

A photograph of a campus scene. In the foreground, there are vibrant autumn leaves in shades of orange, red, and yellow. In the background, a blue clock tower with a white clock face and a glowing light fixture stands prominently. The sky is clear and blue, and there are green trees and a brick building visible in the distance.

**SCHOOL OF CONTINUING AND  
PROFESSIONAL EDUCATION**

WILLIAM PATERSON UNIVERSITY

**Start Your  
Transformation**

At our New School of Continuing  
and Professional Education

**Fall 2016 Catalog**

Classes Begin in September

1600 Valley Road, Wayne, N.J. • 973.720.2354 • [wpunj.edu/cpe](http://wpunj.edu/cpe)

## REGISTRATION POLICIES AND PROCEDURES!

### All Registrations Will Be Processed Online!

- » Register early to guarantee your enrollment.
- » Registrations are accepted until the classes are full.
- » **Web Registration:**  
**<https://www.wpunj.edu/cpe>**  
If you experience difficulty registering online, please call for assistance (973) 720-2354 or (973) 720-3961.
- » Be sure to include daytime and evening telephone numbers as well as your e-mail address so that we can notify you in case of program cancellation.
- » You may pay online by credit card or electronic check.
- » Once your registration and payment is processed, you are automatically enrolled. You will receive two emails: a registration confirmation and a payment confirmation. Plan to attend your workshop or conference as scheduled. You will be notified if the workshop or conference is cancelled or if there is a change in the schedule. If you do not receive an email confirmation please call for assistance (973) 720-2354 or (973) 720-3961.
- » **In case of inclement weather, please visit [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe) to be sure the campus is open.** When the university is closed due to inclement weather, our programs will be rescheduled.

## CANCELLATION POLICY

### Three Hour Workshops/Conferences/Institutes

- » Notification must be received in writing at least 5 business days prior to the workshop to receive a full refund minus a \$25 processing fee.
- » If we receive less than 5 business days' notice, NO refund will be issued.
- » **No refunds will be given if you do not attend the Workshop/Conference/Institute/Class**

### Semester Classes

*(Classes that meet for 5 or more days)*

- » Notification must be received in writing at least 5 business days prior to the course to receive a full refund minus a \$25 processing fee.
- » If you cancel after the first class, **50% of your fee will be refunded** minus the cost of materials and a \$25 processing fee.
- » No refunds will be given after the second class.

### Courses Cancelled By WPU

- » If a course, workshop or conference is cancelled due to inclement weather, insufficient enrollment or any other reason you will receive a full refund.

**For all refunds requests, please notify us in writing;**

**By Email:** [CPErefunds@wpunj.edu](mailto:CPErefunds@wpunj.edu)

**By Fax:** (973) 720-2298

Or call for more information regarding refunds (973) 720-2354 or (973) 720-3961.

### Pre-College & Summer Youth Programs

- » Notification must be received in writing at least 5 business days prior to the course to receive a full refund minus a \$25 processing fee.
- » If we receive less than 5 business days' notice, you will receive a credit towards another youth program during the current summer session less a \$25 processing fee.
- » **NO refunds or credits will be given after the first day of the camp/program.**

Please send all Youth Program cancellation notifications to: [youthprograms@wpunj.edu](mailto:youthprograms@wpunj.edu)



## FALL 2016 HIGHLIGHTS!

### Coming Soon

PHR and SPHR Certification Programs

### Coming Soon

SAI 8000 Social Accountability

<b>NEW</b> Career Transition Programs.....	10	CompTIA Certification Programs.....	19
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**REGISTRATION** [www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)

Please check our website for updates about classes, courses and schedules.

## CONTACT INFORMATION

### Rosa Williams-Hopkins

Registration Information

Administrative Assistant

Phone: (973) 720-2354

Fax: (973) 720-2298

Office Hours: 8:30 am – 5 pm

Monday – Friday

### Bernadette Tiernan, Ed. D

Executive Director

(973) 720-2354

### Iris DiMaio

Pre-college & Education Programs

(973) 720-2491

### Alma Diaz

Pre-college Programs

(973) 720-3804

### Jessica Snell

Education Programs

(973) 720-3709

### Johanna Prado

Professional Certification Programs

(973) 720-3035

### Kevin Goskowski

Workforce Development Programs

(973) 720-2732

### Sandra Mayberry

Accounting/Billing

(973) 720-3024

### Ross Puglionisi

Accounts Receivable/Refunds

(973) 720-3961

### Toni Napolitano

Accounts Payable

(973) 720-3023

### Ashley Farrell

Marketing & Social Media Specialist

(973) 720-2461

### SMALL BUSINESS DEVELOPMENT CENTER

Online: [www.wpunj.edu/sbdc](http://www.wpunj.edu/sbdc)

Phone: (973) 321-1378

Kathleen Muldoon/Regional Director

Sonia Musa/Project Manager



## CORPORATE 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 for 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:

- Leadership and Management
- Customer Service
- Social Media and Marketing
- QuickBooks®
- Project Management
- Supply Chain Management
- MBA Essentials
- ISO 9001 Training
- ISO 9001 Internal Audits: Training and Auditing
- SHRM Training and Certification
- PHR and SPHR Training
- Basic Civil Mediation
- Diversity Training
- Business Mandarin
- Business Spanish
- Professional Writing
- Cisco CCNA Training
- CompTIA A+ Training
- Advanced Graphic Design

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

## JOB FAIR



The School for Continuing and Professional Education is committed to working with the students and graduates of our programs to help them find employment. We hold two job fairs throughout the year that are open to all William Paterson University students and the surrounding communities. We hosted approximately 42 companies at our last Job Fair on January 16, 2016. All companies invited to our job fairs are actively hiring. There will be companies 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." Please check our website ([www.wpunj.edu/cpe](http://www.wpunj.edu/cpe)) for updates and information.

**Passaic County Department of  
Economic Development**

**October 20, 2016 : Financing Seminar**



The School for 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:**

**Friday, August 26th from 9:00 am - 1:00 pm**

## 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 Cotsakos College of Business and its MBA program have been ranked by the Princeton Review as one of the leading MBA programs in the country for the eighth straight year. 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 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](http://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, agrofoods, 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 with 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**

## SHRM ESSENTIALS® OF HR MANAGEMENT



IN PARTNERSHIP WITH



SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT



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. Throughout 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:** Victor Ricci

**Dates:** October 22, 29 & November 5, 2016

**Days:** Saturdays

**Time:** 8:30 am - 3:30 pm – Fast-Track Program

**Room:** 1012

**Fee:** \$695

**Course Number:** B056

## HR MANAGEMENT

### 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 of 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

### 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:** Geraldine Flach  
**Day:** Tuesdays and Wednesdays  
**Dates:** August 16 – October 19  
**Time:** 6:30 pm - 9:00 pm  
**Fee:** \$2,849  
**Course Number:** B0020  
**Room:** G015

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

## PROJECT MANAGEMENT CONT.

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.

**Instructor:** Sitaraman Vaneswarran

**Dates:** Open Enrollment

**Time:** Online Course

**Fee:** \$1,999

**Course Number:** P023

### 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.

**Instructor:** Sitaraman Vaneswarran

**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 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.

**Instructor:** Sitaraman Vaneswarran

**Dates:** Open Enrollment

**Time:** Online Course

**Fee:** \$1,999

**Course Number:** P024

### 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 Ascitutto

**Dates:** August 9 – October 11, 2016

**Days:** Tuesdays

**From:** 9:30am - 2:30 pm

**Fee:** \$1100.00 (textbook is included)

**Course Number:** T006A

## FINANCIAL PLANNING & QUICKBOOKS®

### CERTIFIED FINANCIAL PLANNING® & QUICKBOOKS® CERTIFICATION PROGRAMS

#### CERTIFIED FINANCIAL PLANNING® PROGRAM

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

**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, expenses, 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:** Jennifer Mastrangelo

**Dates:** August 9 – October 14, 2016

**Days:** Tuesdays, Friday

**From:** 9:30 am - 12:00 pm

**Fee:** \$1499.00

**Course Number:** T012A

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



## SBDC Quickbooks Certificate Program Fall 2016

### Accounting Fundamentals

**Cost:** \$55.00

**Course Number:** NBS 200 M1

**Dates:** Wed, Oct 5

**Time:** 5:30 – 8:30 pm

**Place:** Paterson, Memorial Hall, M341

### QuickBooks for Small Businesses (6 hours)

**Cost:** \$95.00

**Course Number:** NBS 201 M1

**Dates:** Wed / Thu, Oct 12 & 13

**Time:** 5:30 – 8:30 pm

**Place:** Paterson, Memorial Hall, M341

### QuickBooks A/R & A/P (6 hours)

**Cost:** \$95.00

**Course Number:** NBS 202 M1

**Dates:** Wed / Thu, Oct 19 & 20

**Time:** 5:30 – 8:30 pm

**Place:** Paterson, Memorial Hall, M341

**To register, please contact  
WPU SBDC Staff at (973) 754-8695**

## BUSINESS LEADERSHIP AND MANAGEMENT

### CERTIFICATE IN LEADERSHIP AND 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 7 courses:

#### Core Courses:

- Effective Leadership Principles
- Manager as Coach
- Strategic Planning for Leaders: Decisions and Dynamics
- Performance Evaluation & Feedback
- Communication & Work Styles: Understanding Behavior
- Conflict Management
- Team Building & Maximum Productivity Strategies
- Effective Business Writing

**Date:** October 20 – November 30, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$550.00

**Course Number:** B130

## **BUSINESS LEADERSHIP AND MANAGEMENT** *CONT.*

### **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.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** October 20, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B005

### **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.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** October 25, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B023

### **COMMUNICATION & 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:** October 27, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B011

### **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:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** November 3, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B024

### **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:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** November 8, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B013

### **PERFORMANCE EVALUATION & 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:** November 10, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B016

### **TEAM BUILDING & PRODUCTIVITY STRATEGIES**

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

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** November 15, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B012

### **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:** November 30, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B010

## CAREER TRANSITION PROGRAMS

### YOUR NEXT GREAT STEP

You will make the transition from the job you have today to the one you aspire to have tomorrow. This course will provide the skills and knowledge necessary to reduce the fear and anxiety associated with the entire job search process, shortening the time to achieve a successful outcome. This course is important because it brings fresh thinking, proven tools and techniques and focuses on four key areas:

- **Defining Success** – creating realistic and measurable goals for yourself.
- **Strategy** – answering these four questions:
  - What skills do I bring to the market?
  - Who will I bring my skills to?
  - Why is a company hiring?
  - Why hire me over someone else?
- **Value** – differentiating yourself to compete against people with similar credentials.
- **Execution** – how to plan ahead for every interaction and attain the desired outcome.

This course will provide the opportunity to practice key tools and receive immediate feedback from your instructor.

Beth Hendler-Grunt, founder of Next Great Step, is a dynamic leader, advisor and facilitator with extensive experience advising top business leaders, universities and individuals and guiding them to success. Next Great Step addresses the challenges of college students, graduates and workers in transition by helping them achieve career success.

**Instructor:** Beth Hendler-Grunt

**Dates:** Tuesdays, October 18 & 25, November 1, 2016

**Time:** 12:30 pm - 2:30 pm

**Fee:** \$299.00

**Course Number:** B158

### 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!

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** December 6, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**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 be 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.

**Instructor:** Rita Williams-Bogar, MBA, CPCU, ChFC

**Date:** December 7 & 14, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$75.00

**Course Number:** B038

## NEW!

### FORENSIC ACCOUNTING

#### INTRODUCTION TO FORENSIC ACCOUNTING | 8 Hours

This two session prep course is specifically designed for non-accountants who are pursuing the Forensic Accounting certificate. It will help prepare the students for the demands of the certificate, in particular to the course Investigating and Reporting Financial Fraud. It will focus on basic accounting concepts including the accounting equation, cost basis, the matching principle and materiality. Students who have background in accounting but have not practiced it are also encouraged to take this course.

**Instructor:** Darryl Neier

**Date:** October 15 & 22, 2016

**Time:** 9:30 am - 1:30 pm

**Fee:** \$299.00

**Course Number:** B158

#### FINANCIAL STATEMENT FRAUD | 8 Hours

This class will enable you to effectively investigate, detect, and report fraud, with an emphasis on financial statement fraud. A case-based approach will be used to help you acquire practical techniques for determining fraud, poor accounting practices and questionable ethics.

**Instructor:** Darryl Neier

**Date:** November 12 & 19, 2016

**Time:** 9:30 am - 1:30 pm

**Fee:** \$299.00

**Course Number:** B159

## 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:** Victor Ricci

**Dates:** August 13 – October 15, 2016

**Days:** Saturday

**From:** 8:00 am - 1:00 pm

**Fee:** \$2,500.00

**Course Number:** B097

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

## NON-PROFIT MANAGEMENT

### 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 8 core courses.

### Core Courses:

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

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 18 hours.

**Date:** October 20 – November 24, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$540.00

**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:** Yvonne Zuidema

**Date:** Thursday, October 20, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$70.00

**Course Number:** B070

### 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:** Yvonne Zuidema

**Date:** Thursday, October 27, 2016

**Time:** 6:00 pm - 9:00 pm

**Fee:** \$70.00

**Course Number:** B018

### 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:** Wednesday, November 2, 2016  
**Time:** 6:30 pm - 9:30 pm      **Fee:** \$70.00  
**Course Number:** B081

### NON-PROFIT MANAGEMENT

Learn to maximize results in your nonprofit 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:** Yvonne Zuidema      **Date:** Thursday, November 3, 2016  
**Time:** 6:00 pm - 9:00 pm      **Fee:** \$70.00  
**Course Number:** B021

### 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:** Tuesday, November 8, 2016  
**Time:** 6:30 pm - 9:30 pm      **Fee:** \$70.00  
**Course Number:** B020

### 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:** Yvonne Zuidema      **Date:** Thursday, November 10, 2016  
**Time:** 6:00 pm - 9:00 pm      **Fee:** \$70.00  
**Course Number:** B009

### 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:** Yvonne Zuidema      **Date:** Thursday, November 17, 2016  
**Time:** 6:00 pm - 9:00 pm      **Fee:** \$70.00  
**Course Number:** B026

### FUNDRAISING FOR NON-PROFITS

This workshop will cover key elements of a fundraising plan for small to midsized 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:** Yvonne Zuidema      **Date:** Thursday, November 24, 2016  
**Time:** 6:00 pm - 9:00 pm      **Fee:** \$70.00  
**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 protect, 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:** \$250.00  
**Course Number:** B022

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

**SMALL BUSINESS DEVELOPMENT CENTER**

**WHETHER YOU'RE A SMALL BUSINESS OWNER** just starting out or looking for ways to expand your business, the SBDC can help. The SBDC is a partnership with the U.S. Small Business Administration and the State of New Jersey. The SBDC is focused on counseling and training for start-ups and established small businesses, which will support sustainable economic development. If you are already in business, seasoned consultants can confidentially analyze your business situation and help you develop tools for growth: a solid business plan, an accurate financial analysis, and an effective marketing strategy. Counseling sessions and workshops are also conducted in Spanish. Early registration is encouraged because class size is limited and fill quickly. To register and to obtain information, please contact WPU SBDC Staff at (973) 754-8695. The University has textbooks available in English and Spanish at \$15 to accompany the classes in "Business Startup" and "Creating a Winning Business Plan".



**William Paterson University | SBDC Seminar Series Fall 2016**  
**FAST TRACK BUSINESS START UP**

**1. ARE YOU AN ENTREPRENEUR?**

**Fee: Free**

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.

**Dates:** Monday(s)

**Time:** 11:00 am

**Location:** WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

**2. CREATING A WINNING BUSINESS PLAN**

**Fee: Free**

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.

**Dates:** Tuesday(s)

**Time:** 11:00 am

**Location:** WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

**3. FINANCIAL PLANNING**

**Fee: Free**

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 what are the possible sources?

**Date:** Wednesday(s)

**Time:** 11:00 am

**Location:** WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

**SOCIAL MEDIA FOR THE ENTREPRENEUR**

**Fee: \$25 Each**

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

**Dates:** TBA

**Time:** TBA

**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Room G16



**WPU SBDC CONFERENCES:  
DOING BUSINESS WITH THE FEDERAL  
GOVERNMENT CONFERENCE****Fee: Free**

The U.S. Federal Government is the largest buyer of goods and services in the world. Learn the types of products and services it procures and how to tell if the government is buying what your business is selling.

There are number of databases and systems to register in before you can do business with the federal gov-ernment. Learn the acronyms and databases you'll need so you can start selling. You're registered and ready to sell, now what? Find out how to identify upcoming opportunities and get ahead of the competition.

**Date:** October 4, 2016**Time:** 8:00 am - 1:00 pm**Instructor:** U.S. Small Business Administration – New Jersey District Office**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Conference Room G015**FEDERAL SMALL BUSINESS CERTIFICATION  
CONFERENCE****Fee: Free**

The 8(a) **Business Development Program** an essential instrument for helping socially and economically dis-advantaged entrepreneurs gain access to the economic mainstream of American society and participate in the federal marketplace. Established businesses that have at least two years of sales can gain access to set-aside requirements and unique sole-source authority. The program helps thousands of aspiring entrepreneurs gain a foothold in government contracting.

The **HUBZone Empowerment Contracting Program** seeks to encourage economic development in historical-ly underutilized business zones, "HUBZones" through the establishment of set-aside requirements, limited sole source authority, and a unique competitive price preference.

The **WOSB/EDWOSB** set-aside a contracting program which began in February 2011 and was recently updated effective October 15, 2015 to include limited sole source authority. To be eligible, a firm must be at least 51% owned, controlled, and managed by one or more women who are U.S. citizens. In order for a WOSB to be deemed "economically disadvantaged," its owners must demonstrate an economic disadvantage in accordance with the requirements set forth in the final rule. These procurement mechanisms are meant to increase federal contracting opportunities and to assist entrepreneurs in linking up with federal contracts offering set asides.

**Date:** November 3, 2016**Time:** 8:00 am - 1:00 pm**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Conference room G015**ECONOMIC DEVELOPMENT CONFERENCES:  
HOW TO SECURE FINANCING FOR YOUR COMPANY: FROM  
FIXED ASSETS TO LINES OF CREDIT****Fee: Free****Date:** October 20, 2016**Time:** 8:30 am - 12:30 pm**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470**Room:** Valley Road Auditorium

For details and to register, please call The Passaic County Department of Planning and Economic Development.

**Phone:** 973-569-4725**INTRODUCTION TO QUICKBOOKS****Fee: \$39 Text: \$25**

This short introductory course will show you how to prepare and interpret important financial reports, as well as create the company's books from "scratch". You will be 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:** Jennifer Mastrangelo**Dates:** Wednesday, November 30 or December 7, 2016**Time:** 6:00 pm - 9:00 pm**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Room G016**NEW!****FRANFIT SEMINAR****Fee: Free**

This seminar will explicate pros and cons of buying either an existing business or a franchise. This seminar also will explore common myths and truths about franchising. Government regulations for franchises. The importance knowing your personal goals and objectives before taking the plunge. How to safely research and select the right franchise for you and how to finance your business.

**Two sessions are available.****Instructor:** Boynton R. Weekes**Dates:** Wednesday, October 12, 2016**Time:** 10:00 am - 12:00 pm**Location:** Paterson Task Force, 109 Washington Street, Paterson, New Jersey 07505**Instructor:** Boynton R. Weekes**Date:** October 27, 2016**Time:** 10:00 am - 12:00 pm**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Conference Room G015

**NEW!**

**NJ DIVISION OF REVENUE & TAXATION SMALL BUSINESS TAX WORKSHOP**

**Fee: Free**

Division Personnel will explain proper procedures for collecting and remitting various New Jersey taxes. A focal point of each workshop is the sales tax responsibilities of small businesses including the description of taxable and exempt sales and services. Discussions will also highlight different types of business ownership and the tax consequences of each one. Registration is required.

**Two sessions are available.**

**Instructor:** Alexis Derosa

**Dates:** September 29, 2016

**Time:** 10:00 am - 1:00 pm

**Location:** Paterson Task Force, 109 Washington Street, Paterson, NJ 07505

**Instructor:** Alexis Derosa

**Dates:** November 15, 2016

**Time:** 10:00 am - 1:00 pm

**Location:** Cotsakos College of Business, 1600 Valley Road, Wayne, NJ 07470, Conference Room G015

**INTERNATIONAL TRADE**

**INTERNATIONAL TRADE MANAGEMENT SERIES**

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

**To register call:** 973-353-1927 or go online at: [www.njsbdc.com](http://www.njsbdc.com). You must be registered to attend.

**DEMISTIFYING INTERNATIONAL TRADE**

**Fee: \$15**

**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, October 25, 2016

**Time:** 10:00 am - 1:00 pm

**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**

**Fee: \$15**

**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, October 26, 2016

**Time:** 10:00 am - 1:00 pm

**Location:** Passaic County Economic Development, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512

**BASICS OF INTERNATIONAL PAYMENTS AND RISK – INCOTERMS**

**Fee: \$15**

**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, October 27, 2016

**Time:** 10:00 am - 1:00 pm

**Location:** Passaic County Economic Development, Totowa Business Center, 930 Riverview Drive, Suite 250, Totowa, NJ 07512

**SPANISH LANGUAGE CLASSES**

**¿ES USTED UN (A) EMPRENDEDOR(A)?**

**Costo: Gratis**

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:** 11:00 am

**Lugar:** WPU SBDC, 131 Ellison Street, Paterson, NJ 07505

**COMO HACER UN PLAN DE NEGOCIOS**

**Costo: Gratis**

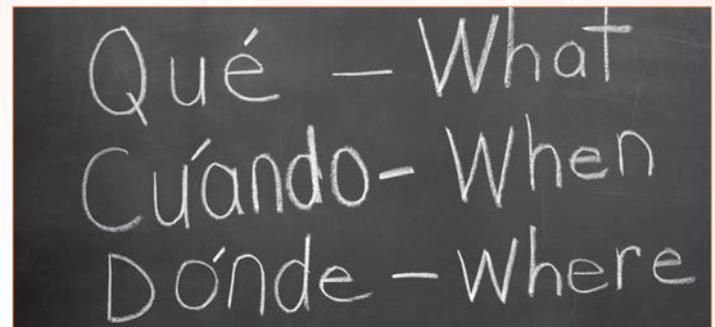
Este seminario te ayudara a desarrollar un plan de trabajo para presentarlo a posibles inversionistas o prestadores. Los topicos de esta clase incluyen: mercadeo, finanzas, diseño de organizacion; resumen ejecutivo, programas de prestamos de la SBA, y como solicitar para prestamos de negocios. Este entrenamiento 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 Jueves

**Horas:** 3:00 pm

**Lugar:** WPU SBDC, 131 Ellison Street, Paterson, NJ 07505



**MICROSOFT OFFICE****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

**MOS 2016 OFFICE PROGRAM**

**Instructor:** Frank Ascianto

**Dates:** August 8 – October 17, 2016

**Days:** Monday, Wednesday & Thursday

**Time:** 9:30 am - 2:30 pm

**Fee:** \$2,800 (includes one certification exam)

**Course Number:** T030A

**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 labels 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.

**Instructor:** Frank Ascianto

**Dates:** September 7 – September 26, 2016

**Days:** Monday, Wednesday, Thursday

**From:** 9:00 am - 2:30 pm

**Fee:** \$ 800.00

**Course Number:** T031D

**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.

**Instructor:** Frank Ascianto

**Dates:** September 28 – October 17, 2016

**Days:** Monday, Wednesday, Thursday

**From:** 9:30 am - 2:30 pm

**Fee:** \$800.00

**Course Number:** T032D

**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.

**Instructor:** Frank Ascianto

**Dates:** August 8 – Aug 25, 2016

**Days:** Monday, Wednesday & Thursday

**Time:** 9:30 am - 2:30 pm

**Fee:** \$800

**Course Number:** T033D

**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.

**Instructor:** Frank Ascianto

**Dates:** August 29 & September 1, 2016

**Days:** Monday & Thursday

**Fee:** \$400

**Time:** 9:30 am - 2:30 pm

**Course Number:** T034C



**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. You will 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 Ascitutto

**Dates:** August 9 – October 11, 2016

**Days:** Tuesdays

**From:** 9:30 am - 2:30 pm

**Fee:** \$1,100.00

**Course Number:** T006A

**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. You will 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:** August 9 – August 23, 2016

**Time:** 9:30 am - 2:30 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:** August 30 – September 6, 2016

**Time:** 9:30 am - 2:30 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:** September 13 – October 11, 2016

**Time:** 9:00 am - 2:00 pm

**Fee:** \$575

**Course Number:** T036A

**Room:** G015

**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.

**Instructor:** Professor Kimberly Casamento

**Dates/Days/Times:** Self-Paced Online

**Fee:** \$2,000

**Course Number:** B089

\*These topics are offered as individual courses if you do not wish to take the entire certificate course. To register please contact Johanna Prado, (973) 720-3035 or pradoj2@wpunj.edu.

## DIGITAL/WEB FOR BUSINESS

### DIGITAL 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,

### 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. It has many features that makes 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.

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

**Instructor:** Frank Ascitto  
**Day:** Tuesday and Thursday  
**Dates:** August 9 – October 13, 2016  
**Time:** 5:30 pm - 8:00 pm  
**Fee:** \$1,125  
**Course Number:** T015A



## IBM MAINFRAME PROGRAMS

### 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 consist of: 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

**Fee:** \$1,800

**Course Number:** P127

For questions call Johanna Prado at (973) 720-3035.

## COMPTIA

### 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 troubleshooting 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 mid-level 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 possesses 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

## PROGRAMMING

### 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, smartphone 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 or 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

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



## HEALTH & MEDICAL

### 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, Electrocardiology (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:** September 26, 2016 – February 24, 2017

**Days:** Monday, Tuesday, Wednesday, Thursday, Friday

**From:** 8:00 am - 1:00 pm

**Fee:** \$4,800.00

**Course Number:** H005B

\*(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 (online only) | 240 Hours

ICD-10 Certified Reimbursement Specialist program teaches the upgraded coding system that was updated in October 2015. 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 online 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.

## PHARMACY TECHNICIAN

### THE PHARMACY TECHNICIAN PROFESSION

The need for Pharmacy technicians continues to grow with demand expected to increase substantially through 2016. 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 comprehensive 50-hour program will prepare students to work as a pharmacy technician in a retail or other pharmacy setting and to take the Pharmacy Technician Certification Board's PTCB exam. Course content includes: pharmacy medical terminology, the history of pharmacy, the pharmacy practice in multiple environments, pharmacy calculations and measurements, reading and interpreting prescriptions and defining drugs by generic and brand names. Through classroom lecture and hands on labs, students will review dosage calculations, drug classifications, the "top 200 drugs", I.V. flow rates, sterile compounding, dose conversions, aseptic technique, the handling of sterile products, total parenteral nutrition (TPN), dispensing of prescriptions, inventory control and billing and reimbursement.

**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:** October 25 – December 15, 2016

**Days:** Tuesdays & Thursdays

**Time:** 6:00 pm - 9:30 pm

**Fee:** \$1,299

**Course Number:** P001

## PHLEBOTOMY TECHNICIAN

### 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.

**Instructor:** Yolanda Evgeniou

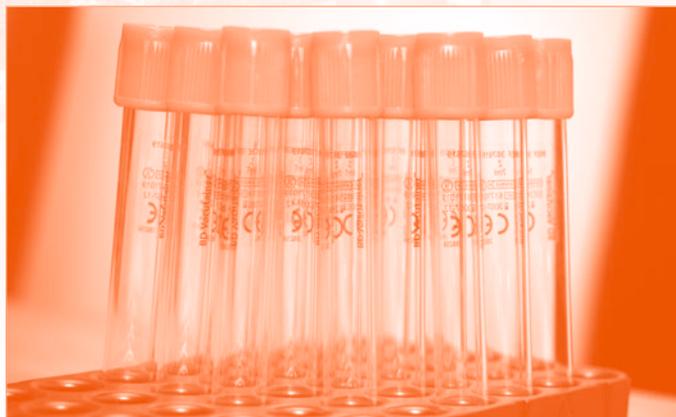
**Dates:** October 3 – December 3, 2016

**Days:** Monday, Wednesday, Saturday

**Time:** 6:00 pm - 9:30 pm

**Fee:** \$1,799.00

**Course Number:** P005



## VETERINARY ASSISTANT

### 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:** October 4th – December 15, 2016

**Days:** Tuesdays, Thursdays and Saturdays

**Tuesday, Thursday Time:** 6:00 pm - 9:30 pm

**Saturday Time:** 9:00 am - 4:00 pm

**Fee:** \$1,899

**Course Number:** P010

**Saturday Classes:** October 15 & 29, November 12, December 3



## ONLINE HEALTHCARE

### THE PHARMACY TECHNICIAN PROFESSION | 350 Hours

The need for Pharmacy technicians continues to grow with demand expected to increase substantially through 2016. 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:***

- Introduction to the dental office and history of dentistry and dental assisting
- Legal aspects of dentistry including policies and guidelines
- Introductory oral anatomy, dental operator, and dental equipment
- Introductory tooth structure including primary and permanent teeth
- The oral cavity and related structures
- Dental hand-pieces, sterilization, and other areas

### DENTAL ASSISTING EDUCATION AND CERTIFICATION

- 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).

- 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:***

- Specific procedures to operate kidney dialysis machines
- Preparation of the dialyzer, and reprocessing and delivery systems
- Equipment maintenance
- Skills to monitor and record a patient's vital signs
- The process for a dialysis teams' administration of local anesthetics and drugs as needed
- Assessment of patients for any complications that occur during a procedure
- 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.

## SECURITY AND CRIMINAL JUSTICE

### 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:

- Detailed anatomy and physiology of the heart
- Medical disease processes and terminology
- Medical ethics and legal aspects of patient contact
- Electrocardiography and echocardiography
- An introduction to the components, function, and proper use of the EKG machine
- The normal anatomy of the chest wall for proper lead placement
- 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:** October 3–24, 2016

**Days:** Mondays

**From:** 6:00 pm - 9:00 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:** November 7–28, 2016

**Days:** Mondays

**From:** 6:00 pm - 9:00 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

## GLOBAL CITIZENSHIP AND INTERNATIONAL STUDIES CERTIFICATE

Our Global Citizenship and International Studies Certificate (GCIS) program provides students with the opportunities for professional development in the field of Global Citizenship and International without the formal pursuit of a degree. The program is ideal for all students whether they be undergraduates looking to add a global dimension to their learning, or graduate students, and mid-career professional. The Interdisciplinary Program complements a variety of fields of study and majors.

### CITIZENSHIP & CIVIC ENGAGEMENT

Have you ever voted? Do you know who your Congressman is? This course serves as your introduction to understanding the connections between learning and active citizenship in a democracy. You will gain insight into the value and limitations of government in delivering what we, the American people, want. You will tackle questions related to the meaning and nature of community, the construction of social problems, and the possible roles different actors (e.g. individuals, non-profit and for-profit organizations, and the state) play in shaping and responding to these problems.

#### Course Objectives:

- Critical Awareness your own experiences, assets and possibilities for being a civically engaged citizen.
- Examine civic engagement in America within a larger historical movement.
- Critically consider a range of civic engagement conceptualizations and perceive how differing notions of democracy and civil society result in varying ideas of engagement.
- Identify and understand key ideas central to civic engagement: democracy, citizenship, community, place, and public life.
- Critically examine the impact you as a citizen can have even as you recognize the limitations of individual efforts and the potential satisfaction of collective endeavors.

**Instructor:** Professor Sammy Uddin-Ahmed

**Course:** Citizenship & Civic Engagement

**Dates:** Online

**Fee:** \$99.00

**Course Number:** P152

### CULTURAL GEOGRAPHY, CITIZENSHIP, & AMERICAN DEMOCRACY

This course will focus upon the fundamental elements, factors, origins and realities relating to the nature of governance and the practice of politics in the U.S. We will examine various themes associated with the practice of government; study our nation's structural foundations; identify and understand political linkages that are a vital part of our democracy and American politics. We will examine the cultural, political, and geographic diversity of American politics and society.

#### Course Objectives:

- Acquire a sound and functional understanding of American government.
- Students will be presented information, knowledge and perhaps even a little wisdom concerning the development and interaction of the major cultural, economic, political, religious and social factors in America; and, how they influence the U.S. government and our electoral politics.

- Critically evaluate how the Legislative branch, the Executive Branch and the Judiciary interact with each other. And, how they protect their own institutional interests and prerogatives.
- Students describe the roles of race, gender, class, ethnicity, and religion in the pluralistic institutions and cultures of the United States.

**Instructor:** Professor Sammy Uddin-Ahmed

**Course:** Citizenship & Civic Engagement

**Dates:** Online

**Fee:** \$99.00

**Course Number:** P153

### GLOBAL CULTURES & THE AMERICAN DREAM

There has been a romanticized view of the United States as a landscape of pure possibility. From the 17th century to the present, an ever-shifting "American Dream" has been the repository of Americans' longing for a new kind of personal and national life. In this class, we will consider how Americans have imagined their dream in terms of everything from political freedom to home ownership. We will look at issues of settlement and population including past and present immigration attitudes/policies, cultural identities, and general demographic patterns. The class will unpack the painful narratives of slavery as experienced by the most marginalized voices, who endured hundreds of years of slavery. There will be focus on economic issues including industrialization, post-industrial change, and the impact of capitalism.

#### Course Objectives:

- We will explore the topics of political voice and democracy as well as a variety of urban issues such as suburbanization, urban sprawl, urban poverty, gentrification and racial/ethnic segregation.
- Students will recognize the role of social diversity in shaping their own attitudes and values regarding appreciation, tolerance, and equality of others.
- Students will acquire knowledge of the historically marginalized "other" from the immigrant's plight, to American slavery, to the struggles of the Civil Rights area, to the generation of growing income inequality.

**Instructor:** Professor Sammy Uddin-Ahmed

**Course:** Citizenship & Civic Engagement

**Dates:** Online

**Fee:** \$99.00

**Course Number:** P154

### WORLD RELIGIONS & CULTURES IN AMERICA

This course combines perspectives from the fields of geography, anthropology, history, and race studies to cultivate a deeper understanding of how communities produce, maintain, and legitimize sacred spaces. This course is designed for students with no previous background in the study of race/ethnicities and religions of the people that make up the “Melting-Pot” that is the United States. From the story of the Earlier European explorers, to the Native Americans, to the Missionaries, the settlers and later religious interpretations born in The United States, students will gain a vast understanding of the development of religion and culture in America. We will cover a broad range of people and experiences in this class, and all students will find a way to think through their own identities, experiences, and beliefs in the course readings and materials.

#### Course Objectives:

- Students will be able to analyze how individuals, groups, and/or institutions produce, maintain, and legitimize religious spaces. Students will acquire a deeper understanding of the links among religious practices, built environments, identity formation, and national boundaries.
- Students will develop an understanding of key themes in American religious history and the ways in which scholars have discussed and debated them.
- Students will develop an appreciation for how competing claims to religious authenticity create different narratives of the American religious past that intersect with and challenge each other, making a single metanarrative difficult. They will learn to critically appraise attempts at metanarrative, such as in political election cycles and in PBS’s “God in America”.
- Think critically about your own identity, recognize and appreciate racial and religious experiences that differ from your own, and explain the significance of these differences in today’s world.

**Instructor:** Professor Sammy Uddin-Ahmed  
**Course:** Citizenship & Civic Engagement  
**Dates:** Online  
**FEE:** \$99.00  
**Course Number:** P155

### PROFESSIONAL WRITING AT WILLIAM PATERSON UNIVERSITY | PW @ WP

#### CREATING CHARACTER IN FICTION

In this two day workshop, we will explore how to make characters that step off the page and capture your reader’s imagination. Character driven fiction in any genre is what separates the merely good from the great. Learn how to give your characters “warts” - tics, habits, turns of phrase - that make them unique. Learn to avoid cliché and use language that will create the character you want to build. We will read excerpts from work which exemplifies our goals. Come prepared to write!

**Instructor:** Judy Hall  
**Date:** Saturdays, October 1 & October 8  
**Time:** 9:00 am - 12:00 pm  
**Fee:** \$70.00  
**Course Number:** W043

#### WHAT’S YOUR STORY?

In a two day, intensive workshop we will delve into your memory and start writing true stories. Memoir writing has to be true but it also has to be compelling and follow the rules of storytelling. We will discuss, therefore, what goes into making a story. Looking at your own flaws, baring the naked truth, and telling an honest story is what makes memoir such a sought after genre. We will read examples from some of the great memoirists of our time. Come prepared to write!

**Instructor:** Judy Hall  
**Date:** Saturdays, October 15 & October 22  
**Time:** 9:00 am - 12:00 pm  
**Fee:** \$70.00  
**Course Number:** W044

#### YOU SAID WHAT?

In two workshops, we will probe the discourse of dialogue. Should you use vernacular or stick to Standard English? How can you differentiate your characters through dialogue alone? In our time together we will read dialogue from great writers, write our own dialogue from prompts, and read aloud each other’s work. Honest and helpful criticism from your instructor and peers is essential to the writing process. Prepare to write and read - and listen!

**Instructor:** Judy Hall  
**Date:** Saturdays, November 5 & November 12  
**Time:** 9:00 am - 12:00 pm  
**Fee:** \$70.00  
**Course Number:** W045

#### CONTEMPORARY POETRY WRITING WORKSHOP

Thankfully, poetry isn’t dead. In fact—it’s thriving with life! Come explore some of today’s most exciting texts—from voices of protest all the way to voices of the avant-garde. We will also be reading essays on the craft, watching films, and workshopping poems that you will write in class and outside of class. If poetry is your passion, a rainy day hobby, or somewhere in between, come find out how to take your work to a new level!

**Instructor:** Scott Wordsman  
**Date:** Tuesdays, October 11 & October 18  
**Time:** 6:00 pm - 9:00 pm  
**Fee:** \$70.00  
**Course Number:** W046

#### ESSENTIALS OF ESSAY WRITING

The essay is no longer confined to its place in just the classroom. With creative nonfiction becoming a rapidly popular genre, writers now are publishing essays with major magazines and publishing houses. In this course, we will read traditional essays as well as explore aspects of poetry and memoir which utilize the essay form. Ultimately, we will learn how to formulate arguments, workshop our writing, and discover what it means to turn an opinion into a well-organized, original piece of literature.

**Instructor:** Scott Wordsman  
**Date:** Tuesdays, October 25 & November 1 & 8  
**Time:** 6:00 pm – 9:00 pm  
**Fee:** \$70.00  
**Course Number:** W047

## EDUCATION

William 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/](http://www.wpunj.edu/coe/Heller%20Institute/) or contact Nancy Norris-Bauer at (973) 720-3131 or [norrism@wpunj.edu](mailto:norrism@wpunj.edu).



### FULL DAY THEMED WORKSHOPS

**Full Day Workshops \$99.00**

*(You may register for half-day for \$50.00)*

## FALL 2016 COLLEGE OF EDUCATION WORKSHOPS

### THE PRINCIPAL AS CONVERSATIONALIST: THE ART OF PERFORMANCE APPRAISAL

**Target Audience:** All principals, vice principals and supervisors.

Teacher evaluation historically has been viewed as an event rather than an ongoing professional growth process aimed at improving student achievement. Now is the time for principals/ vice principals/supervisors to move away from outdated rituals. Instead, they must focus on the complexity of teacher evaluation reforms that are driven by a belief system that values mutual accountability, responsibility, and empowerment. To achieve this, principals must let go of supervisor dominated monologues and engage in conversations that are sustained by asking thoughtful questions that provoke reflection, offer meaningful information, and initiate action.

During these sessions, participants will begin to recognize the disconnect between beliefs and behaviors in the performance appraisal process. They will understand how a differentiated and developmental model of supervision will result in a school culture that values teachers' professionalism.

The engaging activities in this module will be focused on the NJ frameworks that include indicators of effective teaching and learning in three domains of practice- planning and preparation, classroom environment, and instruction.

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:** Thursday, October 6, 2016 and  
Thursday, November 17, 2016

**Time:** 1:00 pm - 4:00 pm

**Course Number:** E381

### USING PARCC EVIDENCE STATEMENT REPORTS TO INFORM INSTRUCTION AND CURRICULUM

**Target Audience:** Math, Science, Social Studies, History, Language Arts Teachers of Grades 3-12

Teachers will analyze PARCC Data (School Summary Reports, Evidence Statement Analysis Reports) to improve instructional planning and practice. Teachers will learn how use PARCC documents to define high level student outcomes and select rigorous tasks for daily instruction. By applying learning from this workshop teachers will understand how daily rigorous instruction is the best test-prep.

**Presenter:** Neyda Evans

**Date:** Thursday, October 13, 2016

**Time:** 4:00 pm - 7:00 pm

**Course Number:** E382

### IDENTIFICATION AND INTERVENTION OF ANXIETY IN SCHOOLS

**Target Audience:** School counselors, school psychologists, school nurses, Child Study Teams

Anxiety disorders are the most common psychological condition in children and adolescents. Yet, they are severely under detected and untreated. This can lead to detrimental consequences for academic and interpersonal functioning. This workshop will help school professionals identify anxiety in their students and provide specific strategies for helping students at school.

**Presenter:** Dr. Carrie Masia Warner, WPUNJ Associate Professor Clinical Psychology  
**Date:** Tuesday, November 1, 2016  
**Time:** 9:00 am - 12:00 pm  
**Course Number:** E383

### INTRODUCTION TO GAME-LIKE LEARNING HALF-DAY WORKSHOP INSTITUTE OF PLAY

**Target Audience:** All teachers

This 3-hour workshop will provide an introduction to Institute of Play, background on Quest to Learn, and an overview of the games and learning field. Participants will learn about the key components of the TeacherQuest program: The 7 Principles of Game-Like Learning, the Design Process, and Games as Systems. Participants will engage in playful design activities to understand how games are effective tools for engagement, and they will modify existing games to experience the design process.

**Participants will leave the workshops with a fundamental understanding of games and play can:**

- increase participant engagement;
- allow participants to step into designer-roles, giving rise to greater agency;
- develop 21st century skills such as complex problem solving, empathy, collaboration, and creativity

**Participants will understand that:**

- Game-like learning provokes immediate feedback, which is fundamental to a collaborative learning culture.

**Participants will:**

- Play and modify 1 or more games;
- Use feedback tools for collecting playtester feedback;
- Identify and use the phases of the game design process to modify a game (brainstorm, prototype, playtest, iterate).

**Presenter:** Institute of Play  
**Date:** Tuesday, October 18, 2016  
**Time:** 1:00 pm - 4:00 pm  
**Course Number:** E384

### MODEL DRAWING ACROSS MATH CONCEPTS

**Target Audience:** Teachers of Mathematics from Grades 3-Algebra I

Teachers will be actively engaged in solving problems with an effective problem solving strategy that is applicable across grade levels in Elementary and Middle School Math and across concepts

in mathematics. Bar Modeling and Polya's Problem Solving Plan is effective when working with students with special needs, English Language Learners and gifted students to improve reasoning and modeling strategies. Teachers will be prepared to implement these strategies in their classrooms at all grade levels.

**Presenter:** Neyda Evans  
**Date:** Thursday, October 20, 2016  
**Time:** 4:00 pm - 7:00 pm  
**Course Number:** E385

### INTERACTIVE NOTEBOOKS, INFORMATIONAL POSTERS/ ART, & EFFECTIVE GROUPING STRATEGIES FOR OPTIMUM LEARNING & ENGAGEMENT IN THE MIDDLE SCHOOL CLASSROOM

**Target Audience:** Middle School Teachers - Core Disciplines

Learn how to create an atmosphere where students acquire skills through a variety of activities. First, we will walk through effective grouping strategies where students can collaborate and guide one another in completing assigned projects. Next, we will share examples highly motivating activities you can do with your students to ensure engagement.

**Presenters:** Francisco J. Ocasio, Azaria Cunningham, Natalie Diaz  
**Date:** Tuesday, October 25, 2016  
**Time:** 4:30 pm - 7:30 pm  
**Course Number:** E386

### LOOSE PARTS: USING EVERYDAY MATERIALS FOR LEARNING

**Target Audience:** Preschool

An invitation to experiment, construct, invent and manipulate using open-ended materials. This workshop will provide participants with the opportunity to explore with open ended everyday materials while making connections between NJ Preschool Teaching and Learning Standards. STEAM, authentic assessment and documentation.

*(Participants should bring a small bag of everyday materials that they might use in their preschool classrooms)*

**Presenter:** Cindy Gennarelli, WPUNJ Director of Child Development Center  
**Date:** Wednesday, October 26, 2016  
**Time:** 4:00 pm - 7:00 pm  
**Course Number:** E387

### ENSURING STUDENT ENGAGEMENT: DRAMA AND IMPROV ACROSS CONTENT AREAS

**Target Audience:** K-12 teachers and supervisors, (all subjects and student populations)

This drama and improv workshop focuses on techniques for ensuring student engagement. Teachers in attendance will participate in three specific activities and leave with ideas for immediate application in their classrooms.

**Presenter:** Carole Bruzzano  
**Date:** Thursday, October 27, 2016  
**Time:** 9:00 am - 12:00 pm  
**Course Number:** E388

### **MATHEMATICS AND LITERACY: AUTHENTIC ACTIVITIES**

**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:** Tuesday, November 1, 2016

**Time:** 4:00 pm - 7:00 pm

**Course Number:** E305

### **THE BASICS OF BLENDED LEARNING**

**Target Audience:** *Elementary Teachers, Administrators*

Blended learning is a formal education program in which students learn at least in part through digital and online media. This workshop focuses on describing the various ways this works in a classroom as well as discussion of various online software available.

**Presenter:** Denise Post

**Date:** Wednesday, November 2, 2016

**Time:** 9:00 am - 12:00 pm

**Course Number:** E389

### **EFFECTIVE CLASSROOM MANAGEMENT STRATEGIES**

**Target Audience:** *All 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.

**Presenters:** Linda Banach, WPUNJ Professor in Residence

**Date:** Thursday, November 3, 2016

**Time:** 4:30 pm - 7:30 pm

**Course Number:** E348

### **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, WPU Professors in Residence

**Date:** Tuesday, November 15, 2016

**Time:** 4:00 pm - 7:00 pm

**Course Number:** E358

### **INCLUSION SUCCESS: DIFFERENTIATING INSTRUCTION WITH TWO CO-TEACHING APPROACHES**

**Target Audience:** *Grades 9-12, teachers and supervisors*

Teachers and supervisors will participate as "students" to experience two authentic co-teaching approaches. All in attendance will leave with a plan for immediate implementation in their classrooms and, for supervisors - a plan for presenting to and assisting teachers in implementing these strategies successfully.

**Presenters:** Carole Bruzzano, Jessica Katz

**Date:** Thursday, November 17, 2016

**Time:** 9:00 am - 12:00 pm

**Course Number:** E390

### **STEAM POWER!**

**Target Audience:** *All teachers*

This workshop is intended for all K-12 teachers interested in integrating art into other core content areas. Those teachers who participated in the Summer STEAM workshops are especially encouraged to attend and to share the outcomes of implementing their summer work. All attendees are invited to bring lessons/artifacts/examples of successful STEAM efforts.

**Presenter:** Dina Scacchetti and Betsy Golden, WPUNJ Professors in Residence

**Date:** Tuesday, December 6, 2016

**Time:** 4:00 pm - 7:00 pm

**Course Number:** E350

### **TIPS FOR NHD RESEARCH, ON- AND OFF-LINE**

**Target Audience:** *Middle and High School Teachers and Students*

Learn more about how to choose a topic for NJ/National History Day and steps to take to research your topic [online](#) and [offline](#). Practicing on computers during the workshop, students will learn best ways to utilize search engines to return **refined results**; how to find **information in databases** available at public and school libraries; how to **evaluate** information they find on websites, and how to **use and cite the information** in their projects. They will also learn about **research in archives and museums** and the value of going beyond Google to find unique and relevant sources to thoughtfully incorporate them into their NHD projects.

**Presenter:** Claudia B. Ocello, President & CEO Museum Partners Consulting, LLC

**Dates:** Tuesday, October 4, 2016

Wednesday, October 19, 2016

**Times:** 9:30 am - 12:30 pm

**Course Number:** E391 | E391A



## CHILDREN'S HEALTH ISSUES WORKSHOPS

### It's All About the Kids!

#### Children's Health Issues Workshops

William Paterson University's Continuing and Professional Education and St. Joseph's Healthcare System will sponsor a series of workshops designed for teachers, school nurses, guidance counselors and other education professionals.

1600 Valley Road, Wayne, New Jersey 07470



## FALL 2016

### DEVELOPMENTAL AND GROWTH-RELATED ISSUES OF SCHOOL-AGE CHILDREN: IDENTIFICATION AND SUPPORTIVE STRATEGIES

Ms. Shah Perez will discuss common developmental and growth-related issues of youngsters, including: in-toeing, "w sitting," and scoliosis. Ms. Rozzo will address concerns related to fidgeting, youngsters who may experience sensory processing issues, difficulties "knowing their own space," as well as children who may have fine motor issues, including trouble holding a pencil or who fatigue easily when writing. Both presenters will offer guidelines for identifying these issues, provide strategies for classroom management and describe indications for professional intervention.

#### Presenters:

Carol Rozzo, MS, OTR, C/NDT,  
Pediatric Occupational Therapist  
Department of Physical Medicine and Rehabilitation  
St. Joseph's Regional Medical Center

Ami Shah Perez, PT, DPT, CEIM, CKTP,  
Pediatric Physical Therapist  
Department of Physical Medicine and Rehabilitation  
St. Joseph's Regional Medical Center

**Date:** Tuesday, October 4, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E285



### ENGAGING CHILDREN ON THE AUTISM SPECTRUM

Findings from the New Jersey Autism Study indicate that about 1 in 41, or 2.5 percent, of eight-year-old children in New Jersey were identified with autism spectrum disorder. Children with ASD demonstrate difficulty communicating, interacting, and relating to peers and adults. They also have difficulty learning from others and responding to their environment. Dr. Stacom will give a brief overview of the characteristics of autism spectrum disorder and describe the evaluation process. She will provide strategies on how to motivate children with ASD to connect with their environment and learn.

**Presenter:** Elizabeth Stacom, PhD,  
Child Psychologist

St. Joseph's Children's Hospital

**Date:** Tuesday, October 11, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E288

### HOW CAN YOU HELP YOUR STUDENTS BECOME GOOD DIGITAL CITIZENS?

As students have access to digital technology at school and at home, teachers and parents are dealing with ethical and behavioral challenges including cyberbullying, inappropriate sharing, plagiarism and more. Ms. Horowitz will provide guidelines for teaching students to think critically, behave safely and participate responsibly in a digital world. She will provide strategies for engaging students in decision-making, perspective-taking, and self-reflection interactive activities and demonstrate how to teach digital citizenship skills combined with curriculum instruction. Resources and ideas that can be implemented immediately in the classroom will be provided.

**Presenter:** Tali Horowitz,  
Director

Common Sense Education

Common Sense Media

**Date:** Tuesday, October 25, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

Funding for this presentation provided by a grant from BAE Systems.

**Course Number:** E287

**I HAVE A STOMACH ACHE... MY HEAD HURTS... I DON'T FEEL GOOD...RESPONDING TO CHILDREN'S HEALTH CONCERNS IN THE CLASSROOM**

Every day in classrooms across New Jersey, children arrive with a variety of aches and pains. The doctors will describe the most typical health issues that occur in school-age children, including stomach aches, headaches, sleepiness, and general malaise and review the possible causes for these complaints. They will offer age-appropriate strategies for the teacher to support the child and gather information, discuss the critical role of the school nurse in evaluating the child, describe management approaches, and explain the importance of maintaining accurate health records.

**Presenters:**

Roberto Jodorkovsky, M.D.  
 Director of Pediatric Residency Program  
 St. Joseph's Children's Hospital

Khalid Anam, M.D.  
 St. Joseph's Children's Hospital

Brian Shayota, M.D.  
 St. Joseph's Children's Hospital

**Date:** Tuesday, November 1, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E300

**CHILDREN AND ALLERGIES**

According to the Centers for Disease Control, allergic conditions are the most common medical conditions affecting children in the United States. Approximately 8.8 million children have skin allergies; 6 million have food allergies—and in children with food allergies, 30 percent are allergic to multiple foods. Dr. Kosinski will describe the common allergies in children, discuss the range of tests used to diagnose allergies, outline the signs of an allergic reaction, ranging from mild to severe and offer strategies and precautions for both parents and school staff to keep children with allergies safe and healthy.

**Presenter:** S. Mark Kosinski, M.D., PhD  
 Chief of Allergy and Immunology  
 St. Joseph's Children's Hospital

**Date:** Tuesday, November 15, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E289

**CHILDREN AND LOSS**

A child who has lost a parent due to separation, abandonment, or divorce, as well as children whose family members—a parent, sibling, grandparent, or others—have died experience deep sadness and anxiety. They may fear that they will be abandoned by other family members or loved ones. Dr. Khanna will outline how children of different ages respond to loss, review the stages of grief that youngsters experience and offer ways that teachers and other school staff can support children through this experience. She will describe behavior and other signs that indicate the need for professional intervention.

**Presenter:** Bindu Khanna, M.D.

Child and Adolescent Psychiatrist  
 St. Joseph's Regional Medical Center

**Date:** Tuesday, November 29, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee:** \$20

**Course Number:** E290

**FIFTH ANNUAL CRAFTING FOR THE HOLIDAYS  
 OUR GIFT TO YOU!**

Here's your opportunity to network and relax with your colleagues and friends from It's All About the Kids!

You will create a special holiday decoration or gift and celebrate the season. The presenters are expert, passionate crafters who have inspired Children's Health Workshop attendees for four years and offer regular crafting programs for staff at St. Joseph's.

A range of materials will be provided. Light refreshments will be served.

**Presenters:**

Monica Maguire, RN  
 Employee Health Service

Patricia Ziegler, RN  
 St. Joseph's Wayne Hospital

**Date:** Tuesday, December 6, 2016

**Time:** 4:00 pm - 5:30 pm

**Fee waived.**

Participation limited to the first 25 registrants.

**Course Number:** E191

**To register for all 7 workshops in the Children's Health Issues Series, please use:**

**Course Number: E336 | Fee: \$90**

Professional development hours and a certificate will be awarded to all attendees.

## CONSULTING SERVICES

### *ISO 9001 Internal Audits: Training and Auditing Quality Management Systems ISO 9001*

*ISO consulting services provided by William Paterson University*

#### 1. ISO Certification

##### a. 6 Steps:

- i. Initial awareness workshops
- ii. Gap Analysis and process alignment with the Standard
- iii. Implementation
- iv. Internal Audits/Corrective and Preventive Action
- v. Pre-assessment
- vi. Final Certification Audit

2. We also work with companies to customize the certification process based on any specific requirements. Additionally, we can cater to any specific training requirements on any of the above topics.

#### **Note:**

1. As per the new guidelines, the validity of the present standard expires by Sept 2018. Request for certifications to the ISO9001:2008 standard will not be accepted after January 2017.

2. This new standard aims at bringing in uniformity in structure, terminology and emphasizes Continual Improvement and enhancement of certification. Although the attempt is highly laudable, it is not without problems. The new standard has some issues which are difficult to understand, interpret or audit. We at William Paterson University have made a thorough analysis of all the problems posed by the standard and have developed a documentation system to overcome all the obstacles. Our system not only finds solutions but it is also simple and very user friendly.

3. William Paterson University also provides step by step auditing procedures customized to company needs to comply with ISO audits.

**For more information or to set up a consultation please contact Johanna Prado at 973-720-3035.**



# PRE-COLLEGE YOUTH

WILLIAM  
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UNIVERSITY

See our website for information on our  
Saturday Academy and previews of Summer 2017  
[wpunj.edu/cpe/youthprograms](http://wpunj.edu/cpe/youthprograms)



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