

2021 - 2022

Business Essentials for Engineering Professionals



Earn CEUs,
PDHs, and
CPCs

Auburn University's Engineering Professional Development Certificate of Achievement: Business Essentials for Engineering Professionals (BEEP)

In the constant, competitive professional market, it is imperative to stand out. Take advantage of this opportunity to strengthen your skills and set yourself apart from your peers.

With this program, you will:

- Increase your practical business savvy
- Enhance your existing toolbox with a new skill set
- Develop the knowledge necessary to become a successful leader
- Experience all of the above from faculty and industry experts who will relate this subject matter to your current challenges; helping you derive innovative solutions that can be immediately implemented in your organization



AUBURN UNIVERSITY

SAMUEL GINN
COLLEGE OF ENGINEERING

Once you place the order, the following courses will be available to you online and 24 hours a day. Complete the courses at your own pace beginning with "Numbers to People" (V16A) and then in any order you choose. You will have three years to complete the series. Upon completion, you will receive a framed Certificate of Achievement plaque, suitable for display. In addition, Continuing Education Units will be awarded per individual course upon completion of the course.

Open the door to endless opportunities for your future... begin your journey today!

Free Introductory Course: **Numbers to People (V16A)**

Instructor: Davis M. Woodruff, PE, CMC

2 hours 0.2 CEUs "Numbers to People" book included

This course looks first at the reasons technical experts fail in making the transition and then explores what can be done to help a person have a successful leap to leadership and management.

Business Ethics I (V10D)

Instructor: Dr. William Sauser

3 hours - 0.3 CEUs

To avoid common ethical pitfalls, participants will learn about several recent breaches and the standards which define ethical behavior. Examples of business challenges are presented as well as practical ideas for making ethical business decisions every day.

Decision-making Using Business Metrics (V14P)

Instructor: Dr. Daniel Butler

3 hours - 0.3 CEUs

The application of metrics will help you make better decisions. Learn how to develop basic metrics to assist in quantifying trends, explaining phenomena, diagnosing causes, sharing findings and projecting results of future events. These metrics include internal (company) and external (market) analytics; also forward- and backward-looking analytics.

Essential Financial Skills I (V14K)

Instructor: Dr. John Jahera

3 hours - 0.3 CEUs

Managers and other decision makers should have the ability to understand and implement various financial tools in business. This course will equip participants with the knowledge required to analyze various cash flows, interpret the main financial statements, create and utilize budgets and calculate pertinent metrics to create a useful financial dashboard.

Essential Financial Skills II (V14T)

Instructor: Dr. John Jahera

3 hours - 0.3 CEUs

Now that you acquired the financial basics in Module I, you are now ready to explore more in-depth financial concepts including capital expenditures and investments, ratio analysis, time value of money, breakeven analysis and sources of capital; all of which will assist in making decisions about the economic viability of projects and other business decisions.

Project Management (V14N)

Instructor: Dr. Mark Clark

3 hours - 0.3 CEUs

Keeping projects on time and under budget is paramount in an organization. Participants will learn how to manage a wide range of projects, regardless of their discipline. You will be able to correctly define project activities and stages, properly sequence activities and define critical paths, calculate schedule/cost variance and performance indicators during the execution phase as well as the cost estimate and completion time at any point during a project.

Call today to enroll!

833.419.8528

334.844.5807

epd@auburn.edu

www.eng.auburn.edu/epd

For more complete course descriptions and additional program details, visit:
www.eng.auburn.edu/epd

Auburn University is an equal opportunity educational institution/employer.

Risk Management Essentials (V16B)

Instructor: Davis Woodruff

2 hour- 0.2 CEUs

In its simplest form risk management involves identifying known potential hazards (risks), applying sound engineering or other principles to mitigate or eliminate the risks and follow up to insure the risks are minimized or eliminated. It is intended to provide an understanding of risk management principles by looking into the inputs and outputs of an effective risk management process while briefly overviewing several risk management tools.

Selling and Negotiating for Technical Professionals (V14L)

Instructor: Dr. Daniel Butler

3 hours - 0.3 CEUs

Selling and negotiating are things one does every day. Participants in this course will learn how to successfully sell their ideas across the wide range of individuals and groups encountered on a daily basis. This course provides an overview of the selling process and factors that impact its effective use with an emphasis on negotiating. Specific tools are demonstrated which will assist you in becoming more persuasive in your organization.

Technically Speaking: Presentation Skills for Engineers and Technical Professionals (V12K)

Instructor: Deborah Boswell

2 hours - 0.2 CEUs

The best projects and ideas will never succeed without good communication skills. This course will help you effectively communicate technical information to a non-technical audience. Various methods will be utilized to analyze an audience and participants will learn the importance of using visual aids (such as PowerPoint) to create an engaging discussion and achieve the desired outcome.

Technically Speaking Part 2: Leadership Essentials for Engineering Professionals (V14H)

Instructor: Deborah Boswell

2 hours - 0.2 CEUs

Your technical expertise might have landed you a promotion but now you need to learn the leadership skills necessary to become a successful supervisor or manager. Topics will cover managing nonverbal messages, determining priorities that align with an organization's structure and how to expand one's operational, strategic and personal network.

Writing Effectively: Written Communication Skills for Engineers and Technical Professionals (V14A)

Instructor: Dr. Michelle Sidler

2 hours - 0.2 CEUs

Sometimes you must communicate your message or your idea in writing rather than verbally. Participants will learn how to communicate in writing with both non-technical personnel and stakeholders who must be informed or persuaded. By following the correct writing process, students will learn different methods of communicating with various audiences and the appropriate writing style for specific situations.

Cost: \$1955

(Includes commemorative plaque and program fee).
Total hours: 28 Total CEUs - 2.8 Available online or CD.

Pricing good until October 1, 2022