



SMU | CONTINUING AND
PROFESSIONAL EDUCATION

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smu.edu/CAPE



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SMU CONTINUING & PROFESSIONAL EDUCATION

*Hundreds of noncredit personal enrichment and professional
development courses. Discover something new at SMU.*



SMU CONTINUING & PROFESSIONAL EDUCATION

SPRING 2009

RISING HIGHER

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SMU Continuing and Professional Education offers hundreds of noncredit personal enrichment and professional development courses. Whether you're seeking vital business skills or want to learn Spanish, SMU Continuing & Professional Education courses and certificate programs are the right place to start. Rise higher. Start now.



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CEUS/CONTACT HOURS

Need course Contact Hours for CE credit? Call 214-SMU-THINK.

OUR PLACE OR YOURS?

SMU Continuing and Professional Education offers special rates for groups of 10 or more, as well as completely customizable programs in an array of content areas. For more information on group rates or custom programs for your organization, please see page 2.

SMU STAFF, FACULTY AND ALUMNI DISCOUNT

Members of the SMU community, including current and retired staff and faculty, current students and all alumni, are eligible for a 20 percent discount on most SMU Continuing and Professional Education courses. For more information, please visit smu.edu/CAPE.

OUR GUARANTEE

Learning should be fun and exciting! If you don't enjoy your experience with SMU Continuing and Professional Education, notify us within 24 hours using our online evaluation form at smu.edu/CAPE. We will happily transfer your course fee to a later class of your choice.

OUR COMMITMENT

At SMU Continuing and Professional Education, we understand that your time is valuable. It is our pledge to you that we will provide excellent customer service worthy of your expectations.

RIGHT TO KNOW

smu.edu/srk

SMU INFORMAL COURSES FOR ADULTS:
COMMUNICATION & WORKPLACE SKILLS

*Some of the biggest problems in the workplace today include building confident communication skills. SMU is your solution. Consider SMU Informal Courses your **personal workplace training partner**. SMU offers noncredit courses to update essential **communication and professional skills** without the pressure of tests, papers or grades. Relevant content, accessible faculty and top-notch resources make SMU Informal Courses the winning choice.*

What's next in terms of your career? Is a change in your future? What are you doing to prepare yourself? Are you on a bridge to nowhere or are you bridging to what's next? In today's economy, when remaining calm is often difficult, let SMU CAPE help you be prepared.

SPRING COURSE OFFERINGS INCLUDE:

- Master the 40 Words Successful People Use
- Influencing Others: The Power of Persuasion
- Public Speaking Made Painless
- Voiceworks
- Winning Interviewing Skills
- Write Your Way to Success: Business Writing Savvy
- Social Networking for Great Jobs
- Elegant Communication: Clarity and Trust, Power and Influence
- Improve Your Grammar!
- The Secrets of Writing Well: The Ultimate Guide
- Finding Your Significant Other [Career]: Discover Your Calling



SPANISH FOR THE WORKPLACE

The SMU Spanish for the Workplace program offers an intensive focus on oral proficiency and essential training in Latin American and Hispanic customs and etiquette. In addition to pronunciation, greetings and common conversations, Spanish for the Workplace offers extensive oral practice with emphasis on workplace vocabulary. Additionally, Spanish for the Workplace support materials allow for significant self-study at home or at the office via audio CDs and Internet tutorials. Open enrollment courses are forming now for on-campus, 10-week sessions. To view course schedules or learn how to bring Spanish for the Workplace to your location, please visit smu.edu/spanishfortheworkplace.



CUSTOM PROGRAMMING: THE RIGHT FIT

Whether it's a group rate for an open enrollment course, a customized curriculum adapted from SMU Continuing & Professional Education programs or a uniquely tailored experience suited to your organization's needs, SMU Continuing & Professional Education is a powerful workplace training partner.

- SMU Continuing & Professional Education offers special rates for groups of 10 or more.
- Custom programming can be adapted from any SMU Continuing & Professional Education course.
- Completely client-tailored programs can be created in professional and leadership development areas such as communication skills, business writing, Spanish language and nonprofit leadership, to name but a few.

SMU & YOU: A WINNING COMBINATION

For more information on group rates for open enrollment courses or to design a custom program that's just right for your organization, visit smu.edu/education/custom.



SMU CONTINUING & PROFESSIONAL EDUCATION

Hundreds of noncredit
personal enrichment and professional development courses.

Discover something new at SMU.



SMU CERTIFICATE PROGRAM IN FINANCIAL PLANNING

The SMU Certificate Program in Financial Planning combines expert instructors, CFP® Board-registered curriculum, flexible course schedules and a "Pacesetter Path" to provide the premier financial planning educational program in North Texas. In less than one year, complete the required coursework toward obtaining the prestigious CFP® certification, and earn a certificate in Financial Planning from SMU.

GET STARTED!

- **Choose a starting date.** Begin the SMU Program in April or September.
- **Choose a track.** Take one course per quarter on the Traditional Path, or take two courses per quarter on the Pacesetter Path.
- **Enroll in an Information Session.** These two-hour sessions are packed with information about the SMU Program and the CFP® certification process.
Tuesday, March 3, 7 p.m. or Tuesday, March 17, 7 p.m.

WHO SHOULD ATTEND?

Accountants	Financial planners	Retirement specialists
Attorneys	Insurance agents	Stockbrokers
Bankers	Investment advisers	Trust officers

PROGRAM BENEFITS

- Pacesetter Path allows students to complete the program in less than 12 months.
- Per-course enrollment fees allow students to pay as they go, and third-party billing options allow SMU to bill a student's employer.
- Case Studies course rounds out the program with real-world practicality.
- Partnership with Kaplan Schweser gives SMU students the lowest enrollment fee available for the esteemed Kaplan Schweser Live Review – guaranteed.

The SMU Certificate Program in Financial Planning is the only Board-registered, classroom-based program in Dallas. Acquire the educational requirements needed to sit for the CFP® Certification Examination in as few as 12 months, and earn a certificate in Financial Planning from SMU. For more information, including 2009 course schedules and program fees, visit smu.edu/cfp.



FORMULA FOR SUCCESS

SMU students averaged 13 percent higher scores on the March 2008
CFP® Certification Examination than the national average.



With SMU Informal Courses for Adults, your greatest adventure is always just ahead! Explore mystical nights in ancient Venice, the exquisite gardens of Louis XIV's Versailles or the modernity of 21st-century China. Discover ancient treasures, laugh with Shakespeare or immerse yourself in modern art. Find your inner artist, discover your calling or write your way to success. Learn to communicate, enunciate or negotiate. Craft a song or an investment portfolio. Curious? Learn something new. Now.

SPRING CLASSES BEGIN WEEKLY, STARTING JANUARY 20.

Art	Dance	Personal Finance
Art History	Food and Travel	Photography
Cinema	History and Science	Religion and Philosophy
Communication	International Languages	Spanish for the Workplace
Computer	Literature	
Creative Writing	Music	

SMU INFORMAL COURSES FOR ADULTS: LANGUAGE PROGRAMS

From the basics to immersion, SMU Continuing & Professional Education (CAPE) offers noncredit classes in several languages, for all levels. Discover Spanish, Italian, German, Chinese or French with or without the pressure of tests or grades. Learn something new, or brush up on a language you studied long ago. SMU Continuing & Professional Education language courses are taught by professional language instructors and native speakers. For more information, to view course schedules and to enroll, visit smu.edu/languages.



PLANNING A TRIP?

Let SMU Continuing & Professional Education Language Courses help you learn the language before you go! Not sure what level to choose? Visit smu.edu/languages to find out.



SMU INFORMAL COURSES FOR ADULTS: CREATIVE WRITING

Novel. Nonfiction. New York Agents.

Join us at an information session on January 22 and learn about the SMU Continuing Education Writing program and its culmination, the "SMU Writer's Seminar in New York."

At the 2007 seminar, one SMU writer was offered representation on the spot. Two others entertained three offers shortly thereafter.

Could you be next?

At SMU, writers write. Learn more at smu.edu/creativewriting.

SPECIAL CREDIT COURSE AUDITING OPPORTUNITIES: CONCURRENT ENROLLMENT

A limited number of spaces in semester-length, credit courses are available to members of the community. These select courses meet weekly for the duration of the semester – about 14 weeks. Enrollment is a fraction of SMU tuition; just \$203/credit hour. Auditors are invited to keep up with the reading and participate in class discussions, but are not required to produce papers or take quizzes/exams. Perfect for students interested in a more collegiate experience, who wish to delve deeper into a topic, learn from celebrated SMU faculty and expand their time on campus. For more information, including concurrent-enrollment fees and course offerings, please visit smu.edu/informal.

Spring concurrent-enrollment courses begin the week of January 20, 2009, and include:

- Basics of Photography
- Great Directors: Hitchcock
- American Spiritual Landscape
- Picturing the American West
- Mortals, Myths & Monuments of Ancient Greece
- Etruscan Art & Archaeology
- Seminar in Dallas History
- Placers, Placitas and Pachyderms: The California Gold Rush and the Road to El Dorado
- Basic Screenwriting

PLANNING FOR AN UNCERTAIN FUTURE

Let SMU Continuing & Professional Education (CAPE) instructors help you learn to cope with the effects of today's financial realities. In this special workshop learn the six main points of financial planning and how to use them to safeguard your family and finances from today's unrest. Learn about the emotional side of investing and how to apply principles of behavioral finance to lower your anxiety while effectively managing and protecting your investments. And consider the skills you need to cope with what's next in terms of your career.

Saturday, January 31, 9 a.m.–3 p.m.

Visit smu.edu/think for more information.

Open to the public, SMU Graduate Test Preparation courses offer a smart alternative to higher-priced, for-profit test preparation programs. Our faculty consists of professional educators committed to teaching not only essential test-taking techniques, but also how to think about the test and how to prepare yourself to do your best work. Rise higher.

THE FORMULA FOR SUCCESS

Instructors in the SMU Graduate Test Preparation program are experts in their fields who have achieved high scores in their areas of expertise on the exam itself. Instructors retake exams regularly to remain familiar with the test format. In classroom and computer lab settings, students are guided through all content areas of the exam and work toward increasing their skills, building confidence and reducing test-taking anxiety.

COURSE BENEFITS

- Highly qualified instructors
- Computer-based instruction that mirrors exam formats
- Diagnostic testing; pre- and post-course assessments for LSAT, GRE, GMAT
- Guided practice for content areas
- Complete course materials, including examples from past exams
- Test-taking tips and strategies

COURSE FEES

Registration fee – \$695

SMU alumni, student, staff fee – \$595

All course materials are included.

LSAT

Sec. C: M–Th, 6–9 p.m. (1/13–1/28, skip 1/19, 1/21)

Sec. D: 7 T, 6–9 p.m. (4/14–5/26)

Sec. E: 7 T, 6–9 p.m. (6/9–7/21)

GRE

Sec. B: 4 M, 4 W, 6–9 p.m. (1/21–2/16)

GMAT

Sec. B: 4 M, 4 W, 6–9 p.m. (1/26–2/18)

Sec. C: 4 M, 4 W, 6–9 p.m. (3/30–4/22)

Sec. E: 4 M, 4 W, 6–9 p.m. (6/29–7/22)

CEBS

Course 1: 6 T, 6–9 p.m. (1/13–2/17)

Course 2: 6 T, 6–9 p.m. (4/14–5/19)

Course 9: 6 T, 6–9 p.m. (6/2–7/7)

For more information, including 2009 course schedules and program fees, visit smu.edu/review.

The Nonprofit Leadership Certificate Program draws from the best of current theories and practices in leadership, SMU and the Center for Nonprofit Management faculty and expert resources steeped in the nonprofit culture. The program provides the insights and skills needed to practice the art of leadership with greater deliberation, grace and impact.

GET STARTED!

Attend an Information Session: Thursday, January 15, 6 p.m.

WHO SHOULD ATTEND?

Executive directors, CEOs and other C-level staff of 501(c)(3) nonprofit organizations.

PROGRAM OBJECTIVES

- To learn relevant leadership theories and practices for the nonprofit context.
- To practice techniques for leading teams, as mission advocates and as organizational change agents.
- To gain access to a network of experts and colleagues who share their wisdom, proven practices and support.
- To commit to a personal “plan of action” for addressing key organizational and personal goals.
- To earn a Nonprofit Leadership Certificate from SMU and the Center for Nonprofit Management.

The program consists of 12 half-day sessions held on Friday mornings over the course of a semester; the full series is offered twice annually, in the spring and the fall. The spring 2009 series begins January 30.

WHAT OUR STUDENTS ARE SAYING

It became obvious that what I needed was to enroll in the Nonprofit Leadership Program. Now, after several months of looking forward to the Friday sessions of the Nonprofit Leadership Program, I find that my confidence has reemerged, stronger than before. My principles, values and strong ethics have been reinforced through the powerful use of experts that you selected as faculty. I thank you and those involved in the organization of this program for the tremendous impact that you have made in my professional and personal life.

*With gratitude,
Tessie Holloway, May 2007 graduate*

For more information, including the spring 2009 course schedule and program fees, visit smu.edu/nonprofit.

SMU'S SUMMER YOUTH PROGRAM

Rated as #1 in the nation among "Summer Kids' Programs at Universities and Four-Year Colleges" by the Learning Resources Network, SMU's Summer Youth Program makes summer days sizzle. The workshops for children offered at SMU-In-Legacy are not simply summer school, but a place where summer is cool!

The Summer Youth Program, for students ages 5 through 18, offers one- and two-week enrichment workshops throughout the summer in the areas of technology, computers, multimedia, writing, art, math, science, literature, gaming, the Internet, study skills and social skills. Active young minds will engage in thinking, solving, building and creating in the different workshops available. SMU-In-Legacy offers youth programs in a variety of subject areas, all designed to inspire tomorrow's leaders and encourage young minds.

Ideal for busy parents, the Extended Day Option offers supervised activities from 7:30-9 a.m. and 4-5:30 p.m. and supervision through the lunch period for students registered the entire day.

All classes are currently held at SMU-In-Legacy, 5236 Tennyson Parkway, Plano, Texas, 75024. For more information, please visit smu.edu/youth or call 214-768-5433.

Registration opens mid-March for the 2009 season.



Cool summers.

REGISTRATION INSTRUCTIONS

Web smu.edu/CAPE
Fax 214-768-1071 Fax registration form with MC/Visa/Discover/Diners Club information and signature
Phone 214-SMU-CAPE (768-2273) MC/Visa/Discover/Diners Club accepted
Mail PO Box 750275, Dallas TX 75275-0275
 Mail registration form with check payable to SMU or with MC/Visa/Discover/Diners Club information and signature

Name _____

Address _____

City/State/ZIP _____

Phone (Day) _____ (Evening) _____

Fax _____ E-mail _____

How did you hear about us? _____ Age _____

MC/Visa/Discover/Diners Club Number _____ Expiration Date _____

Name on Card _____ Signature _____

Course Selections _____ \$ _____

_____ \$ _____

Tax-deductible donation _____

Total \$ _____

GENERAL POLICIES

Students must enroll before attending a course; instructors will not accept enrollment fees. SMU Continuing & Professional Education reserves the right to substitute instructors, change course locations, cancel courses, adjust curricula or schedules, limit enrollment or refuse service. By participating in SMU Continuing & Professional Education, a participant agrees to abide by all university policies, including the Student Code of Conduct and the Code of Ethics. Failure to abide by these policies will result in participant dismissal. A confirmation letter containing course location, a campus map and a parking permit will be mailed/e-mailed to all enrolled students. Students are encouraged to contact the office if confirmation is not received promptly. As all necessary materials are mailed/e-mailed to students, the office is not staffed on evenings or weekends.

CANCELLATION POLICY

At SMU Continuing & Professional Education, we understand that sometimes our students may need to cancel an enrollment. Please visit smu.edu/CAPE for details.