

Professional Development Program



Professional Standards Institute
Established 1997

www.ProfessionalStandardsInstitute.com

Table of Contents

Professional Development and Continuing Education	3
Professional Development Certificates	3
Professional Development Course Features	3
Continuing Education Course Features	3
Course Quality	4
Instructor Recruitment	4
Published Standards and Guidelines	4
Course Development Process	4
Course Facilitation and Review Guidelines	5
Professional Development Courses	6
Accelerated Management Concepts	6
Engineering Project Management	7
Leaders as Coaches: Driving Performance Through Dialogue	8
Management Engineering Tools and Techniques	9
Professional Programming in HTML5	10
Professional Web Applications Development	11
Web Database Design, Development, and Implementation	12
Continuing Education Courses	13
Applied Information Systems Access Control	13
Business Writing	13
Customer Relationship Management (CRM)	14
Lean Process Improvement	14
Professional Development Certificates	15
Professional Web Applications Design & Development	15

Professional Development and Continuing Education

Professional Standards Institute offers two types of courses and certificate programs in a variety of areas: Professional Development Courses and Continuing Education Courses. The areas of instruction include Information Technology, Project Management, Quality, Supervision and Management, Education and Training, Business Communications, Human Resources, Marketing and Sales, Career Development, and more. You can pick up a new skill set or use these courses for continuing education, personal development, advancement, or recertification.

Professional Development Certificates

PSI offers Professional Development Certificate programs. These certificate programs consist of two or more instructor-facilitated Professional Development Courses. When you complete the courses for the program, you will receive a parchment Professional Development Certificate suitable for display. You will also earn a professional designation with the certificate. There is no additional cost for the certificate above the cost of the courses. When you complete the courses, you simply submit an application for the certificate. The courses can be taken at your own pace.

Professional Development Course Features

- Courses are instructor facilitated.
 - Instructors available to answer questions, grade assignments, and provide mentoring.
- All instructors are well qualified.
 - Instructors have a masters degree or higher.
 - Instructors have five or more years of experience in their field.
- 100% On-Line. Available 24 hours a day, seven days a week.
- All courses are self-paced. Work at your own speed.
- Rolling enrollment - Enroll at any time.
- Full 90 days access to the course.
- Download and print a Certificate of Completion immediately upon completion.
- Most courses will be a part of a Professional Development Certificate program, but can be taken individually.
- Most courses incorporate a current professional textbook (not included).
- Reasonably priced.

Continuing Education Course Features

- Courses are independent study format, not instructor facilitated.
- 100% On-Line. Available 24 hours a day, seven days a week.
- All courses are self-paced. Work at your own speed.
- Rolling enrollment - Enroll at any time.
- Full 90 days access to the course.
- Download and print a Certificate of Completion immediately upon completion.
- No textbook required.
- Reasonably priced.

Course Quality

The quality of the courses we provide is our number one goal. We have processes in place to ensure our courses are of high quality. We start by recruiting the best instructors. Our instructors develop and facilitate the courses. Second, we have published standards, guidelines, checklists, and templates for course development in place. Third, we have a structured course development process. And finally, after courses are released for enrollment, we have solid facilitation and continuous review guidelines in place. Below is a summary of these processes for the development and facilitation of our Professional Development Courses and Continuing Education Courses.

Instructor Recruitment

- Our instructors must have a masters degree or higher from a regionally accredited college or university.
- Our instructors must have at least five years of experience in their field of expertise.
- Our instructors must complete an Instructor Orientation Course and internal certification.

Published Standards and Guidelines

Below is a partial list of the standards, guidelines, and checklists published to ensure course quality.

- Course Content Development
- Course Structure Guidelines
- Course Media Guidelines
- Course Objectives Guidelines
- Textbook Selection Guidelines
- Course Development Checklist

Course Development Process

Below is a high-level overview of our processes for course development.

- **Course Needs Assessment.** Detailed research and collaboration is accomplished to determine the skills and knowledge needed in various industries. Courses and textbooks are selected based on that research.
- **Course Objectives.** The course objectives are then developed. All course objectives must be observable and measurable, and meet the results of the course needs assessment.
- **Course Structure.** The course syllabus is developed. This is the structure of the course that contains the modules and assignments. The assignments are mapped directly to the course objectives to ensure they are thoroughly covered and being met.

Professional Development Program

- **Course Content.** The course content is then developed based on the course structure, following specific guidelines. The content includes reading assignments, written assignments, video and audio lectures, web research assignments, and exams. Exam questions are mapped to assignments to ensure all the course objectives are covered and being met.
- **Academic Review.** After the course is developed, a comprehensive academic review is accomplished on the course and changes are made as needed.
- **Upload and Technical Review.** The course is then uploaded to the PSI eLearning Portal. Once uploaded, two technical reviews are accomplished. The first is accomplished by the instructor. The second is accomplished by a PSI Subject Matter Expert. Once the reviews are completed, the course is then released for enrollment.

Course Facilitation and Review Guidelines

After a course has been developed and released, the following course facilitation guidelines are implemented to ensure course quality:

- At the end of each course students submit a course critique. Instructors regularly monitor all feedback submissions from students to identify and correct any issues with the courses.
- Instructors review and update each course they facilitate on a periodic basis to ensure it is current.
- Instructors regularly check for new editions of textbooks used in courses. If a new edition of the textbook is released, the course is updated to use the new textbook.
- PSI Education Program Managers and Lead Instructors monitor courses within their responsibility and work closely with Instructors to find ways to enhance courses and increase course quality.

Professional Development Courses

Accelerated Management Concepts

At some point in your career, you will find yourself in the manager's role, personally or professionally or both, having to lead a team or organization. In today's environment, you need to be able to perform quickly, effectively, and produce high performing results. Accelerated Management Concepts will give you the tools and techniques you need throughout your career to quickly manage and lead any team or organization with competence.

Accelerated Management Concepts explores the world of a manager. It covers terms and definitions then navigates you through the roadmap of a manager's world. As you progress through the course, you examine the key roles managers have in carrying out the four management functions: planning, controlling, organizing, and leading. You will find integrated into the four functions an emphasis on who managers are, what process they operate with, the ethical and social responsibility they have, and how managers make decisions. In addition, you will build your knowledge of human resource management, leadership, individual behavior, motivation, teams and teamwork, communication, diversity, and cultures. Finally, you will view the world of globalization and international business, entrepreneurship and small business from a manager's perspective.

The topics are logically laid out and aligned with assignments enabling you to synthesize key management concepts and apply them quickly through various activities such as real life case studies, self-assessments, tools, a profile and a presentation.

Accelerated Management Concepts is the first in a series of three courses in the Professional Development Certificate in Advanced Leadership Development. Additional courses will include Advanced Leadership Concepts and Applied Leadership Practices.

Course Number: MGMT-001

Contact Hours: 29 Hours

Course Access: 3 Months

Instructor: Cynthia Schott, MA

Professional Development Program

Engineering Project Management

Maximize your skills to effectively implement and manage engineering projects by learning engineering project management. Whether you are new to project management or an experienced project manager, you will gain the essential skills, resources, methods, materials, and knowledge to be effective in applying engineering project management tools and techniques. You will be able to skillfully manage advanced technology engineering projects such as new product research, development, and adoption. Topics include the engineering project lifecycle, managing various engineering project types, benchmarking, project justification, planning and execution, risk management, communication, costing, managing teams, and much more.

This course will form the foundation of a five course professional development certificate program in engineering management. Future courses will include applied quality management, systems engineering management, engineering resource management, and engineering accounting and finance management.

Course Number: PM-001

Contact Hours: 32 Hours

Course Access: 3 Months

Instructor: Willie Johnson, MS

Leaders as Coaches: Driving Performance Through Dialogue

With significant organizational restructuring and downsizing due to the global economy, today's leaders must be strategic to recruit and retain the critical talent required to drive organizational results forward. Coaching has become a critical strategy for leaders in today's organizations, well beyond the traditional aspects of performance management, to identify and enable associates and peers to be successful in meeting objectives and being engaged in the mission of the organization.

Whether you are seeking to improve your coaching skills to help individual associates or teams succeed, or whether you are an internal coach to clients within your organization, this course is for you! The days have passed when coaching was something relegated to an annual performance review or solely for a disciplinary tool. Today's workforce, particularly Millennial, GenY, and GenX generations, seek out leaders who are able to engage with them through coaching and career development. Therefore, effective coaching skills has become a core competency for leaders today.

You will gain an overview of best practices in leadership coaching, including the core behaviors and skills required of a leadership coach in organizations today. As you learn the foundations of effective coaching, you will be able to consider specific strategies to use in coaching others, including how to assess individual coaching needs and partner with your associates to set appropriate goals for the coaching relationship. You will understand the critical role of effective communication, including body language and tone of voice, in establishing a trusting and engaging coaching relationship. A core component of effective coaching is questioning, and you will learn about specific questioning strategies and how to drive individual accountability and performance through questioning. You will also understand how to overcome key obstacles in working with your associates and leverage the Situational Coaching Model (SCM) to drive performance through effective coaching relationships.

You will work through a Coaching Log to build your own skills in all the key strategies presented. This Coaching Log will culminate in your course project, submitted at the end of the course for grading and instructor feedback, providing you with an ongoing reference to use while applying your own coaching strategies.

Course Number: CH-001

Contact Hours: 20 Hours

Course Access: 3 Months

Instructor: Catherine Lawson, D.M., M.S.Ed

Professional Development Program

Management Engineering Tools and Techniques

Acquire the tools and techniques used in management engineering projects to solve problems, increase productivity, and design and improve processes. A quality analysis starts with the collection, measurement, and mapping of data, and results in an effective implementation of the project results. You will learn how to use those tools and techniques to form the basis of a quality analysis. Topics include data collection and analysis tools, work measurement techniques, work analysis tools, work process mapping, problem analysis tools, and decision making techniques.

You will apply these tools and techniques in a management engineering consulting project at the end of the course. Numerous templates, worksheets, and examples that you can use in an actual project at your job or consulting practice are included. This course will form the foundation of a two course professional development certificate program in advanced management engineering and consulting. Future courses will include performing management engineering analysis, project implementation, and professional consulting.

Course Number: ME-001

Contact Hours: 24 Hours

Course Access: 3 Months

Instructor: G. Allen Harris, MEM

Professional Development Program

Professional Programming in HTML5

Acquire the tools and techniques that professional programmers use to create websites using HTML5, the latest version of the open HTML standard that will run in any web browser on a desktop, laptop, tablet, smartphone, or other computing device. Learn how to create new or retrofit old websites to take advantage of semantic markup that make websites more search engine friendly. Practice building interactive multimedia apps that website visitors have come to expect. You will also be introduced to the power and control of cascading style sheets and CSS3, the complementary standard for designing the layout and format of web pages. Other topics include web forms, video and audio integration, and responsive web design. Finish off by learning how to create a basic paint program and a maze game using HTML5's new Canvas element.

This course will form the foundation of a five course professional development certificate program in Advanced Web Site Design and Development. Future courses will include Advanced CSS Development, Advanced Javascript and AJAX Programming, Responsive Web Design, and Professional Web Site Design.

Course Number: WEB-001

Contact Hours: 20 Hours

Course Access: 3 Months

Instructor: Evelyn Zayas, PhD (ABD), MS

Professional Development Program

Professional Web Applications Development

Master the skills needed to design and develop enterprise-class web applications. You will learn the techniques to create web applications that can be implemented in a wide variety of industries, to include eCommerce, healthcare, banking and financial, operations management, and any other industry. You will know how to develop web applications that will work with and use web databases. Other skills you will gain include creating user-friendly web forms, creating custom functions, using object oriented programming, validating data, implementing security, sharing data, sending e-mail from within the application, working with files, and much more. You will learn these skills by doing them. You will work on a course project to develop a complete and functional real-world web application. The course project is divided into four sections to allow you to practice the skills you gain as you learn them.

This course completes a three course professional development certificate program in Professional Web Applications Development. Additional courses will include Professional HTML5 Development and Web Database Design, Development, and Implementation. When you complete these three courses, you will receive a beautiful embossed certificate and the designation "Professional Web Applications Developer".

Course Number: WEB-006

Contact Hours: 34 Hours

Course Access: 3 Months

Instructor: G. Allen Harris, MEM

Professional Development Program

Web Database Design, Development, and Implementation

Obtain the expertise to design, develop, work with, and manage world-class web database systems. You will learn how to model essential functional databases for use in enterprise-class web applications. You will gain the essential skills and knowledge to be able to fine tune and maintain web databases that are used in eCommerce, enterprise-wide business management systems, healthcare systems, education systems, customer relationship management systems, and much more. The types of database systems you will be able to work with are limitless. As a skilled professional, you will not only be able to design and develop the critical web database resources, but be able to design and develop stored procedures, functions, triggers, and events for use in web applications. The database expertise you will gain from this course is an essential and valuable commodity needed in most organizations. You will learn these skills by doing them. You will practice with self-graded exercises throughout the course. At the end of the course is the final course project that contains a set of real-world database development exercises in which you will receive feedback from your instructor.

This is the second course of a three course professional development certificate program in Professional Web Applications Development. Additional courses will include Professional HTML5 Development and Web Applications Development.

Course Number: DB-001

Contact Hours: 24 Hours

Course Access: 3 Months

Instructor: G. Allen Harris, MEM

Continuing Education Courses

Applied Information Systems Access Control

Access control is one of the most important aspects in information assurance and system administration. Without it, there can be costly mistakes made.

Learn the concepts and practices of information systems access control. You will take an in-depth look into the aspects of access control as it pertains to information assurance in eleven course modules. Each module digs deeper into access control and delivers a better understanding to you.

The concepts and best practices you learn here can be readily used in your career. The technologies we discuss can be something you can apply to your organization and help to secure your company's network and other important information systems resources. You will learn that access control is one of the first lines of defense in ensuring the availability, integrity, and confidentiality of data.

The topics presented are the basis for access control, such as the methods and processes used to control the use and content of a system. Methods, models, and administration will be explained. We will discuss accountability and the evaluation of security threats and various access control mechanisms available to mitigate these threats in today's organization.

Course Number: CS-001
Contact Hours: 4 Hours
Course Access: 3 Months

Business Writing

For those who must write as part of their job, being able to write well is a real career boost. Learn how to capture your thoughts on paper so they are strong and persuasive, but at the same time clear, concise, complete, and correct.

We can think about writing either as a process or as a product (the finished piece of writing). If we can think of it as a process, then by changing the way we go about writing, we can change the finished product. While you are still aiming to turn out a good product, you will gain a sense of satisfaction and appreciation of the process by which you get there. You will be presented with the nitty-gritty details that writers have to contend with along with some practical advice on making the job less difficult.

Course Number: BCOM-001
Contact Hours: 4 Hours
Course Access: 3 Months

Customer Relationship Management (CRM)

Learn the fundamentals of Customer Relationship Management (CRM). You will be introduced to the different facets of CRM and learn to identify who the customers really are. You will also analyze the key components of CRM and explore how it can be integrated within an organization. As with many significant undertakings, undergoing a Customer Relationship Management (CRM) review, even simply considering its implementation, requires analysis of technical and complicated systems. You will be able to sort through a myriad of information and bring the basics you need to make a decision about the need for CRM, its benefits, and how to coordinate the base requirements for a CRM undertaking.

Course Number: CRM-001

Contact Hours: 4 Hours

Course Access: 3 Months

Lean Process Improvement

Lean principles have come a long way over the past three hundred years. From Benjamin Franklin's early ideas, to Henry Ford's work in the 1920's and the Toyoda precepts in the 1930's, to Jeffery Liker's publication of The Toyota Way in 2004, Lean processes have evolved from a simple concept to a set of widely used best practices.

Develop the foundation to begin implementing Lean process improvement skills in your workplace. You will explore the foundations of Lean through the Toyota precepts and the five critical improvement concepts (value, waste, variation, complexity, and continuous improvement). You will study the tools to perform continuous improvement in you're organization, including 5S, 5W-2H, PDSA, DMAIC, Kaizen, Genchi Genbutsu, and various Lean data mapping methods.

Course Number: QUAL-001

Contact Hours: 4 Hours

Course Access: 3 Months

Professional Development Certificates

Ramp up your career development by earning a Professional Development Certificate. Our certificate programs consist of two or more professional development courses specifically designed to meet your career development needs. The courses that make up the certificate programs are self-paced, instructor facilitated, and 100% on-line. All of our instructors have a masters degree or higher with several years experience in their area of expertise. As part of the certificate program, you will also earn a professional designation. This credential will display the skills you have learned in the program.

Certificate Features:

- Earn a Professional Designation.
- No cost for the certificate program beyond the cost of the courses.
- Enroll and take the courses at any time convenient to you.
- Download and print a certificate of completion immediately after completing each course.
- Receive an embossed Professional Development Certificate after completing all the required courses.

Professional Web Applications Design & Development

Master the skills needed to design and develop world-class web applications and earn the professional designation of Professional Web Applications Developer. The Professional Web Applications Development Certificate Program consists of three professional development courses. You will be able to write HTML5 like a pro. You will be able to design and implement enterprise level web databases. You will be able to design and develop real world web applications that support critical organizational functions such as eCommerce, customer relationship management, banking and financial, and much more.

You will start off by acquiring the tools and techniques that professional programmers use to create websites and web applications using HTML5, one of the hottest web technologies for mobile and web development. You will then obtain the expertise to design, develop, and work with world-class web database systems that are essential and valuable commodities in most organizations. And finally you will master the skills needed to design and develop enterprise-class web applications used in a wide variety of industries, such as healthcare, government operations, and manufacturing.

You will learn these skills by doing them. All three instructor-facilitated professional development courses include real-world course projects that will strengthen your knowledge and skills. You will finish the program knowing that you can do the job.
Professional Designation Earned: Professional Web Applications Developer

Courses required for the certificate:

WEB-001 Professional Programming in HTML5
DB-001 Web Database Design, Development, and Implementation
WEB-006 Professional Web Applications Development