opportunity to obtain the necessary knowledge and skills to succeed in an entry-level position in the field of veterinary technology. Through classroom lectures and hands on labs, students who complete this program will be prepared to assist veterinarians and veterinary technicians in providing quality animal care including:

- Obtaining and recording patient information
- Preparing patients, instruments and equipment for surgery
- Collecting samples and perform certain lab procedures
- Dressing wounds; assisting in diagnostic and medical procedures
- Communicating with animal owners

- Feeding and caring for animals

VETERINARY ASSISTANT EDUCATION & CERTIFICATION

This 100 hour program provides instruction and training in the Veterinary Assistant field. This course includes but is not limited to the knowledge and skills necessary to participate in the care of animals as well as an understanding of the clerical/accounting duties necessary to maintain an efficient and competent front office.

Educational Requirements: People interested in becoming Veterinary Assistants should have a high school diploma or GED equivalent.

Dates: Feb. 16 - Apr. 26, 2016
Days: Tuesdays, Thursdays and 4 Saturdays (2/27, 3/19, 4/9, 4/23)
Time: 6 pm - 9:30 pm
Fee: $1,899
Course Number: P010

PSYCHOLOGY
THE PSYCHOLOGY PROGRAM

The Psychology Program course takes students through the basic concepts, theories, research methods, and contributions to the understanding of human behavior taking students through the various complexities of human development, the motivations for our thoughts, feelings and behavior as well as the role of sexuality, gender, heredity and genetics as applied to human behavior overall. Students will have the opportunity to analyze various psychological disorders, "normal" behaviors and the basis of the psychology behind learning, memory and experience.

Students who complete this course will have firm understanding of the theories and concepts of psychology including the scope of psychology, biological foundations and the brain, sensation, perception, motivation, personality, learning/memory, emotion, states of consciousness, personality theories, cognition, life-span development, and applied psychology.

Dates: Open Enrollment
Time: Online Course
Fee: $1,299
Course Number: P032

ONLINE HEALTHCARE

THE PHARMACY TECHNICIAN PROFESSION   350 Hours

The need for Pharmacy technicians continues to grow with demand expected to increase substantially through 2015. Technicians work under the supervision of a registered pharmacist in hospitals, home infusion pharmacies, community pharmacies and other healthcare settings. This high demand for pharmacy technicians is the result of a multitude of factors including the constant availability of new drugs, the national shortage of registered pharmacists, the establishment of certified pharmacy technicians, and the aging population. Approximately 400,000 technicians will be employed by the year 2018 to meet our nation's growing healthcare demands.

THE PHARMACY TECHNICIAN PROGRAM

This program will prepare students to enter the pharmacy field and to pursue certification including the Pharmacy Technician Certification Board's PTCB exam. This course covers the following key areas and topics:

- Pharmacy calculations

- Medical terminology specific to the pharmacy

- Skills to read and interpret prescriptions

- Review of the top 200 drugs

- Skills to identify drugs by generic and brand names

- Dosage calculations, I.V. flow rates, drug compounding, and dose conversions

- Dispensing of prescriptions, inventory control, and billing and reimbursement

Dates: Open Enrollment
Time: Online Course
Fee: $1,699
Course Number: P017

DENTAL ASSISTANT
THE DENTAL ASSISTING PROGRAM

The purpose of this program is to familiarize students with all areas of administrative and clinical dental assisting and the responsibilities required to function as an assistant in a dental practice. This course covers the following key areas and topics:

A. Introduction to the dental office and history of dentistry and dental assisting

B. Legal aspects of dentistry including policies and guidelines

C. Introductory oral anatomy, dental operatory, and dental equipment

D. Introductory tooth structure including primary and permanent teeth

E. The oral cavity and related structures

F. Dental hand-pieces, sterilization, and other areas

DENTAL ASSISTING EDUCATION AND CERTIFICATION

A. Students who complete this comprehensive course would be prepared to sit for the Dental Assisting National Board (DANB) - Radiation Health and Safety (RHS) exam, and the DANB -

Infection Control Exam (ICE).

B. In many states, DANB-RHS certification is required to work in dental radiography.

In addition to facilitating entry-level administrative positions, this course is ideal for students interested in pursuing a future formal dental hygienist program.

Dates: Open Enrollment
Time: Online Course
Fee: $1,699
Course Number: P018

DIALYSIS TECHNICIAN
THE DIALYSIS TECHNICIAN PROGRAM

This Dialysis Technician Program provides students with the knowledge and skills needed to perform the duties required of dialysis technicians. This course covers the following key areas and topics:

A. Specific procedures to operate kidney dialysis machines

B. Preparation of the dialyzer, and reprocessing and delivery systems

C. Equipment maintenance

D. Skills to monitor and record a patient's vital signs

E. The process for a dialysis teams' administration of local anesthetics and drugs as needed

F. Assessment of patients for any complications that occur during a procedure

G. Patient training for at-home dialysis treatment and techniques to provide emotional support patients need for self-care

EDUCATION AND CERTIFICATIONS

• Dialysis technicians and aides should have or be pursuing a high school diploma or GED.

• This program is designed to cover the key objectives of the leading dialysis technician certification exams. Although some students do immediately pursue certain certifications, most national exams require

job experience for formal dialysis technician certification.

Dates: Open Enrollment
Time: Online Course
Fee: $1,699
Course Number: P019

PHLEBOTOMY TECHNICIAN
THE PHLEBOTOMY TECHNICIAN PROFESSION

The phlebotomist is a vital member of the clinical laboratory team, whose main function is to obtain patient's blood specimens by venipuncture and micro collection for testing purposes. Phlebotomists are employed throughout the healthcare system including in hospitals, neighborhood health centers, medical group practices, HMO's, public health facilities, veteran hospitals, insurance carriers, and in other healthcare settings. The demand for phlebotomy technicians has increased substantially with the overall complexity of healthcare services and the risks of infectious disease. Current healthcare industry experts predict a 15% increase in phlebotomy jobs by 2018.

THE PHLEBOTOMY TECHNICIAN PROGRAM

The Phlebotomy Technician Program prepares professionals to collect blood and other specimens from clients for the purpose of laboratory analysis. This course covers the following key areas and topics

• Process and procedures for collecting blood specimens for laboratory analysis

• All aspects of blood collection and related procedures

• The order of draw

• Universal precautions

• Skills to perform venipunctures completely and safely

• Terminology and related anatomy and physiology

PHLEBOTOMY TECHNICIAN EDUCATION AND CERTIFICATION

• Students should have or be pursuing a high school diploma or GED.

• Several state and national certification exams exist to test the competency of aspiring phlebotomy technicians.

Dates: Open Enrollment
Time: Online Course
Fee: $1,699
Course Number: P020

THE EKG TECHNICIAN PROGRAM

This EKG Technician program prepares students to function as EKG technicians. This course covers the following key areas and topics:

A. Detailed anatomy and physiology of the heart

B. Medical disease processes and terminology

C. Medical ethics and legal aspects of patient contact

D. Electrocardiography and echocardiography

E. An introduction to the components, function, and proper use of the EKG machine

F. The normal anatomy of the chest wall for proper lead placement

G. 12-lead placement and other practices

EDUCATION AND CERTIFICATION

• EKG Technicians should have or be pursuing a high school diploma or GED.

• There are several EKG technician national certification exams that are available to students.

Dates: Open Enrollment
Time: Online Course
Fee: $1,699
Course Number: P021

HOMELAND SECURITY AND TERRORISM CERTIFICATE COURSE
HOMELAND SECURITY & TERRORISM

This course provides an introduction to the ideology, policies, procedures, and practices of a terrorist or a terrorist group, including methods utilized for training, funding and gathering intelligence, the operational phase of a terrorist attack, and the process of target selection. This course provides historical context for understanding international and domestic terrorism, the emerging trends and the institutional and behavioral responses to terrorism.

Instructor: Richard Baird
Dates: Feb. 29 - Apr. 4, 2016
Day: Monday
Time: 6 pm - 9 pm
Fee: $299.00
Course Number: P151A

EMERGENCY MANAGEMENT CERTIFICATE COURSE

Emergency management provides a structure for anticipating and responding to emergency incidents. Emergency management involves emergency service agencies as well as participants from government and private sectors. Emergency management activities are divided into phases before, during, and after emergency events.

Introduction to Emergency Management presents a broad overview of the emergency management system in use at the local, state, and federal levels. This program reinforces the importance of event pre-planning and exercise as well as an integrated, multi-jurisdictional approach to managing emergencies. This program will enable the student to formulate the elements of an integrated teamwork system and devise specific actions for improving their own contributions to the emergency management system. The development and implementation of the National Response Plan (NRP) will also be covered.

Instructor: Richard Baird
Dates: Mar. 2 - Apr. 6, 2016
Days: Wednesday
Time: 6: pm - 9 pm
Fee: $299.00
Course Number: P151

SOCIOLOGY
THE SOCIOLOGY PROGRAM

Throughout this program, students will take a look at culture, values, socialization, cooperation, conflict, inequality, deviance, violence, social conflict and control alongside the different social stratifications that make up our existence, our relationships and our everyday lives. The program focuses on globalization, cultural diversity, critical thinking, new technology, and the growing influence of mass media.

Students who complete this program will gain a comprehensive understanding of Sociology, its origins, theories, applications and implications. This course explores sociological processes that underlie everyday life.

Dates: Open Enrollment
Time: Online Course
Fee: $1,299
Course Number: P033

Willliam Paterson University is committed to providing quality programs to enhance teacher development and continuing education. Our goal is to engage the education community in an ongoing dialog about effective teaching practices that will enable all students to reach their full potential as learners. We are an approved provider of professional development for the State of New Jersey. Participants in our programs receive Professional Development credits.

Our Heller Institute for Teaching, Learning and Leadership

faculty is available to tailor professional development for your school or district and can assist with assessment-related research and curriculum development. Additionally, any workshop described in this catalog can be delivered during one of your district's in-service days.

For more information about professional development opportunities, please visit our website: http://www.wpunj.edu/coe/Heller Institute/ or Contact Nancy Norris-Bauer at (973) 720-3131 or norrisn@wpunj.edu.

SPRING 2016 PROFESSIONAL DEVELOPMENT WORKSHOPS

MENTAL HEALTH ISSUES IN SCHOOLS: THE ROLE OF THE SCHOOL COUNSELOR

Target Audience: School Counselors
This 3 hour workshop for school counselors will focus on common mental health issues faced by students in schools, such as mood disorders, anxiety disorders, and grief and loss, which can influence school performance and attendance. Strategies for school counselors will be shared and discussed.

Presenters: Karen Decker and Michelle Hinkle, WPUNJ Professional Counseling Program Faculty
Date: Jan. 27, 2016
Time: 4 pm - 7 pm
Course Number: E352

SHIFT THE FOCUS OF TEACHER EVALUATION: DIFFERENTIATE THE POST-OBSERVATION CONVERSATION THROUGH POWERFUL QUESTIONING

Target Audience: All principles, vice principals and supervisors
Teacher evaluations have historically been viewed as an event rather than an ongoing professional growth process aimed at improving student achievement. To achieve this goal supervisor dominated monologues must give way to reflective dialogues that are sustained by asking thoughtful questions that provoke reflection, offer meaningful information, and initiate action. During these experiential workshops, participants will discover how a differentiated and developmental model of supervision will result in a school culture that values teachers' professionalism.

In two sequential sessions*, participants will be engaged in collaborative and courageous conversations using effective questioning techniques in

response to authentic videos and scenarios. Time in between sessions will give participants opportunities to "rehearse" their skills as supervisors and coaches. As a result of attending these two sessions, participants will:
· learn how to avoid dysfunctional supervisory conversations that are often counterproductive;

- apply differentiated approaches during post-observation conversations that will positively impact student learning outcomes and promote teacher empowerment and accountability;

- design reflective, evidence-based questions to ask during the performance appraisal process and provide feedback to teachers that will strengthen their planning and preparation, classroom environment, and teaching strategies; and

- understand why effective professional learning depends on rethinking teacher evaluation as an ongoing growth-centered process.

*Participants are expected to attend both sessions. Session two is dependent on your attending session one.

Presenter: Michael Chirichello, Ed. D. Leadership Matters LLC
Dates: Jan. 28, 2016 & Feb. 25, 2016
Time: 1 pm - 4 pm
Course Number: E353

PARCC READING: LANGUAGE ARTS WORKSHOP

Target Audience: Teachers Grades 3-10
Teachers will appreciate the practical, hands-on, user friendly strategies and materials for PARCC reading and

writing success in this workshop. The reading and writing ideas will generate both great scores and student motivation, and follow the format used on the PARCC assessment. Common core standards will be discussed and PARCC philosophy and language arts challenges will be faced head-on with meaningful activities that will keep students growing ever stronger in their language arts skills.

Presenter: Ernie Ciardi, WPUNJ Professor in Residence
Date: Feb. 2, 2016
Time: 9 am - 12 pm
Course Number: E242

GROWING PASSIONATE MUSICIANS: REACHING ALL STUDENTS IN YOUR MUSIC CLASS

Target Audience: All Teachers
During this workshop, you will be introduced to strategies designed to provide optimum organization for you and increased engagement for your students. You will emerge from the workshop equipped to grow your instrument inventory, make connections with you English Language Learners, and incorporate technology to create more appealing lessons.

Presenter: Nathan Webb, PDS Music Teacher, NRC Paterson
Date: Feb. 3, 2016
Time: 4 pm - 7 pm
Course Number: E354

HOW TO REACH AD/HD STUDENTS

Target Audience: Teachers
Is it Attention Deficit Disorder or is it Deficit in Interest? This workshop will help teachers understand the why AD/HD students have difficulties with attention, impulsivity, and hyperactivity; and, provide effective, creative,

education

right-brained strategies that will actually benefit every student. By focusing on the strengths of AD/HD students, behavioral issues will lessen and engagement will increase. I will bring 40 years of teaching experience as well as life experience to this workshop.
Presenter: Linda Banach, WPUNJ Professor in Residence
Date: Feb. 4, 2016
Time: 4:30 pm - 7:30 pm
Course Number: E235

REDUCING CLASSROOM BEHAVIOR PROBLEMS AND POWER STRUGGLES
Target Audience: Grades 6-12
In order to better work with behavior, let's first understand it. In this workshop we will look at causes of behavior, transference, current books and social factors. We will discuss consequences and how to deal with the monopolizer, the withdrawn student, and several behavior issues you wish to discuss. I will set up at least two Role Playing scenarios based on workshop members' interests. During the Role Play, alternative approaches will be examined along with the importance of experimental review *I will refer to Positive Discipline* by Jane Nelson, Marin Seligman's *Positive Psychology* and the book *'Social'* by Matt Lieberman.

Presenter: Michael Paternoster, M.A., Counseling, Director of Special Services
Date: Feb. 9, 2016
Time: 4:30 pm - 7:30 pm
Course Number: E355

SMART BOARD INTERMEDIATE
Target Audience: All Grades
Learn how to use SMART Notebook software to deliver engaging activities to your students. We will cover the floating toolbar, digital ink layer, notebook toolbar, side tabs and dive into the gallery. Create activities you can use the next day with your students. Explore new ways to engage your students. Learn how to deliver activities that will keep your students inspired and challenged!

Presenter: Jennifer Aviles, PDS Teacher, School 15 Paterson
Date: Feb. 10, 2016

Time: 4 pm - 7 pm
Course Number: E066

EFFECTIVE CLASSROOM MANAGEMENT STRATEGIES
Target Audience: Teachers
Did you know that there are only 4 types of behavior? This workshop will teach you how to assess what students are seeking, behaviorally, by initially determining how each behavior makes you feel. By pausing and assessing, you will be equipped with concrete strategies that truly work. Bring your classroom management issues and be prepared to leave knowing how to solve each one.

Presenter: Linda Banach, WPUNJ Professor in Residence
Date: Feb. 11, 2016
Time: 4:30 pm - 7:30 pm
Course Number: E348

READING, WRITING, ARITHMETIC ON THE FARM!
Target Audience: K-3
As we review each title, we teach a lesson and supply the plans, materials, and Common Core Standards so teachers can plant the seeds of Math and Literacy in their students using Agriculture. Each of the books we have chosen are Accurate Ag Books, which means they tell our farming story with facts, feelings and fun!

Presenters: The Women's Leadership Committee
Date: Feb. 17, 2016
Time: 4 pm - 7 pm
Course Number: E356

CONQUERING TEXT COMPLEXITY THROUGH POETRY
Target Audience: Grades 3-11
Text Complexity will be broken down into easy to digest and easy to use elements though the wonder of poetry. This workshop will provide ideas, handouts, solutions and hands on materials that will make text complexity fun and engaging. Materials are designed to be used the very next day in class! A wide variety of poetry will be presented, both poems and already in print and poetry written spontaneously in the workshop.

Presenter: Ernie Ciardi, WPUNJ Professor in Residence

Date: Feb. 18, 2016
Time: 9 am - 12 pm
Course Number: E318

CULTURAL SENSITIVITY: IMPROVING CROSS-CULTURE COMMUNICATION AND BROACHING DIFFICULT TOPICS
Target Audience: All Teachers
This professional development workshop will review cultural commonalities among diverse populations and highlight key considerations for cross cultural communication. Participants will discuss various types of microagressions and how to effectively repair them. Lastly, participants will discuss the importance of advocacy for new cultures in their school environment and how schools can becomes social justice advocates.

Presenter: LaShauna Dean, WPUNJ Assistant Professor, Prof. Counseling Program Faculty
Date: Feb. 23, 2016
Time: 4 pm- 7 pm
Course Number: E357

GRIT, MINDSET, AND PRAISE: USING THE LATEST RESEARCH TO GROW CONFIDENT AND SUCCESSFUL LEARNERS
Target Audience: All Grade Levels
Grit, Mindset, and Praise have been increasingly recognized as playing a critical role in motivating students to strive for excellent work. Join us as we explore Angela Duckworth's research on grit and Carol Dweck's research on mindset and discuss how to apply these ideas to the classroom. This workshop will also provide insights into how to give praise to ensure that learners stretch to their fullest potential.

Presenters: Betsy Golden and Jean Modig, WPUNJ Professors in Residence
Date: Feb. 25, 2016
Time: 4 pm - 7 pm
Course Number: E358

MAKING THE MOST OF GOOGLE SLIDES
Target Audience: All Teachers
Get an introduction to Google Slides! Many of us use Presentation frequently, but don't know everything it has to offer. With features like inserting images, links, videos, and animations,

your slides will become more attractive and engaging. By sharing your Presentation, others can view and edit it at the same time. So whether you're using Presentation to teach a class or speak at a meeting, make sure to leverage all the features available.

Presenter: Denise Post, WPUNJ Professor in Residence
Date: Mar. 1, 2016
Time: 9 am - 12 pm
Course Number: E273

BILINGUALISM AND THE ARTS
Target Audience: All Teachers
This workshop will focus on exploring bilingual and culturally sensitive books through dramatizations, visual literacy through children's book illustrations as a tool for teacher inquiry and the use of vocal and instrumental music to assist special education students inclusive of emergent bilingual learners. Children's books that offer authentic voices in text and pictures provide scaffolding for deep understanding, greater reader fluency, new vocabulary, and opportunities for activating the creative imagination of all students.

Presenter: Laura Fattal, WPUNJ Assistant Professor
Date: Mar. 1, 2016
Time: 4 pm - 7 pm
Course Number: E327

MATHEMATICS AND LITERACY
Target Audience: Preschool
Participants will have the opportunity to examine some of the favorite children's books found in most classrooms. We will look at the many ways these story books promote interactive math experiences that can be carried throughout the day. Participants will have the opportunity to work together to develop hands-on authentic math activities

Presenter: Cindy Gennarelli, WPUNJ Director of Child Development Center
Date: Mar. 2, 2016
Time: 4 pm - 7 pm
Course Number: E305

DIFFERENTIATION: IT'S JUST GOOD TEACHING!
Target Audience: All Teachers
Differentiation is simply: Good

Teaching. Many teachers are already differentiating their lessons and do not even realize it; while others simply need to make simple adjustments. You will learn effective strategies to reach all students by designing lessons according to students' readiness, interests and learning profiles. A simple graphic organizer will be provided to assist in creating DI lessons. By the end of the workshop, teachers will leave with practical techniques that will heighten engagement and increase motivation so that every student can reach their fullest potential. Note: Please bring 1-2 existing lesson plans on a laptop or as hard copies.

Presenter: Linda Banach, WPUNJ Professor in Residence
Date: Mar. 3, 2016
Time: 4:30 pm- 7:30 pm
Course Number: E347

USING RUBRICS TO GRADE GOOGLE DOCS
Target Audience: Teachers in Districts that have Google Apps for Education Accounts
Rubrics are a powerful tool for teachers to provide detailed grading feedback for students work. Learn how to use three different rubric tools with Google Docs including Doctopus/Goobric, docAppender, and Orange Slice Teacher Rubric.

Presenter: Denise Post, WPUNJ Professor in Residence
Date: Mar. 8, 2016
Time: 9 am - 12 pm
Course Number: E359

SUPPORTING ELA COMMON CORE & STUDENTS' LITERACY SKILLS WITH PRIMARY SOURCES
Target Audience: Teachers of Grades 4 through 12, Literacy Coaches, Reading Specialists and Administrators
Using the CCSS as a guide for the ELA skills- Reaching, Writing, Speaking & Listening, Language- examples of Primary Sources from the Library of Congress will be shared. Examples of learning activities for students will be included.

Presenter: Marie Donnantuono, WPUNJ Coordinator of New Vistas Teaching Project

Date: Mar. 9, 2016
Time: 4 pm - 7 pm
Course Number: E360

THE 16 PERSONALITY TYPES: HOW THEY PLAY A ROLE IN THE CLASSROOM
Target Audience: All Teachers
Before you can reach your students, it is helpful to know and appreciate yourself. Often times, teachers design lesson plans according to their own personality type learning style preference. Once you understand and appreciate the 16 very different personality types, you will be able to adjust your teaching style with sensitive to the personality types of your students. This workshop will also help you to better understand your family members so that you can build positive relationships.
Presenter: Linda Banach, WPUNJ Professor in Residence
Date: Mar. 10, 2016
Time: 4:30 pm - 7:30 pm
Course Number: E349

GOING PAPERLESS IN A GOOGLE CLASSROOM
Teachers in Districts that have Google Apps for Education Accounts
See how to use this learning management system to distribute and collect assignments, communicate with students, and encourage online collaboration and learning. Discover how to create multiple courses and manage different sections of each course.

Presenter: Denise Post, WPUNJ Professor in Residence
Date: Mar. 15, 2016
Time: 9 am - 12 pm
Course Number: E338

LOW INPUT, HIGH RETURN LANGUAGE ARTS STRATEGIES THAT WORK FOR TEENS
Target Audience: Middle and High School
Subject matter will include bullying, Martin Luther King, Black History, 9/11, Sports among other topics demonstrating low input and high return strategies that work effectively with teenagers in language arts classrooms. Good sources for other topics will also be discussed.

WP education

Presenter: Dennis Sevano, WPUNJ Professor in Residence
Date: Mar. 15, 2016
Time: 4 pm - 7 pm
Course Number: E361

USING PAIRED TEXT TO SUPPORT THE COMMON CORE

Target Audience: Teachers of Grades 4 through 12, Literacy Coaches, Reading Specialists and Administrators
Join a discussion about intertextuality! Examine paired text- featuring children's & YA literature- and instructional strategies. Participants will leave this interactive session with examples of how to integrate ELA skills and critical thinking skills across the Common Core.

Presenter: Marie Donnantuono, WPUNJ Coordinator of New Vistas Teaching Project
Date: Mar. 16, 2016
Time: 4 pm - 7 pm
Couse Number: E283

DECLUTTERING WITH GOOGLE CLASSROOM

Target Audience: Elementary School Teachers
Tired of trying to monitor and organize your students' paperwork? See how using Google Classroom can help you streamline your assignments and provide richer feedback to students while promoting collaboration and learning. Learn how to launch and manage a variety of courses and ensure organization in your assignments.

Presenter: Jorge Ventura, PDS Principle, School 29 Paterson
Date: Mar. 17, 2016
Time: 4 pm - 7 pm
Course Number: E362

INTRODUCTION TO TEACHING
24 HOUR PRE-SERVICE INTRODUCTION TO TEACHING

The 24 Hour Pre-service Introduction to the Teaching Profession Program provides an introduction and orientation to those exploring the possibility of becoming a teacher or interested in an alternate route to teaching certification program by obtaining an Elementary or Secondary Certificate of Eligibility (CE).

Presenter: Darlene Rankin

Dates: Jan. 22 - 24, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm

Apr. 15 - 17, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm

June 24 - 26, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm
Fee: $50 registration, $200 course fee
Total to be charged: $250
Course Number: E026A
E026B
E026C

24 HOUR PRE-ENTRY SEMINAR FOR P-3

This 24-hour seminar is approved by NJ Department of Education for meeting the requirements for the 24-hour pre-training requirement for a CE for P-3 (Preschool to Grade 3). Students who successfully complete this 24-hour seminar will receive a Certificate of Completion at the end of the course.

To complete the observations email Nicole Walsh at Nicolewalsh16@gmail.com for details.

Presenter: Nicole Walsh
Dates: Jan. 22 - 24, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm

Apr. 15 - 17, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm

June 24 - 26, 2016
Friday 5 pm - 10 pm
Saturday & Sunday 8 am - 5 pm
Fee: $50 registration, $200 course fee
Total to be charged: $250
Course Number: E021A
E021B
E021C

YOUTH PROGRAMS:
WP SATURDAY UNIVERSITY

William Paterson University is proud to offer weekend educational programs for middle and high school students. We are pleased to offer some of our most popular enrichment courses.

READING AND WRITING: PERFORMANCE MATTERS! (MIDDLE SCHOOL)

INTRODUCTION TO 3D PRINTING AND MODEL CREATION (GRADES 8-11)

INTRODUCTION TO PROGRAMING THOUGH JAVA & C++ (MIDDLE SCHOOL)

MONEY MATTERS (MIDDLE SCHOOL)

GEOLOGY ROCKS (MIDDLE SCHOOL)

For details please contact Alma Diaz at (973) 720-3804.

SAVE THE DATE

10TH ANNUAL ADOLESCENT SUMMER LITERACY INSTITUTE

"Teaching Adolescents to Read Complex Text: Building Skills and Motivation"

When: July 11, 12 & 13, 2016 9 am - 3 pm
Where: 1600 Valley Road Wayne, NJ 07470
Course Number: E544

William Paterson Academy of Music

Offering Group and Private Music Lessons for all Ages and Levels!

The College of the Arts and Communication Music Department and the Center for Continuing and Professional Education at William Paterson University are pleased to announce the Spring 2015 William Paterson Academy of Music (WPAM), a pre-college and adult music program offering classes and private lessons taught by faculty and graduate students.

William Paterson Academy of Music is scheduled to run from February through May 2017 and classes will be offered on Thursday and Friday afternoons and Saturdays.

career transition programs

Here are some examples of programs that can help your career transition:

CALL US TO PERSONALIZE YOUR POSSIBILITIES! JOHANNA PRADO (973) 720-3035

BASIC CIVIL MEDIATION PROGRAM

This certificate is designed for those interested in pursuing careers as mediators, and for executives interested in using mediation or mediation techniques for the resolution of disputes in various settings.

Basic Civil Mediation Program is designed to teach the fundamental techniques for resolving disputes in positive, creative ways and avoiding the necessity of expensive and divisive adversarial mechanisms for dispute resolution.

At the successful conclusion of the Basic Civil Mediation Course the student will receive a Certificate of Completion. This Certificate is awarded to students who successfully complete the basic six (6) courses.

101. INTRODUCTION TO MEDIATION AND ALTERNATIVE DISPUTE RESOLUTION

This course will introduce Mediation as a dispute resolution process and distinguish it from litigation and the other available dispute resolution processes. It will discuss the reasons to choose mediation rather than an alternate process, including its advantages and disadvantages in different circumstances. It will also provide the student with an overview of the legal and ethical framework for mediation, including private and court ordered mediation processes in New Jersey.

Fee: $150
Course Number: B049

102. NEGOTIATION THEORY AND PRACTICE IN MEDIATION

The purpose of this course is to educate the mediator in recognizing and dealing with various negotiation styles and techniques. It will expose the student to negotiation powers and tactics that a skilled negotiator or mediator must recognize, react to and use as appropriate. A negotiating toolkit will be used in simulations during the program. It will provide a background for the mediator to better facilitate an effective process.

Fee: $150
Course Number: B050

103. LEGAL AND ETHICAL ISSUES IN MEDIATION

This course will layout the legal framework in which mediation takes place. The statutes, court rules, and case law governing the mediation process will be discussed. It will then proceed to discuss common standards set by the Rules of Professional Conduct and other sources of ethical considerations governing mediation. Among the topics to be discussed will be confidentiality, impartiality, dealing with the use of coercive and manipulation techniques and dealing with power imbalances.

Fee: $150
Course Number: B051

104. MANAGING A MEDIATION

This course will focus on the important tasks of managing a mediation. It will concentrate on the steps from the commencement of mediation until the mediation session, including mediation agreements, the initial organization conference, communications with the attorneys and parties before the mediation session, the exchange of documents and information, and all necessary steps to assure that all participants are prepared for the mediation session.

Fee: $150
Course Number: B052

105. CONDUCTING THE MEDIATION SESSION(S)

The focal point of this course will be the mediation session itself. It will discuss the importance and content of the opening statement, the role of the parties, the use of joint sessions and caucuses, dealing with varying negotiation tactics and strategies during the mediation, breaking down

career transition programs

barriers to dispute resolution, the use of problem solving and educational strategies in the mediation and getting to a successful outcome. It will end with a discussion of the mediator's role in crafting a resolution agreement.

Fee: $150
Course Number: B053

106. MEDIATION WORKSHOP

The student will be exposed to a variety of mediation simulations with role playing. These will include simulations ranging from a simple civil small claim to a complex case involving multiple parties and public issues. Students will take roles as parties, attorneys, experts, and media- tors in an attempt to put into context the information presented to this point and to qualify the student to conduct a mediation.

Fee: $150
Course Number: B054

Fee for all six courses: $900
Course Number: B055

To register for these classes, please contact Johanna Prado, (973) 720-3035 or pradoj2@wpunj.edu.

DISPUTE RESOLUTION INSTITUTE TEACHING FACULTY:

Richard A. Herman, Director, Dispute Resolution Institute and the Mediation Project

Additional teaching faculty from practicing mediators in New Jersey will also participate.

If you are interested in taking any of these courses individually, please call Johanna Prado at (973) 720-3035 for dates.

WRITING PROFESSIONAL
THE WRITING PROFESSIONAL PROGRAM

The Writing Professional program develops written communication skills with an emphasis on understanding the writing process, analyzing readings, and practicing writing for personal and professional applications. Students will have the opportunity to really break down the writing process and see how it is useful in constructing and finally writing their own work. Students will discover various styles and sentence structures that can alter the meaning and impact of their writing and ensure they have the tools necessary to convey the meaning they intend, communicate their thoughts effectively and clearly and ensure their writing is presented professionally in terms of grammar, spelling and other issues that can otherwise inhibit successful writing.

Students will learn the various techniques appropriate to different writing purposes as well as the different tones and styles applicable to particular contexts (professional, academic, clinical, etc.) In understanding how other sources can help to solidify a piece of writing, students will gain the skills they need to conduct basic research into external sources, what kinds of sources are best used for particular purposes and how best to incorporate this information into their writing in the most effective way possible.

Dates: Open Enrollment
Time: Online Course
Fee: $1,299
Course Number: P034