ENCOURAGING CURIOSITY EQUIPPING MINDS

SHORT COURSES

DESIGNED FOR LIFELONG Learners

SMU®
Continuing & Professional Education
SPRING 2023
COURSE CALENDAR

Programs designed for lifelong learners where you can explore fresh ideas, develop new skills and enrich your life. Our classes are taught by thought leaders and experienced educators who are committed to student success.

REGISTRATION NOW!

MORE INFO
214-768-2273
SMU.EDU/LIFELONG

Why Study at SMU?
PASSIONATE INSTRUCTORS
COMMUNITY CONNECTIONS
PURSUE YOUR POTENTIAL
CAREER ENHANCEMENT

EMPOWERING ALL LEARNERS TO ACHIEVE YOUR GOALS

Class schedule subject to change. SMU reserves the right to cancel classes, adjust curricula and limit enrollment.
HUMANITIES & FINE ARTS
IN-PERSON & ONLINE

Explore the cultural, historical, and stylistic contexts that influence artists and architects, from ancient to contemporary times.

FILM RETROSPECTIVE: GONE WITH THE WIND
BELINDA BALDWIN
FEBRUARY 7, 2023
⏰ Weeknights
📍 SMU Campus
📅 2 Sessions

EXPLORING CULTURE: GALLERY HOPPING
GAIL SACHSON
FEBRUARY 11, 2023
⏰ Weeknights
📍 SMU Campus
📅 2 Sessions

PAINTING DALLAS LANDSCAPES: ALL MEDIA
SUZANNE KELLEY-CLARK
MARCH 4, 2023
⏰ Weekend
📍 Off Campus
📅 8 Sessions

THE ART OF ANDY WARHOL
LANE BANKS
MARCH 9, 2023
⏰ Weeknights
📍 SMU Campus
📅 5 Sessions

EXPLORING CULTURE: GALLERY HOPPING
GAIL SACHSON
MARCH 11, 2023
⏰ Weekend
📍 Off Campus
📅 1 Session

LINGUISTICS OF POETRY
GABE EDGAR
MARCH 23, 2023
⏰ Weeknights
📍 SMU Campus
📅 4 Sessions

SHORT COURSES
DESIGNED FOR LIFELONG LEARNERS
Global Art Scene: Dallas Art Fair

Gail Sachson
April 22, 2023
Weekend
1 Session
Off Campus

Field Trips for Select Courses

Selected courses will be offered as in-person field trips this fall. Whether your course will take place in-person or online, you will receive individualized communication with further instructions to help you prepare for class.

Art of the Italian High Renaissance

Martha Fielder
March 30, 2023
 insults
Weeknights
SMU Campus
5 Sessions

Art of Paul Cézanne

Lane Banks
April 13, 2023
 insults
Weeknights
SMU Campus
4 Sessions

Architectural Walking Tours: Historic Highland Park

Jann Mackey
April 15, 2023
 insults
Weekend
Off Campus
1 Session

Global Art Scene: Dallas Art Fair

Gail Sachson
April 22, 2023
 insults
Weekend
Off Campus
1 Session

Exploring Culture: Virtual Gallery

Gail Sachson
May 6, 2023
 insults
Weekend
Online
1 Session
CREATIVE DEVELOPMENT

INTERMEDIATE CALLIGRAPHY
SUSIE-MELISSA CHERRY
MARCH 20, 2023
- Weekdays
- SMU Campus
- 6 Sessions

ART OF RHETORIC
ROBERT FULTON
MARCH 23, 2023
- Weeknights
- SMU Campus
- 2 Sessions

LANGUAGES

CONVERSATIONAL FRENCH FOR BEGINNERS
LEVEL 1
MONICA DAUCOURT
FEBRUARY 8, 2023
- Weeknights
- SMU Campus
- 11 Sessions

CONVERSATIONAL FRENCH FOR BEGINNERS
LEVEL 2
MONICA DAUCOURT
FEBRUARY 9, 2023
- Weeknights
- SMU Campus
- 11 Sessions

ITALIAN FOR TRAVELERS
DAMIANO BONUOMO
MARCH 21, 2023
- Weeknights
- SMU Campus
- 4 Sessions

Explore a new culture by learning or improving your fluency in a language.
Courses to build your career. Committed to your success, our instructors are experienced practitioners who are enthusiastic about building your knowledge and essential skills.

**CARREER BUILDING**

**IN-PERSON, ONLINE & SELF-PACED**

Courses to build your career. Committed to your success, our instructors are experienced practitioners who are enthusiastic about building your knowledge and essential skills.

**SPANISH LEGAL TERMS**

**CLAUDIA MONTOYA**

**APRIL 17, 2023**

- Weeknights
- Online
- 3 Sessions

**INTRODUCTION TO VOICE OVERS WORKSHOP**

**BRIDGET RENSHAW**

**MARCH 25, 2023**

- Weekend
- SMU Campus
- 1 Session

**GROUP VOICE - SINGING**

**AMY CANCHOLA**

**NEW**

**APRIL 18, 2023**

- Weeknights
- Online
- 3 Sessions

**ACE YOUR JOB SEARCH!**

**NEW**

This course helps learners craft an effective resume, improve interviewing skills, and learn to formulate winning answers in interview questions.

- Self-paced
- Online
- Varies

**BUSINESS COMMUNICATIONS COURSE BUNDLE**

**NEW**

This bundle includes 5 courses; *Effective Business Writing, Effective Presentations, Effective Public Speaking, Communicating Collaboratively* and *Effective Emails, Memos and Letters*.

- Self-paced
- Online
- Varies

**SCREENWRITING WORKSHOP, LEVEL II**

**REX MCGEE**

**MARCH 20, 2023**

- Weeknights
- SMU Campus
- 6 Sessions

**SMU SHORT COURSES**

**SELF-PACED**

SMU CAPE offers a comprehensive catalog of self-paced online professional development courses for busy professionals. Courses are affordable, engaging and offer the skills you need to succeed in the competitive job market.
COMMUNICATING COLLABORATIVELY
This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

- Self-paced
- Online
- Varies

COMMUNICATING WITH FLAIR
In this course, you will learn the highly sought after workplace skill of communication. You will learn to communicate with confidence and flair.

- Self-paced
- Online
- Varies

EFFECTIVE BUSINESS WRITING
This course will teach you how to revise for wordiness, unnecessary phrases, redundancy, and jargon, and the appropriate use of email in an organizational setting.

- Self-paced
- Online
- Varies

EFFECTIVE EMAILS, MEMOS, AND LETTERS
This course will help you improve your use of these common business communication vehicles by providing best practices and effective tips and techniques.

- Self-paced
- Online
- Varies

EFFECTIVE PRESENTATIONS
This introductory-level course helps learners organize, structure, and create effective presentations that feature slides as a visual aid.

- Self-paced
- Online
- Varies

EFFECTIVE PUBLIC SPEAKING
This introductory-level course helps you develop the skills you'll need to become an outstanding and confident public speaker.

- Self-paced
- Online
- Varies

EMOTIONAL INTELLIGENCE FOR PROJECT MANAGERS
This course reviews the underlying concepts of emotional intelligence and explores how project managers can improve, and make use, of their emotional intelligence.

- Self-paced
- Online
- Varies

FAST COMPANY: COLLABORATING FOR SUCCESS
Through the courses in this bundle, learners will identify key components of communication and examine remote collaboration from multiple perspectives, including as team members, individual contributors, and leaders and managers.

- Self-paced
- Online
- Varies

FINDING PURPOSE IN YOUR CAREER
This course prompts you to examine various job settings and functions, comparing each against your own preferences, values, and expectations, in order to determine the best job fit for you.

- Self-paced
- Online
- Varies

HR FUNDAMENTALS FOR SMALL BUSINESSES
This course reviews key areas in human resource management, like crafting job descriptions, finding the right people for those jobs, fairly compensating employees, and responding to performance issues.

- Self-paced
- Online
- Varies
INTRODUCTION TO GRANT WRITING
This introductory-level course offers a guide to the basics of grant writing. The course explores the relationship between grant writing and an organization’s strategy for fundraising.

- Self-paced
- Online
- Varies

NETWORKING FOR SUCCESS
In this course, you will learn best practices and effective tips and techniques to become a confident networker.

- Self-paced
- Online
- Varies

NONPROFIT BOARD & VOLUNTEER DEVELOPMENT
This course covers the fundamentals of board and volunteer development as well as recruiting, effective communication, and retention.

- Self-paced
- Online
- Varies

NONPROFIT ETHICS AND COMPLIANCE
This self-paced course, filled with videos and interactive case studies, will help you understand one of the most important areas of nonprofit management.

- Self-paced
- Online
- Varies

PROJECT MANAGEMENT FOR SMALL BUSINESSES
This course introduces fundamental project management concepts, reviews common project pitfalls, and explains the importance of each of the five stages of the project life cycle: initiating, planning, executing, monitoring/controlling, and closing.

- Self-paced
- Online
- Varies

SMALL BUSINESS MANAGEMENT COURSE BUNDLE
This certificate will provide students with a fundamental understanding of the most critical areas in small business management. Includes 8 courses.

- Self-paced
- Online
- Varies

STRATEGY FOR NONPROFIT ORGANIZATIONS
Nonprofit organizations can benefit from a strategy. A nonprofit’s strategy constitutes its decisions about what it will do and how it will do it.

- Self-paced
- Online
- Varies

VIRTUAL TEAMWORK
This course examines the pros and cons of remote teamwork and provides strategies for overcoming challenges and promoting team success.

- Self-paced
- Online
- Varies

WORKING REMOTELY
This course provides an overview of the skills and strategies needed to achieve a fulfilling, productive remote work routine and healthy work-life balance.

- Self-paced
- Online
- Varies

YOUR NEW JOB - THE FIRST 30 DAYS
This course will help you prepare for your first thirty days on the job, laying the groundwork for a successful tenure in your new role and at the organization.

- Self-paced
- Online
- Varies
Gain confidence in yourself and to support your team by building skills in goal-setting, innovation, and communication.

**ACCESS CONTROL AND IDENTITY MANAGEMENT SCENARIOS**

This course introduces the principles of access controls, beginning with the central modes of information security and continuing through various attacks and defenses.

- Self-paced
- Online
- Varies

**EFFECTIVELY MANAGING PROJECT STAKEHOLDERS**

This online course is created to help project managers understand and resolve issues that can emerge from interactions among project stakeholders.

- Self-paced
- Online
- Varies

**ETHICS FOR PROJECT MANAGERS**

This course reviews the major ethical issues facing project managers. It looks at the specific challenges project leaders may confront as they deal with team members, vendors, stakeholders, and sponsors.

- Self-paced
- Online
- Varies

**INTRODUCTION TO NONPROFIT MANAGEMENT**

This course serves as a critical introduction to the fundamentals of nonprofit organizations. You will gain an understanding of the nonprofit sector and the issues that leaders face in this exciting and growing field.

- Self-paced
- Online
- Varies
With this course, small business owners and managers will be better prepared to effectively deal with common problems and capitalize on market opportunities.

- Self-paced
- Online
- Varies

This course begins by examining leadership theories as well as key qualities and ethics within leadership. The course focuses on leadership in the nonprofit sector, including the leadership shortage and possible solutions.

- Self-paced
- Online
- Varies

This course will prepare you to lead and manage employees in your organization, whether you are navigating through periods of change, growth, or stress.

- Self-paced
- Online
- Varies

This course explores the dynamics of leadership and how they are impacted when leaders are in a remote environment. Course topics include effective communication, time management and productivity, and strategies for running productive virtual meetings.

- Self-paced
- Online
- Varies

In this course learners will develop the necessary skills and strategies to maximize their team’s potential to drive team productivity, efficiency, creativity and, ultimately, performance.

- Self-paced
- Online
- Varies
LEgal & Finance

Self-Paced

Professional and continuing education students tap into SMU’s deep ties to industries based in Dallas’ thriving economy, throughout the U.S. and internationally.

Accounting Fundamentals for Small Businesses

This course will introduce you to fundamental accounting concepts and develop your ability to record and analyze business transactions, and prepare the four major financial statements.

- Self-paced
- Online
- Varies

Budgeting and Financial Analysis for Small Businesses

This course will introduce you to the budgeting process and financial analysis. You will develop your ability to prepare budgets, generate pro forma financial statements, and analyze budget variances.

- Self-paced
- Online
- Varies

Capital Campaigns

This introductory-level course covers the key terminology and practices surrounding running a successful capital campaign within a nonprofit organization.

- Self-paced
- Online
- Varies

Fundraising for Nonprofit Organizations

This course offers an introduction to fundraising for nonprofit organizations, with an emphasis on the fundamental issues.

- Self-paced
- Online
- Varies

How to Read a Nonprofit Financial Statement

This course will develop your ability to appropriately interpret the major financial accounting statements that are used by nonprofit organizations.

- Self-paced
- Online
- Varies

Law for Small Businesses

This course covers the basics of business law as it pertains to small businesses, franchises, and entrepreneurial endeavors.

- Self-paced
- Online
- Varies

Budgeting in a Nonprofit Organization

In this course, you will gain an understanding of the uses and functions of budgets and the relationship between strategic budgeting and tactical budgeting.

- Self-paced
- Online
- Varies

Personal Finance

This course will familiarize you with the basics of budgeting, including creating and managing a budget, as well as setting financial goals, understanding your credit, tips for saving money, and the basics of investing.

- Self-paced
- Online
- Varies

Enhance Your Life
ENGINEERING & TECHNOLOGY
SELF-PACED
Learn at your own pace and gain a comprehensive understanding of core principles and applications in the fields of engineering and technology. There are a variety of course offerings for those looking to advance their careers in the industry.

A MANAGER’S GUIDE TO CLOUD COMPUTING AND CYBERSECURITY
This course provides an overview of cloud computing and the business and security considerations of transitioning to a cloud environment or from one cloud service provider to another.

APPLICATION, DATA, AND HOST SECURITY SCENARIOS
This course covers the security of applications, data, and hosts in information systems. This course also features a number of fictional scenarios based on real-world application, data, and host security.

CLOUD DATA SECURITY
This course addresses many of the important concepts of cloud-based data and the security responsibilities of both cloud consumers and cloud service providers.

CLOUD INFRASTRUCTURE AND PLATFORM SECURITY
This course is designed for IT professionals and other adult learners who have some knowledge of internet-related technology. It also offers a series of real-world scenarios designed to give learners a sense for how the concepts might be applied in their everyday work.

APPLICATION DEVELOPMENT FOR CLOUD COMPUTING
This course is intended to provide professionals who have some technical experience an overview of the application development process, how it applies to cloud computing, and the prevalent security concerns related to today’s applications.

LEARNING TO

- ADVANCE YOUR CAREER
- HELP YOU SUCCEED
- EXPAND YOUR NETWORK
- ENHANCE YOUR LIFE
- BOOST YOUR KNOWLEDGE
This course contains a discussion of the role of security governance and risk management in information security.

- Self-paced
- Online
- Varies

This course contains an introduction to the key concepts of cryptography and security engineering. It examines the role of encryption in information security and considers common encryption methods.

- Self-paced
- Online
- Varies

This course examines communications and network security. It covers the different types of networks and different transmission technologies and the two main models that govern how networks work, the OSI model and the TCP/IP model, and their related layers.

- Self-paced
- Online
- Varies

This suite of five related courses covers various aspects of securing cloud services. Its structure is based on the Certified Cloud Security Professional (CCSP) certification administered jointly by the Cloud Security Alliance and (ISC)².

- Self-paced
- Online
- Varies

These courses each include a module devoted to fictional scenarios, based on real-world challenges that cybersecurity professionals face.

- Self-paced
- Online
- Varies
COMMUNICATIONS & MARKETING
IN-PERSON, ONLINE & SELF-PACED

Learn tactics to implement across channels and develop strategic planning and analytic skills to measure and improve your marketing performance.

EMAIL MARKETING

RENEE ADAMS
FEBRUARY 15, 2023
☑ Weeknights
📍 SMU Campus
⏰ 4 Weeks

PERSONAL BRANDING

You will learn the value of personal branding, how to craft your personal brand both online and offline, and the best methods for communicating your personal brand to clients, employers, and other industry professionals.

☐ Self-paced
📍 Online
⏰ Varies

SEARCH ENGINE OPTIMIZATION

DAN STURDIVANT
MARCH 22, 2023
☑ Weeknights
📍 Online
⏰ 4 Weeks

PRINCIPLES OF MARKETING FOR NONPROFIT ORGANIZATIONS

This course examines how nonprofits use marketing to publicize their mission and to gather contributions of time and money.

☐ Self-paced
📍 Online
⏰ Varies

MASTERING PPC, PAID SEARCH AND PAID SOCIAL

STEVEN HAMMER
APRIL 18, 2023
☑ Weeknights
📍 Online
⏰ 4 Weeks

SMALL BUSINESS MARKETING

This course is designed for small business owners, entrepreneurs, managers, and other professionals who want to understand the basics of small business marketing.

☐ Self-paced
📍 Online
⏰ Varies

MOBILE MARKETING AND ANALYTICS

ABHI VYAS
MAY 24, 2023
☑ Weeknights
📍 Online
⏰ 4 Weeks

SOCIAL MEDIA FOR NONPROFITS

This course introduces learners to the use of social media in communicating, marketing, public relations, and fundraising for nonprofits.

☐ Self-paced
📍 Online
⏰ Varies

DATA-DRIVEN MARKETING

SUJOY CHANDRA
JUNE 29, 2023
☑ Weeknights
📍 Online
⏰ 4 Weeks

DRIVE YOUR GOALS
SMU’s UX Design short courses will give you the foundation to understand the basic principles and to practice the fundamental skills to succeed in this innovative field.
SHORT COURSES
FEBRUARY 2023 ONLINE & IN-PERSON

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- **HUMANITIES & FINE ARTS**
  - BEGINNING OIL PAINTING
  - HOME BUILDING & RENOVATION FOR OWNERS
  - FILM RETROSPECTIVE: GONE WITH THE WIND
  - ITALIAN FOR TRAVELERS
- **COMMUNICATIONS & MARKETING**
  - CONVERSATIONAL FRENCH FOR BEGINNERS 1
  - CONVERSATIONAL FRENCH FOR BEGINNERS 2
  - EMAIL MARKETING
- **DESIGN & UX**
  - DESIGNING A KILLER UX PORTFOLIO
- **LANGUAGES**
- **CAREER BUILDING**
  - EXPLORE CULTURE-ART GALLERY-HOPING
# Short Courses

**March 2023**

### Online & In-Person

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- **Humanities & Fine Arts**
  - Screenwriting Workshop Level II
  - Intermediate Calligraphy
  - Italian for Travelers, Sec. II
  - Search Engine Optimization
  - Linguistics of Poetry
  - Art of Rhetoric
  - Art of the Italian High Renaissance
  - Customer Journey Mapping

- **Creative Development**
- **Communications & Marketing**
- **Design & UX**
- **Languages**
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- **HUMANITIES & FINE ARTS**
- **MANAGEMENT & LEADERSHIP**
- **COMMUNICATIONS & MARKETING**
- **DESIGN & UX**