2017 FALL

Courses & Programs

Business Programs
Online, Independent Study and Classroom

pce.sandiego.edu  619.260.4585  |  888.983.3976
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**Fall 2017 Business Catalog**

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**University of San Diego**
Welcome Words from the Dean

Professional and Continuing Education at the University of San Diego (USD) began more than four decades ago when the leaders of our young university recognized the need to extend the mission of the University into the community and provide quality academic experiences for those who could not participate in full-time programs at USD.

In recent years USD’s Professional and Continuing Education has taken significant steps to expand the range of academic offerings available to our city, county, state, national and international communities. With hundreds of courses, dozens of certificates, and a series of academic events being offered each year, Professional and Continuing Education offers opportunities for growth and learning to business professionals, teachers and other education professionals, engaged and interested community members, and those seeking to prepare for full-time study or employment with language and professional certifications.

Professional and Continuing Education offers online master’s degrees, and supports the online education efforts of USD’s School of Leadership and Education Science, Shiley-Marcos School of Engineering, and Hahn School of Nursing and Health Science. The reach of USD is expanding to serve those who have place, family, and work commitments with these new degree program options. The University of San Diego is realizing a new and higher level of community engagement as so many non-traditional students, like you, are finding ways to advance their careers, create new possibilities, and connect with the promise of a brighter future made possible through courses, certificates, and programs offered or supported by Professional and Continuing Education. Please look through our website and find the educational pathway that will take you where you want to go.

Best wishes,

Jason Lemon, PhD
Dean, Professional and Continuing Education
Mission & Values

The University of San Diego’s Division of Professional and Continuing Education (PCE) offers a robust portfolio of courses and programs needed by aspiring professionals that continually evolves in response to their professional development in the fields of business, education, and health care.

PCE nurtures key partnerships on the local, national and international level to better serve the working professionals who seek to enhance or build careers, as well as with their employers, to help achieve their highest value and potential. With University of San Diego faculty, other experts and accomplished practitioners, we create educational opportunities and programs that students need to:

- Improve performance with new skills and knowledge
- Advance in their careers and open doors to new opportunities
- Make positive, meaningful change in their organizations and communities

The Mission of the University of San Diego

The University of San Diego is committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders dedicated to ethical conduct and compassionate service. The Division of Professional and Continuing Education shares this mission through academic outreach to adult and professional students.

Values

The Division of Professional and Continuing Education is an agile and innovative academic organization committed to university and community partners in ways that serve working professionals and their employers. Thousands of returning students, current students, and employers have put their trust in PCE to provide excellent educational opportunities for their personal and professional growth.

Distinctions

- Recognized as a Community Engagement Institution by the Carnegie Foundation
- Member of Ashoka’s Changemaker Campus Consortium
- Ranked by US News & World Report, Business Week, and others

Accreditation

USD is accredited by the Western Association of Schools and Colleges, (WASC).
Directions

The University of San Diego is located 10 minutes from downtown San Diego, San Diego International Airport, Sea World, San Diego Bay and five minutes from Old Town and Mission Bay.

To access an interactive campus map online, [Click Here.](#)

![Campus Map](image)

- **From the North**
  Use I-5 (South), exit at Sea World Drive and Tecolote Road (just past the Hilton Hotel on Mission Bay). Turn left on Tecolote Road. Right at Morena Blvd. Left on Napa Street to Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD’s West Entrance.

- **From the South**
  Use I-5 (North) to I-8 (East) and exit at the first exit, Morena Blvd. Follow Morena Blvd, and veer right onto Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD’s West Entrance.

- **From the East**
  Use I-8 (West), exit at Morena Blvd. Veer right onto Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD’s West Entrance.

- **When on Campus**
  Professional and Continuing Education offices are located in Barcelona, first floor. Just two driveways west of the university’s West Entrance, our building is the 3-story building down-the-hill from the university’s main campus. Street parking is available to visitors leading up the hill, as well as in the West Parking Structure.
Registration Process

Enrolling in a Course(s)
Enrolling in a course(s) is easily done online at http://pce.sandiego.edu/

1. Use the Search tool to find the course(s) you want to enroll in and navigate to the course information page.
2. Click on Add to Cart (Choose a section from the bottom of the course page. Then select Add to Cart at the top of the section block.)
3. You will automatically be taken to the Checkout page. Either click Continue Checkout or Keep Shopping, if you want to add additional courses.
4. Follow the Checkout Steps
   - Click Continue Checkout
     a. If you have a student account, enter your username and password, then click Continue Checkout again.
     b. If you do not have an account, you will create one here, then click Continue Checkout again.
     c. Please note: If you registered and took classes prior to July 22, 2013, an account was automatically created for you. You will need to use the Forgot Username and Forgot Password links to recover your login information.
   - Enter your Credit/Debit Card Payment information.
   - Read the Registration Policies and check the box in Policy Confirmation section at the bottom.
   - Click Continue Checkout to complete the transaction.

If you prefer to mail in your course fee, send your full name, contact information (street, state, zip, email account, and phone number), course details (course number, course section, course title) and check to:

   Professional and Continuing Education
   University of San Diego
   ATTN: Enrollment & Student Services Team
   5998 Alcalá Park, San Diego CA 92110-2492

Paying a Certificate Fee
Payment of the certificate fee is easily done during the checkout process. Each time you add a course to the cart that is part of a certificate program, you will find that the Certificate Fee is available. If you are also planning to complete a certificate, simply check the box next to the certificate fee to add it when enrolling in one or more of the courses, click Re-Calculate, then Continue Checkout. Only add the Certificate Fee one time.

Why complete a certificate program?
See page 10 to learn more!

Applying a Discount or Coupon
If a discount is available, it will appear in the section block on the
3. Add to Cart the section desired
4. At the Checkout page
   a. Discounts: Choose the Discount available, for example, Early Registration (only one discount is available for each transaction), then click Re-Calculate, then Continue Checkout
   a. Coupon: Enter the Promo Code in the Discounts box provided, click Re-Calculate, then Continue Checkout

Please contact us with any questions or for more information on enrolling.

(619) 260-4585 | (866) 321-6658 continuinged@sandiego.edu
Registration Policies

Refund Policy

Students who need to drop a course may receive a refund, if the request is received according to the policies listed below by course Instructional Method.

- **Classroom Courses**: To receive a refund, students need to drop the course through the MyContinuingEducation@USD student account portal prior to the first day or start date of the course. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. There are no refunds once the course begins.

- **Online Fixed-Date Courses**: To receive a refund, students need to drop the course through the MyContinuingEducation@USD student account portal before midnight on the third day of the course. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. No refunds will be issued after this deadline.

- **Online Self-Paced and Independent Study Courses**: To receive a refund, students need to drop the course through the MyContinuingEducation@USD student account portal within three (3) days of registration. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. Refund requests will not be processed after this 3-day period.

- **Credit Validation Courses (CV)**: All Credit Validation enrollments are refundable, less a $25 fee, if requested within 30 days of enrollment date. There will be no refunds for Credit Validation after the allotted 30 days.

**STEAM Certificate Courses**: Courses must be dropped prior to the first day of the semester to receive a 100% refund and within the first three days of the semester to receive a 95% refund. No refund will be provided after the third day of the semester. Courses officially dropped between the third day of class and the start of Week 5 will receive a grade of “W” (not included in GPA). Students who wish to withdraw from the University must use the Notice of Withdrawal E-Form.

Certificate and application fees are non-refundable. A full refund is processed without penalty, if PCE cancels the course.

**Exception**: If a student leaves the tuition funds in their account to apply to a future enrollment prior to the above deadlines, the drop fee is waived. This request must be made over the phone before the stated registration deadlines. Please call Enrollment and Student Services to make your request (619) 260-4585. (Does not apply for any STEAM or Health Care Informatics Certificate Courses)
Registration Process

Drop Policy
A course section Drop Request is accepted anytime, however, please read the Refund Policies for more information regarding any tuition fee refund that may apply. Students dropping courses after the refund period will receive a grade of “W” on transcripts. Students can request a drop through the MyContinuingEducation@USD student account portal.

Note: Students who do not submit a drop and have not submitted assignments to complete the course by the time of grading will be graded as NG (no grade).

Transfer Policy
Students can request a transfer, if the request is received according to the policies listed below by course Instructional Format. No transfers will be issued after the deadline.

The Transfer Request must be sent from MyContinuingEducation@USD student account portal and be received as follows:

- Classroom Courses: Prior to the first day or start date of the course
- Online Fixed-Date Courses: Prior to midnight on the third day of the course, non-transferrable.
- Online Self-Paced and Independent Study Courses: Within three days of registration.

Other Policies
Smoking and Tobacco-Free Policy
The university is dedicated to providing a healthy, comfortable and productive environment for its employees, students and guests. The Surgeon General of the United States has determined that cigarette smoking is the leading preventable cause of illness and premature death in the nation. Moreover, research indicates that non-smokers who are regularly exposed to passive (secondhand) tobacco smoke are also at increased risk of illness. Passive smoke appears to be especially deleterious to the health of certain populations, including the elderly, children and individuals with allergies, asthma, respiratory disease, or cardiovascular disease. For these reasons, the Surgeon General has urged employers to implement broadly based health promotion programs with special emphasis on smoking cessation. The response to the Surgeon General’s advice and the medical evidence has been an overwhelming trend toward protection of the health and safety of non-smokers.

Therefore, as an institution committed to providing a safe and healthful environment, the University of San Diego prohibits smoking and the use of any smoking or tobacco products at all times on or in any USD-owned or USD-leased property or facility, either indoor or outdoor. Effective August 18, 2015, all USD property is smoking and tobacco free.

For the most recent and complete listing of all policy information, click here.
Instructional Formats

**Classroom**
Classroom courses are offered in a traditional classroom environment. This learning environment facilitates a communication on a given subject in real time, enables immediate feedback, and fosters interaction with the instructor and like-minded classmates. To see if a course is being offered in a location near you please click on Search for Courses on the website’s left navigation; then filter by Subject Area/Program and Location. Classroom courses have a scheduled start and end date, and you are expected to attend all course sessions.

**Online Fixed-Date**
Online Fixed-Date courses offer a convenient, yet rigorous style of learning that allows you to structure your education to suit your schedule while keeping on pace and achieving your educational goals.

Our online courses offer the same high-quality content and expert instruction as the courses held on-ground at the University of San Diego. Instructors facilitate courses through engaging multimedia presentations and provide prompt feedback to questions within 24 hours weekdays and 48 hours over weekends. Online learning allows students to interact with classmates worldwide and offers rich and meaningful interactions through weekly discussion forums, chats and email communication.

**Online Self-Paced**
Online Self-Paced courses are a perfect blend of accessibility, convenience and flexibility, so you can control your learning pace. You will use course textbooks, manuals, assignments, and exams to learn and earn credit. Depending on the course, you may have multi-media presentations and embedded downloadable materials as part of your course content. Communication with your instructor occurs within the online classroom. Your instructor will provide feedback via written responses on your assignments and exams. Grades are based on completed projects, assignments and exams. You can register at any time and you will have six months from the time of registration to complete your course.

**Independent Study**
Independent Study Self-Paced courses offer flexibility and the ability to complete a course faster than a traditional course. Our courses deliver the same high-quality content and expert instruction as traditional, on-ground classroom courses. These courses work well for:
- Working professionals with tight schedules
- Students who require a specific course to meet professional development or recertification requirements
- Students living in remote locations
- Students who cannot easily attend courses due to injury or illness
- Students who are self-motivated and conscientious

You can register at any time, and you will have nine months from the time of registration to complete your independent study course.
Is Online Study Right For Me?

Online courses offer a convenient, yet rigorous style of learning that allow you to structure your education to suit your schedule while keeping on pace and achieving your educational goals. As an online student, you will have access to your classroom at any time to view your assignments, syllabus, and course resources from any computer connected to the Internet.

Our online courses offer the same high-quality content and expert instruction as the courses held on-ground at the University of San Diego. Instructors facilitate courses through engaging multimedia presentations and provide prompt feedback to questions within 24 hours on week days and 48 hours over weekends. Online learning allows students to interact with classmates worldwide and offers rich and meaningful interactions through weekly discussion forums, chats and email correspondence.

Online Learner Support

Instructor Support: Online instructors will provide clear facilitation and instruction throughout each course. The curriculum they teach is designed to keep online students engaged through different learning activities and interactive assignments. Instructors are responsive and make themselves available to answer questions regarding discussions or subject material.

Enrollment and Student Services Center: PCE’s Enrollment and Student Services Center assists students and prospective students with various tasks such as enrollment, drop, transfer and transcript requests, website navigation and answers to questions about courses and programs.

Online Orientation Course: An Online Orientation Course is provided one to two weeks prior to every course start date to familiarize students with the online format. The course guides students through a tour of the course site and illustrates how to upload assignments, post to the discussion forum, and review grades in the grade book.

Technical Support: PCE’s online learners have access to technical support through our effective and responsive helpdesk options available during business hours.

Technical Requirements for Online Courses in Blackboard

High Speed Internet connection strongly encouraged (DSL or better)

Browser: Firefox is the recommended browser for use with Blackboard on both the Mac and PC. The Final Release Channel version of Firefox (Currently version 11.0) is listed as certified or compatible with Blackboard. Safari (Mac), Internet Explorer (Windows), and Chrome (Mac/Windows) are also supported browsers. Blackboard lists the most current browser compatibility information on its site. Click here.

Browser Plug-in (more specific media requirements or plug-ins will be listed in your course):

- Windows Media Player (or Flip4Mac if you use a Mac)
- QuickTime
- Flash
- Shockwave
- Adobe Acrobat Reader
- Java (Sun Java Runtime Environment 1.4 or greater) JavaScript must be installed and enabled on your browser.
- Pop-Up Blockers must be disabled
- Microsoft Office
What is a Certificate?

A certificate is a rigorous program of study that demonstrates a progression of learning and the mastery of a specific body of knowledge.

Certificates at USD are a minimum of eight semester units of coursework and have gone through extensive community reviews, curricular oversight, and university approvals before they are offered for continuing education or professional development.

**Business Certificates**
- Event Management
- Integrated Digital Marketing Communications
- Nonprofit Management
- Project Management
- Real Estate Finance, Investments and Development
- Strategic Online Marketing

**Engineering**
- Lean Tools & Techniques
- Six Sigma Green Belt
- Lean Six Sigma
- Six Sigma Black Belt
- Six Sigma Master Black Belt—Offered as Corporate Training only

**Health Care Programs**
- Health Care Informatics
- Paralegal
- Paralegal - Day Program
- Paralegal - Evening Program

**Why Complete a Certificate Program?**
- Document your academic achievement in an area of specialized expertise to assist you in advancing your career and possibly moving up the salary schedule; all PCE certificates earned are recorded on your transcript as well as awarded a Certificate Document suitable for framing.
- Complete your certificate within four to 18 months, less time than it typically takes to earn a graduate degree.
- Develop and update your professional skills and knowledge to make you more effective in your field with in-depth learning.
- Provide expertise in a specific area of study and provide value-added benefits that are highly visible in your organization.
Registering for a Certificate Program

To be considered eligible for earning a Certificate, each participant must pay a non-refundable certificate enrollment fee of $45. Certificate candidates are encouraged to register in the certificate program as early as possible to take advantage of additional benefits:

- Lock in your curriculum to avoid additional requirements if the Certificate requirements change after you have started the program of study
- Receive valuable advising and guidance to assist you with a broad range of topics, such as courses, certificates, educational planning
- Receive access to the priority enrollment period assigned for Certificate candidates in each course, if applicable
- Record your achievement on your transcript as part of your permanent academic record of accomplishment
- Receive a Certificate document suitable for framing

Awarding Certificates

All credit courses within the certificate program must be completed with a “C” or higher grade. The final GPA should be 2.5 (out of 4) or higher, based only on credit courses taken from the USD Division of Professional and Continuing Education.

If you intend to request transferring any of these courses into a Master’s program, you will need a grade of “B” or better and an overall 3.0 GPA or higher.

Unless otherwise stated, you have five years after payment of the certificate fee to complete your certificate program requirements.
As one of the most comprehensive professional development programs of its kind, the University of San Diego’s Event Management Certificate provides students with the skills and insight needed to gain a competitive advantage in this growing industry. According to the Bureau of Labor Statistics, the job outlook for event planners for meetings, conventions, events, and conferences are growing at a rate much faster than average at 33%.

Courses and Certificate Program
Enroll in individual courses or complete all 6 courses, present the capstone project (part of BUS-X839E), and a minimum of 50 hours of internship work (BUS-X840E) to earn a certificate.

Who Should Attend
Entry level event planners and people who are new to the industry. Whether you are an administrative assistant, entrepreneur, manager, or current event professional at an entry level position, who is interested in becoming responsible for coordinating small to large-scale events including meetings, fundraisings, conferences, corporate programs, weddings, reunions, sporting events, and more, this program is for you!

BUS-X840E
Event Management Internship
0 | Required | Students have to complete a minimum of fifty internship hours. The purpose of the internship requirement is to expose students to the environment of the event industry and provide them with an opportunity to network and apply skills learned in the Event Management Program. Students will receive academic credit for the internship and a pass/fail grade following input from the sponsoring organization.

BUS-X835E
Event Entertainment and Audio-Visual
1 unit | Core | Learn how to create and build an effective event entertainment strategy using available tools and resources and given an overview of the technology and best practices of the AV business as this type of technology is a key part of most staged events.

BUS-X836E
Event Overview and Planning
2 units | Core | Focus is on the pragmatic fundamentals of the special events industry giving you a basic understanding of what can be expected as a professional event planner. In addition, you learn the necessary tools to transform a concept into a completed event.

BUS-X837E
Risk Management and Capstone Project
2 units | Core | This course covers two areas: risk management techniques and legal issues that might arise in areas of contracts, torts (personal and property), intellectual property rights and laws and regulations germane to the industry; and guidance in finalizing your capstone projects: portfolio, which you could later present to potential clients.
Event Management Certificate

Course Schedule and Enrollment Links - All Required | Term | Location/Format | *Price
---|---|---|---
BUS-X840E - Event Management Internship | Register Anytime | Independent Study | $0
BUS-X835E Event Entertainment and Audio-Visual | SP, SU | Classroom | $349
BUS-X836E Event Overview and Planning | FA, SU | Classroom | $679
BUS-X837E Event Coordination and Production | FA, SP | Classroom | $679
BUS-X838E Catering: Food and Beverage Coordination | SP, SU | Classroom | $349
BUS-X839E Risk Management and Capstone Project | SP, SU | Classroom | $679

Certificate Fee (One-time fee) |  |  | $45

*Schedule and Tuition subject to change

The Event Management Program at USD is truly unique as it not only provides us with new knowledge delivered by highly qualified instructors about a fast growing and exciting field; but also offers us the opportunity to apply that knowledge through hands-on practical trainings as part of its practicum component.”
-Neveen A. Shadi

I completed the event management program in 2000. Since the program I have been working in the event industry at wedding venues, hotels and catering companies. Just over 3 years ago I opened a bridal shop/event management company and we have been very successful. If I had not completed the program at USD I do not think I would be as successful as I am now.”
-Jennie Streitberger, Owner & Wedding Planner, Magnifique Boutique

Learn more! (619) 260-4564 | sandiego.edu/businessprograms
Integrated Digital Marketing Communications Certificate

Classroom & Online

Marketing is one of the most important functions of a business. By supporting the primary elements of the 4Ps of marketing including product, price, place and promotion, it drives revenue to sustain and grow an organization. Marketing services includes monitoring trends, identifying potential products, customers and markets, determining the demand for products and services, and more.

Courses and Certificate Program

Courses can be taken individually. To earn a certificate, students are required to take 3 (core) courses and 3 (elective) courses from the Strategic Online Marketing program.

Who Should Attend

Individuals who have marketing related responsibilities in their current job position, but haven’t had the formal education; entry-level to mid-career marketing managers who would like to enhance skills; business owners who need to have knowledge regarding all aspects of their business marketing; and anyone making a career change to this field.

MKT-X850
Marketing Fundamentals
1 Unit | Core | Online | As a comprehensive overview of the basics of marketing, you will learn how marketing influences every department in an organization, and how understanding the consumer can make a major impact to produce successful results.

MKT-X851
Marketing Strategies
2 Units | Core | Online | You will learn to set attainable goals and objectives; and implement the latest and most sophisticated marketing strategies in product, pricing, placement and promotion to create a strong-memorable brand and increase profitability.

MKT-X852
Marketing Research and Consumer Behavior
2 Units | Core | Classroom | Learn basic research methods, including how to collect and interpret data, and how to put data into meaningful application. Additionally, the course will focus on researching and understanding consumer behavior, enabling marketers to build campaigns and craft messaging that influences and persuades the consumer.
## Integrated Digital Marketing Communications Certificate

<table>
<thead>
<tr>
<th>Core Courses - 3 Required</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT-X850 Marketing Fundamentals</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MKT-X851 Marketing Strategies</td>
<td>FA, SP, SU</td>
<td>Online Self-Paced</td>
<td>$595</td>
</tr>
<tr>
<td>MKT-X852 Marketing Research and Consumer Behavior</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$679</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Elective Courses - 3 Required</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT-X810 Building Your Brand and Website Foundation</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X811 Principles of SEO and Onsite Optimization</td>
<td>SP</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X812 Offsite SEO Strategies: Link Building, Content, Marketing and Website Authority</td>
<td>SP</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X804 Email, Blogging, and Video Marketing</td>
<td>SP, FA</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X805 Social Media Marketing</td>
<td>SP, FA</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X806 Online Advertising</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
</tbody>
</table>

Certificate Fee (One-time fee)                                  |          |                          | $45   |

*Schedule and Tuition subject to change

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
Nonprofit Management Certificate

Online Fixed-Date

This program will assist you in building your nonprofit knowledge and skills in the following focus areas, financial management, board development, fundraising and grant writing, program evaluation, volunteer and staff management and risk management. Each course is designed to build critical and practical skills for nonprofit management.

Become a Certified Nonprofit Professional (CNP) in conjunction with USD’s Nonprofit Certificate Program

Students completing the USD Nonprofit certificate program are eligible to obtain a national credential from the Nonprofit Leadership Alliance (NLA) with this program. Students completing the requirements will become Certified Nonprofit Professionals (CNPs).

Courses and Certificate Program

Enroll in individual courses or complete 8 courses to earn a certificate.

Who Should Attend

Experienced and new nonprofit sector employees, professionals transitioning to the nonprofit sector, current or prospective board members, or potential or veteran volunteers will benefit from this research-based program of study.

MGT-X800
Overview of the Nonprofit Sector
1 unit | Online Fixed-Date | Become a skillful nonprofit leader and make a greater difference. Students will learn about the characteristics of nonprofit organizations/nonprofit organizational structures, dimensions of the nonprofit sector, how the nonprofit sector developed in the U.S. and understand theories about why the sector exists in its current form.

MGT-X801
Introduction to Fundraising
1 unit | Online Fixed-Date | Nonprofits secure revenue from a variety of different sources – individuals, corporations, foundations, and government, and through a variety of different means – membership dues, gifts, events, grants and contracts. Students will gain an understanding of the varying funding landscapes and how to create a successful fundraising strategy based on organizational needs.

MGT-X802
Managing Today’s Nonprofit Teams Through Effective Risk Management
1 unit | Online Fixed-Date | This course is designed to provide participants with the basic skills needed to manage nonprofit teams. Nonprofit teams may include: executive staff, management staff, line staff and volunteers. Students will develop supervisory, verbal and communication skills as well as human resource basics and legal and ethical practices for managing people.

MGT-X803
Introduction to Nonprofit Financial Management
1 unit | Online Fixed-Date | Learn how to best ensure financial success for your nonprofit. This class is structured for students with little or no experience in financial management and will introduce the student to financial organizational structures and internal financial controls, basic accounting concepts, interpreting and analyzing required financial documents, financial reporting, and budgeting.

MGT-X806
Developing Effective Nonprofit Boards
1 unit | Online Fixed-Date | Recruit, retain, and engage board members for greater success. Many board members lack an understanding of the true role of the board, what are the expectations of board members, and how board members will be evaluated. This class will teach nonprofit leaders how to recruit, retain and engage board members for the mutual benefit of the organization and those who serve on its board.

MGT-X807
Fundamentals of Program Evaluation
1 unit | Online Fixed-Date | This course will give students an understanding of key evaluation methods and that can help your organization determine whether or not its programs are making an impact and/or, how that impact can be strengthened.
Nonprofit Management Certificate

Continued from previous page

MGT-X804  
Attracting and Retaining the New Volunteer Workforce for Today’s Nonprofit Organization
1 unit | Online Fixed-Date | This course will provide an overview of how the demographic of today’s volunteers is changing, how best to deploy the talents of these multi-generational volunteers, and understand how to provide a structured objective framework to be accomplished by the volunteer corps.

MKT-X850  
Marketing Fundamentals
1 Unit | Online Fixed Date | This course provides a comprehensive overview of the basics of marketing, how marketing influences every department in an organization, and how understanding the consumer can make a major impact to produce successful results.

<table>
<thead>
<tr>
<th>Core Course Schedule and Enrollment Links - All Required</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT-X800 Overview of Nonprofit Sector</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
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<tr>
<td>MGT-X801 Introduction to Fundraising</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
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<tr>
<td>MGT-X802 Managing Today’s Nonprofit Teams Through Effective Risk Management</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X803 Introduction to Nonprofit Financial Management</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X806 Developing Effective Nonprofit Boards</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X807 Fundamentals of Program Evaluation</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
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<tr>
<td>MGT-X804 Attracting and Retaining the New Volunteer Workforce for Today’s Nonprofit Organizations</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
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<tr>
<td>MKT-X850 Marketing Fundamentals</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
</tbody>
</table>

Certificate Fee (One-time fee) $45

*Schedule and Tuition subject to change

The Caster Family Center for Nonprofit and Philanthropic Research in the School of Leadership and Education Sciences at USD has gathered and analyzed data to report on San Diego’s influential nonprofit and philanthropic sector. The 2016 Annual Report shows substantial growth in the industry within a regional scope. Find both national and regional specific statistics, qualifications, work environment, and more here.

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
**Project Management Certificate**

**Classroom & Online Fixed-Date**

A project manager must be able to use resources efficiently and effectively to achieve the goals and objectives required for a successful outcome on time, on specification, and on budget. All of our courses are aligned to the standards of the Project Management Institute (PMI). As a PMI Registered Education Provider (R.E.P.) our courses issue professional development units (PDUs) to meet the continuing education requirements needed by PMI credential holders.

**Courses and Certificate Program**

Enroll in individual courses or complete 5 core courses to earn a certificate.

**Registered Education Provider (R.E.P.)**

The University of San Diego, Division of Professional and Continuing Education is a PMI® Registered Education Provider (R.E.P.). As a R.E.P. we have been approved by PMI® to issue professional development units (PDUs) for all our project management courses. “Professional Development Units (PDUs):” You can earn your Education PDUs by attending classes offered by USD. PDUs are the measuring unit used to quantify your professional development as part of the Continuing Certification Requirements (CCR) program. 1 PDU = 1 hour of learning/activity.

**Who Should Attend**

Project management skills and methodologies are transferable to varying industries. This course is intended for individuals seeking to gain professional project management training and development.

**PMP-X800**

Project Management Overview: Framework, Process Groups and Integration

2 units | 25 PDUS | Online Fixed-Date & Classroom | This course provides the solid foundation needed for project success and builds an understanding and knowledge of the project management framework as defined by the PMBOK® Guide.

**PMP-X801**

Human Factor: Build and Communicate with the Project Teams

1 unit | 12.5 PDUS | Online Fixed-Date & Classroom | With a focus on the project management Knowledge Areas of Human Resources and Communication, this course prepares you to select and lead a team to plan, manage, and follow through on activities associated with the project.

**PMP-X802**

Project Management: Time, Cost and Risk

2 units | 25 PDUS | Online Fixed-Date & Classroom | In this course, you learn a uniform approach for Earned Value Project Management (EVPM) and examine processes and procedures that the Engineers/Program/Project Financial Managers may encounter when monitoring and reviewing reports.

**PMP-X803**

Managing Project Quality, Negotiations, Contracting and Procurement

2 units | 25 PDUS | Online Fixed-Date & Classroom | This course covers two major areas of study required to ensure positive outcomes. The first deals with quality management and focuses on the history and major concept areas and practices within the field of quality. The second area is that of supply chain management and focuses on the major areas of sourcing, negotiation, contracting and contract management.

**PMP-X804**

Capstone Team Project

2 units | 25 PDUS | Online Fixed-Date & Classroom | This course pulls together all the knowledge and learning experiences of the other four core courses. You will work with other classmates on a team project that will provide an experiential learning environment. This simulated approach puts the team in a realistic project situation that will enforce and reinforce Project Management skills.
Project Management Certificate

Continued from previous page

**PMP-X809**

PMP Boot Camp

3 units | 37.5 PDUS | Professional Development | Online Fixed-Date | This course is designed as a rigorous review of content that must be known in order to successfully pass the PMP examination. The purpose of the course is to transfer project management knowledge so that you are better prepared for the PMP examination.

<table>
<thead>
<tr>
<th>Certificate Course Schedule and Enrollment Links - All Required</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMP-X800 Project Management Overview:</strong> Framework, Process Groups and Integration</td>
<td>FA, SP, SU</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$725 (C) $595 (O)</td>
</tr>
<tr>
<td><strong>PMP-X801 Human Factor:</strong> Build and Communicate with the Project Teams</td>
<td>FA, SP, SU</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$379 (C) $299 (O)</td>
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<tr>
<td><strong>PMP-X802 Project Management: Time, Cost and Risk</strong></td>
<td>FA, SP, SU</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$725 (C) $595 (O)</td>
</tr>
<tr>
<td><strong>PMP-X803 Managing Project Quality, Negotiations, Contracting and Procurement</strong></td>
<td>FA, SP, SU</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$725 (C) $595 (O)</td>
</tr>
<tr>
<td><strong>PMP-X804 Capstone Team Project</strong></td>
<td>FA, SP, SU</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$725 (C) $595 (O)</td>
</tr>
</tbody>
</table>

**Certificate Fee** (One-time fee)

- $45

<table>
<thead>
<tr>
<th>Professional Development Course Schedule and Enrollment Link (Not Part of Certificate)</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PMP-X809 Boot Camp</strong></td>
<td>SP</td>
<td>Classroom &amp; Online Fixed-Date</td>
<td>$629</td>
</tr>
</tbody>
</table>

PCE is a proud sponsor of PMI® San Diego Chapter

*Schedule and Tuition subject to change  ** (C) Classroom, (O) Online Fixed-Date

PMI, PMP, PMBOK and the PMI Registered Education Provider Logo are registered marks of the Project Management Institute, Inc.

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
Real Estate Finance, Investments and Development Certificate

Classroom
The University of San Diego’s Burnham-Moores Center for Real Estate, in collaboration with the USD Division of Professional and Continuing Education, has developed this certificate program for real estate, finance and development industry professionals who want to expand their practical knowledge base and learn today’s most cutting-edge real estate best practices.

Courses and Certificate Program
Enroll in individual courses or complete all 8 courses (6 core and 2 electives) plus 1 seminar to earn a certificate.

Who Should Attend
Professionals who wish to obtain a foundation for a career in real estate. Students who seek knowledge in other real estate disciplines or specialization within the real estate industry. Individuals interested in pursuing further professional study without committing to a graduate program.

REP-X809
Urban Development Strategies
1 unit | Core | Students will explore the design, construction, marketing, economic development and social implications of urban infill, as well as the political and community dimensions of projects. The course will also include guest appearances by expert practitioners who will discuss openly and candidly their urban development experiences.

REP-X810
Managing the Entitlement Process
1 unit | Core | The course will identify the various regulatory criteria that may affect project design and the inter-connecitive, consecutive, and sequential processes required for governmental review and approval. Learn to recognize the policy documents, zoning regulations, and environmental studies that may affect your project budgets and timelines.

REP-X813
Real Estate Investment and Income Analysis 101
1 unit | Core | Gain skills necessary to analyze financials. The objective of this course is to acquire an understanding of finance and investment fundamentals in the real estate world. This class will examine the basics of financial analysis that informs the real estate investor in decision-making and the lender for underwriting.

REP-X816
Real Estate Finance
1 unit | Core | This course will give the student a working knowledge of the types of income properties with emphasis on underwriting the cash flows from each of the four main property types. It will also identify sources of capital and analyze the types of financing available in today’s commercial real estate markets.

REP-X817
Legal Aspects of Real Estate
1 unit | Core | This course will provide an overview of all legal aspects of acquiring, developing and operating commercial projects. The course curriculum will be taught from a hands-on perspective, focusing upon core legal principles utilizing numerous case studies, and a variety of sample legal documents.
**Real Estate Finance, Investments and Development Certificate**

**REP-X827**  
Development Feasibility  
1 unit | Core  
This course examines the real estate development and redevelopment strategies including commercial, residential and industrial land uses necessary to succeed in a rapidly changing marketplace. Students will explore issues related to market research, entitlement processing and permitting, capital and financing resources, and developer management preparation for the next real estate cycle.

**REP-X814**  
Real Estate Investment and Income Analysis 102  
1 unit | Elective  
Build financial models for the acquisition and refinancing of commercial real estate. Students will prepare financial models and analysis for the case studies to determine the overall profitability and feasibility and to identify the risk attributes that can affect the investment.

**REP-X818**  
Property Management  
1 unit | Elective  
Learn how sophisticated property management impacts the bottom line. The operations, administration and executive functions related to the management of real estate properties will be presented by an instructor with onsite and corporate property management and “do’s and don'ts” of property management and provide students with real-life views of this aspect of the real estate profession.

**REP-X828**  
Asset Management  
1 unit | Elective  
This course will provide a basis for understanding the strategies, key concepts and practices for managing real estate assets as investments. Discussions will include development of investment criteria, management of risk, management of the land and real property, strategies for maximizing value and investment, and the assessment of investment risk and return.

**REP-X812**  
CEQA and Other Environmental Regulations  
1 unit | Elective  
Shape community development through the application and knowledge of environmental regulations. This course will benefit professionals involved in land development by providing an overview of the key local, state and federal environmental regulations that govern land use. It will also identify the major environmental issues confronting land use development and offer proactive site planning and design techniques to minimize environmental impact and promote sustainability.

**REP-X811**  
Real Estate Capstone  
Required Seminar  
This Capstone seminar sums up the entire curriculum by melding each of the subject areas to achieve a workable personal implementation strategy for your business and your career.
# Real Estate Finance, Investments and Development Certificate

## Core Courses and Enrollment Links - 6 Required + Seminar

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>REP-X809 Urban Development Strategies</td>
<td>FA</td>
<td>Classroom</td>
<td>$450</td>
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<tr>
<td>REP-X810 Managing the Entitlement Process</td>
<td>SU</td>
<td>Classroom</td>
<td>$450</td>
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<tr>
<td>REP-X811 Real Estate Capstone</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$125</td>
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<tr>
<td>REP-X813 Real Estate Investment &amp; Income Analysis 101</td>
<td>FA</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X816 Real Estate Finance</td>
<td>FA</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X817 Legal Aspects of Real Estate</td>
<td>SU</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X827 Development Feasibility</td>
<td>SU</td>
<td>Classroom</td>
<td>$450</td>
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</tbody>
</table>

## Elective Courses and Enrollment Links - 2 Required

<table>
<thead>
<tr>
<th>Course Name</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>REP-X812 CEQA and Other Environmental Regulations</td>
<td>SP</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X814 Real Estate Investment and Income Analysis 102</td>
<td>SP</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X818 Property Management</td>
<td>SU</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X828 Asset Management</td>
<td>FA</td>
<td>Classroom</td>
<td>$450</td>
</tr>
</tbody>
</table>

Certificate Fee (One-time fee) $45

*Schedule and Tuition subject to change

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
Strategic Online Marketing Certificate

Classroom
In the fast growing world of marketing, professional development training is the best way to achieve career advancement. The University of San Diego, Division of Professional and Continuing Education offers this comprehensive certificate in Strategic Online Marketing. This high-quality program will give you the critical skill sets and components needed to complete a successful digital marketing campaign.

Courses and Certificate Program
Enroll in individual courses or complete all 8 courses to earn a certificate.

Who Should Attend
Anyone who has the responsibility of creating a marketing plan to increase sales or visibility of their company or organization; those who require online marketing continuing education to seek professional promotion; anyone who is considering a career change and desires a comprehensive introduction to the field of online marketing.

MKT-X810 Building Your Brand and Website Foundation
1 unit | In this course you will learn how to define your brand, differentiate from your competition, create an RFP, understand the principles of UX (User Experience) design, and the vocabulary associated with proper website design.

MKT-X811 Principles of SEO and Onsite Optimization
1 unit | Students will learn how search engines work, the principles behind search engine algorithms and how those algorithms should directly impact your website design process, website layout and onpage keyword usage.

MKT-X812 Offsite SEO Strategies: Link Building, Content Marketing and Website Authority
1 unit | This course builds on SEO concepts and strategies taught in Principles of SEO and Onsite Optimization (MKT-X811), and will expand on offsite optimization.

MKT-X804 Email, Blogging and Video Marketing
1 unit | Students will learn how best to leverage existing online marketing tools such as email marketing platforms, ghost blogging, online article publishers, leveraging SEM and link building best practices, best practices in video creation, and VSEO, landing page, lead generation.

MKT-X805 Social Media Marketing
1 unit | This course will give students the knowledge to strategically approach social media, as well as having a key understanding of what networks your customers are using and how they are using them.

MKT-X806 Online Advertising
1 unit | Students will learn the key elements and strategies behind successful online advertising as well as the best practices needed to implement a successful campaign. The objective of this course is for you to understand the benefits of creating and buying online advertising as well as implementing and running campaigns online.

MKT-X807 Web Analytics
1 unit | Students will learn how to pick the right analytics tools for your needs and will immerse yourself in the world of data.

MKT-X808 Capstone Project Presentation
1 unit | Students will utilize previously learned online strategies and tactics to develop a working Online Marketing Plan that can be put to use immediately in your business. Students will be asked to present their Capstone Project for final evaluations.
### Strategic Online Marketing Certificate

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT-X810 Building Your Brand and Website Foundation</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X811 Principles of SEO and Onsite Optimization</td>
<td>SP</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X812 Offsite SEO Strategies: Link Building, Content Marketing and Website Authority</td>
<td>SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X804 Email, Blogging and Video Marketing</td>
<td>FA, SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X805 Social Media Marketing</td>
<td>FA, SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X806 Online Advertising</td>
<td>FA, SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X807 Web Analytics</td>
<td>FA, SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X808 Capstone Project Presentation</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td><strong>Certificate Fee</strong></td>
<td></td>
<td></td>
<td><strong>$45</strong></td>
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</tbody>
</table>

*Schedule and Tuition subject to change*
Lean and Six Sigma Certificate Programs

Hybrid (Project Based)

Lean and Six Sigma programs prepare individuals in the area of Quality and Process Improvement. USD Shiley-Marcos School of Engineering, ranked 14th among non-doctoral engineering programs by U.S. News & World Report, and Professional and Continuing Education offers unique, world-class, project-based programs taught by USD professors in intensive four month schedules.

Who Should Attend
Individuals responsible for managing or participating significantly in business process improvement in manufacturing or design including managers, professional staff, and hands-on line staff in operations, systems, finance, and business administration.

ENG-X800
Lean Improvement Methods
2 units | Learning Lean tools and techniques can dramatically improve your organization by removing non-value added activities, while improving cycle-time, products costs, and reducing inventory. The integrated learning environment provides participants hands-on practice in six sessions using the tools in a real life scenario.

ENG-X801
Six Sigma Green Belt Certificate
8 units | The Six Sigma Green Belt program is a subset within the Black Belt body of Knowledge and follows the structured Six Sigma “DMAIC” methodology to introduce proven process improvement principles, tools, and techniques to improve processes within your organization. Methodology use for leading small to medium improvement projects.

ENG-X802
Six Sigma Black Belt Certificate
8 units | The Six Sigma Black Belt Certificate program develops team leadership skills and an understanding of all aspects of the “DMAIC” methodology in accordance with Six Sigma process improvement principles, tools, and techniques that improve processes within your organization. The DMAIC is an acronym for the five phases of Six Sigma methodology —Define, Measure, Analyze, Improve, and Control— that is based on established statistical process control techniques, data analysis and planning and experimental design methods. Students will also develop the skills necessary to analyze statistical methods such as ANOVA, Regression, Control Charts, and Design of Experiments. Students are taught the tools and techniques in order to successfully launch a project, develop and transition it from phase to phase, and finally, how to complete a project and evaluate its success. The certificate program follows the ASQ “Body of Knowledge” for the Six Sigma Black Belt and includes twenty training sessions and five report-out sessions.
## Lean and Six Sigma Certificate Programs

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG-X800 Lean Improvement Methods</td>
<td>FA, SP</td>
<td>Hybrid</td>
<td>$1,799</td>
</tr>
<tr>
<td>ENG-X801 Six Sigma Green Belt Certificate</td>
<td>FA, SP</td>
<td>Hybrid</td>
<td>$3,799</td>
</tr>
<tr>
<td>ENG-X802 Six Sigma Black Belt Certificate</td>
<td>FA, SP</td>
<td>Hybrid</td>
<td>$4,799</td>
</tr>
</tbody>
</table>

**Certificate Fee** (One-time fee) $45

*Schedule and Tuition subject to change*

> We have implemented a very aggressive Lean Six-Sigma implementation throughout our organization and across all business areas including business processes and administration. Thanks to instructors Keith Boyle and Leonard Perry, we have made dramatic improvements in how we satisfy our customers and our employees.

> - Paul Stephens, Manager, Lean Six-Sigma Southwest Marine

The Lean Methods and Six Sigma programs are also available as a customized version for a private schedule at your organization.

[Learn more! (619) 260-4580 | sandiego.edu/sixsigma](#)
Health Care Informatics Certificate

Classroom, & Online

Become a Qualified Health Care Informatics Professional

Benefits of the certificate:

- Start in Summer, Fall, or Spring
- Complete the certificate in 2 semesters
- All certificate course units transfer to the USD Master of Science in Health Care Informatics
- Job outlook for informatics nurse specialists and medical records and health information technicians is expected to increase 21% from 2010-2020, faster than the average for all occupations (U.S. Department of Labor Bureau of Labor Statistics)

Learn to apply technologies and assist in the design, development and ongoing modification of computerized health care systems. Communicate effectively with both health care providers and IT professionals in this intensive one-year certificate program. The curriculum in this program focuses on data and knowledge management for health care systems developed and delivered by USD’s Hahn School of Nursing and Health Services.

[Get Started]
Health Care Programs

Gain skills and credentials in this growing industry.

**Courses and Certificate Program**

Students can enroll in individual courses or follow a specific program to earn the Health Care Informatics certificate. Students can complete the certificate in one year, and courses taken for the certificate program may be applied toward a USD graduate degree in Health Care Informatics. Information on certificate curriculum options and class formats is available online, below the course list.

**Who Should Attend**

Health care practitioners, researchers and educators, as well as, computer science and systems professionals interested in entering the health care sector.

**HCS-500**  
Nutrition for Health Promotion and Disease Prevention  
3 units | Designed to teach students about the foundations of nutrition science. Further emphasis is placed on the application of these foundational nutrition science principles in health promotion and disease prevention.

**HLTH-X810**  
Medical Terminology  
2 units | Designed to help students learn and comprehend medical terminology, this course is based on the body systems method to satisfy the assigned prerequisite for health care programs including Health Care Informatics certificate, pre-nursing, and other pre-health professional programs.

**HCIN-540**  
Introduction to Health Care Information Management  
3 units | Emphasizes basic understanding of computer hardware, network architecture, clinical application of electronic health records, and health care software applications.

**HCIN-541**  
Introduction to Health Care Delivery Systems  
3 units | Required for non-clinician students as determined by the Academic Coordinator. Students who have at least two years of experience in a hospital or clinical setting can waive this course. The course provides an overview of the health care delivery system, professional roles, care delivery models, and relevant regulatory environment in the United States.

**HCIN-542**  
Systems Analysis and Design for Health Care Informatics  
3 units | Prepares students in the planning, analysis, design, and implementation of computer-based information and technology systems including systems development life cycle, project management skills, requirement analysis and specification, feasibility and cost-benefit analysis, logical and physical design, prototyping, system validation, deployment, human factors, and post-implementation review.

**HCIN-543**  
Database Design and Knowledge Management  
3 units | This course provides opportunities to gain advanced skills in data and knowledge management. It addresses applied skills in database design, data structure, modeling, and development of database management systems to resolve problems in health care informatics and research settings.

**HCIN-544**  
Advanced Health Care Information Management  
3 units | Provides information and skills necessary for leadership in informatics roles in health care systems. Emphasizes design, implementation, and evaluation of electronic health record systems and clinical decision support.

**HCIN-550**  
Health Care Six Sigma Green Belt  
3 units | Related Course (Not Part of the Certificate) Following the structured Six Sigma “DMAIC” methodology, this course introduces proven process improvement principles, tools, and techniques in order to successfully launch a project, develop and transition it from phase to phase, and finally, to complete a project and evaluate its success.

**HCIN-551**  
Introduction to Geohealth  
3 units | Related Course (Not Part of the Certificate) | This course provides the student interactive experiences to map clinic data and to conduct geographical modeling decisions, while incorporating an active learning environment for students to develop a practical understanding of
Health Care Programs

GIS software.

**HCIN-552**  
Clinical Documentation: Electronic Medical Record Systems  
3 units | Related Course (Not Part of the Certificate) | An introduction to theory and applied practice of clinical documentation systems is provided as a foundation in applicable regulatory requirements for electronic medical records such as HIPPA, Meaningful Use Requirements, security applications, and federal breach reporting.

**HCIN-553**  
Clinical Documentation Systems: Specialist Role  
3 units | Related Course (Not Part of the Certificate) | Students learn the foundations of electronic medical coding and applications of international coding standards for billing of health care service by fostering skills in applying diagnostic coding standards utilized to meet quality, regulatory and billing requirements.

**HCIN-554**  
Telehealth and Emerging Technology  
3 units | Related Course (Not Part of the Certificate) | An introduction to the emerging discipline of telehealth, a historical perspective of various types of telehealth, an overview of relevant hardware and software requirements for a telehealth program, and federal and state regulations covering telehealth are covered in this course. Students will also develop an understanding of consumer grade health monitoring devices and emerging health care technology.

**HCIN-X560**  
Introduction to Health Care Simulation  
3 units | Related Course (Not Part of the Certificate) | Provides an overview of the fundamentals and exploration of health care simulation concepts. Innovative teaching strategies and technology are presented including opportunities to gain “hands-on” experience using multiple simulation methods such as task trainers, hi and lo-fidelity mannequins, and standardized patients within active learning scenarios. Emphasizes basic understanding of entire continuum of planning, executing, and debriefing a successful simulation incorporating creation of cases, resource planning, event management, development of competency, checklists, and facilitation of reflective learning.

**HCIN-X561**  
Beginning Spanish Language and Cultural Immersion for Healthcare  
2 units | Related Course (Not Part of the Certificate) | Participants will learn the Spanish language and culture at a basic level so they are able to better communicate with patients in the healthcare field.

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**Two certificate tracks are offered:**  
Requirements for Track 1 (IT professionals): Complete 5 courses  
Requirements for Track 2 (health care professionals): Complete 4 courses

**Certificate courses are conducted in both classroom and online formats**

<table>
<thead>
<tr>
<th>Courses Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HCIN-541 Introduction to Health Care Delivery Systems</strong></td>
<td>FA, SP, SU</td>
<td>Track 1 (IT professionals)</td>
<td>$4,061.00(C)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(IT professionals)</td>
<td>$2,775.00(O)</td>
</tr>
</tbody>
</table>
| **HLTH-X810 Medical Terminology**  
(Online Self Pace Format Only) | Register AnyTime | Track 1 (IT professionals) | $4,061.00(C) |
| | | (IT professionals) | $2,775.00(O) |
| **HCIN-540 Introduction to Health Care Information Management** | FA, SP, SU | Track 1 (IT professionals) and 2 (health care professionals) | $4,061.00(C) |
| | | (health care professionals) | $2,775.00(O) |
Certificate courses are conducted in both classroom and online formats continued

<table>
<thead>
<tr>
<th>Courses Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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<tbody>
<tr>
<td><strong>HCIN-542 Systems Analysis and Design for Health Care Informatics</strong></td>
<td>SP</td>
<td>Track 1 (IT professionals) and 2 (health care professionals)</td>
<td>$4,061.00(C) $2,775.00(O)</td>
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<td><strong>HCI-543 - Database Design and Knowledge Management</strong></td>
<td>SP</td>
<td>Track 2 (health care professionals)</td>
<td>$4,061.00(C) $2,775.00(O)</td>
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<tr>
<td><strong>HCI-544 - Advanced Health Care Information Management</strong></td>
<td>SP</td>
<td>Track 1 (IT professionals) and 2 (health care professionals)</td>
<td>$4,061.00(C) $2,775.00(O)</td>
</tr>
</tbody>
</table>

**Certificate Fee** (One-time fee)

Certificate Fee: $45

Related courses are conducted only in the classroom format

<table>
<thead>
<tr>
<th>Related Course Schedule and Enrollment Links (Not Part of the Certificate)</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HCIN-550 Health Care Six Sigma Green Belt</strong></td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td><strong>HCIN-551 Introduction to Geohealth</strong></td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td><strong>HCIN-552 Clinical Documentation: Electronic Medical Record Systems</strong></td>
<td>FA</td>
<td>Classroom</td>
<td>$4,061.30</td>
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<tr>
<td><strong>HCIN-553 Clinical Documentation Systems: Specialist Role</strong></td>
<td>SU</td>
<td>Classroom</td>
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<tr>
<td><strong>HCIN-554 Telehealth and Emerging Technology</strong></td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td><strong>HCIN-X560 - Introduction to Health Care Simulation</strong></td>
<td>SP</td>
<td>Classroom</td>
<td>$1,499.00</td>
</tr>
<tr>
<td><strong>HCIN-X561 - Beginning Spanish Language and Cultural Immersion for Healthcare</strong></td>
<td>SP</td>
<td>Classroom</td>
<td>Call for Information</td>
</tr>
</tbody>
</table>

*Tuition subject to change

Learn more! (619) 260-4585 | pce.sandiego.edu
Earn your Master of Science in Health Care Informatics

If you’re looking for career growth in the healthcare information management field, earning your master’s degree in health informatics can open the door for greater advancement and earning potential in a field where job satisfaction is extremely high.

The University of San Diego offers an innovative program that goes beyond the programmatic and technical skills associated with a typical informatics curriculum. At USD, you’ll develop leadership, planning and management competencies while addressing contemporary issues in informatics such as data analysis, cyber security and telehealth.

In just 20 months, you’ll be prepared to take on a leadership role in informatics within your organization.

Learn more and see if you qualify. HCInformatics.SanDiego.edu | 877-927-2476
Paralegal Program

Classroom: Day / Evening

Graduates of the University of San Diego Paralegal Program are prepared to assist in the effective delivery of legal services in law firms, banks, corporations and government agencies as trained members of a legal team who work under the supervision of attorneys. Paralegals may not provide legal services directly to the public, except as permitted by law. Through classroom lectures, readings, and practical assignments, students become familiar with the role of the paralegal in the legal environment.

Who Should Attend
Individuals interested in finding a job in the legal profession and establishing a career in law as paralegals, legal assistants, or lawyers’ assistants.

Day | Total hours: 343.5 hours
This program can be completed in one intensive term, for the student who wishes to enter the legal profession quickly, or split across two terms, allowing the student to complete the program at a slower pace. A bachelor’s degree is required.

Evening | Total hours: 300 hours
This program can be completed in just under one year, ideal for candidates who are working full time and are seeking a career change or advancement.

ABA Approval
Approved by the American Bar Association (ABA), the program offers day and evening classes, employment assistance, financial aid and internship opportunities. Classes cover topics such as legal research, intellectual property, civil and business litigation, contracts, real estate, bankruptcy and criminal law. Self-paced options are available.

Course Schedule and Enrollment Links

<table>
<thead>
<tr>
<th>Course</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paralegal Certificate Day</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$6,000</td>
</tr>
<tr>
<td>Paralegal Certificate Evening</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Learn more! (619) 260-4579 | sandiego.edu/paralegal
Test Preparation Courses

Classroom: Test at your best!
If you are seeking admission to law school, graduate school/college or a professional certification, you will benefit from the exceptional instruction provided by the University of San Diego Test Preparation Courses. For over 35 years, USD has helped thousands of students improve their test scores and achieve their educational goals. Studies have shown that students who receive tutoring on test-taking skills and strategies develop confidence and competence to attain the highest possible score.

Who Should Attend
Individuals seeking admission to law school, graduate school, college, or to pass a professional exam to advance their career.

LSAT Course
Apply critical reading methods, analytical skills and diagramming techniques to aggressively tackle the LSAT.

GMAT Course
Develop and apply verbal, analytical and writing skills. Review basic and complex mathematical principles to sharpen your ability on all question types.

GRE Course
Develop and apply vocabulary skills and critical reading methods to aggressively tackle the exam. Review basic and complex mathematical principles to sharpen your ability to move smoothly through the GRE.

SAT/ACT Courses
For high school juniors and seniors, these courses provide test-taking strategies and practice on actual exams. Understand the exam’s scoring system and develop strategies to maximize correct responses within given time limits.

FE Fundamentals of Engineering Exam, Other Disciplines Preparation
Today’s busy engineering professional will gain the skills necessary to pass the State Examination and become certified as an Engineer-in-Training (EIT). The course is geared toward passing the NCEES Computer Based Tests (CBTs) on the first attempt.

CP Certified Paralegal
Gain substantive knowledge of legal concepts. Sharpen writing and research skills to communicate effectively and pass the Certified Paralegal exam.

Discounts Available!
(619) 260-4585 sandiego.edu/testprep

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
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<tbody>
<tr>
<td>LSAT Course 27 Hours / 42 Hours</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$945 / $1195</td>
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<tr>
<td>GMAT Course</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$895</td>
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<tr>
<td>GRE Course</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$895</td>
</tr>
<tr>
<td>SAT Courses</td>
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<td>Classroom</td>
<td>$745</td>
</tr>
<tr>
<td>ACT Courses</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$745</td>
</tr>
<tr>
<td>FE Fundamentals of Engineering Exam, Other Disciplines Preparation</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$795</td>
</tr>
<tr>
<td>Certified Paralegal Exam Preparation</td>
<td>Register Any Time</td>
<td>Classroom</td>
<td>$550</td>
</tr>
</tbody>
</table>
Graduate Degrees for Working Professionals

**Earn Your Master’s Degree 100% Online - in Just 20 Months!**

Want to advance your career but don’t have the time to go back to school? With cutting-edge curriculum designed to meet the demands of busy professionals, USD’s offers four 100% online master’s degree programs that provide the skills needed for advancement.

- USD is a top 100 U.S. University ranking by U.S. News and World Report.
- Complete your master’s degree in just 20 months.
- Online flexibility in an interactive, collaborative environment
- Innovative, cutting-edge curriculum
- Accomplished faculty with extensive experience in the field
- Strong networking opportunities and experiential learning
- All programs are WASC accredited.

**Master of Education**
The online Master of Education program is designed for experienced K-12 educators who seek to become a designer of learning and enhance their skills. Choose one of five specializations: School Leadership, Literacy and Digital Learning, STEAM (Science, Technology, Engineering, Arts and Mathematics), Inclusive Learning: Special Education and Universal Design or Curriculum and Instruction. [Learn more.](onlinedegrees.sandiego.edu)

**Master of Science in Cyber Security Operations and Leadership**
This degree program is designed to serve the needs of a diverse set of individuals who are currently in cyber security roles as well as those interested pursuing a career in cyber security. With its curriculum dedicated exclusively to critical aspects of cyber security, this master’s program will deliver an immersive and unique career building, career enhancing educational opportunity. [Learn more.](onlinedegrees.sandiego.edu)

**Master of Science in Health Care Informatics**
The health care industry is in need of clinicians and administrators who can mobilize innovative technologies. If you are working in an IT or clinical role, this program will prepare you for a leadership position in health informatics through curriculum that develops your technical skills while also building core leadership competencies specific to the health care environment. [Learn more.](onlinedegrees.sandiego.edu)

**Master of Science in Law Enforcement and Public Safety Leadership**
Created in collaboration with law enforcement and public safety agencies, this degree is designed to prepare police and other law enforcement professionals for leadership and management positions through its practical and contemporary curriculum. Key areas of focus include communications, leadership, business management (including budget and finance), conflict resolution and ethics. Tuition reduction is available for union and association members and the military. [Learn more.](onlinedegrees.sandiego.edu)
TAKE COMMAND OF YOUR CAREER

OVERVIEW
- Program Length: 20 months
- Total Credits: 31 units
- Class Format: Online
- Start dates: January, April & August

SAVE $2,480 ON TUITION
Military, veterans, military spouses and members of law enforcement/public safety unions or associations are eligible for reduced tuition.

LEARN MORE
- Contact us to See if You Qualify
  CriminalJustice.SanDiego.edu
  (619) 260-4580 | (888) 832-0239

Earn your Master’s in Law Enforcement and Public Safety Leadership —100% Online

Designed for current law enforcement professionals who want to grow and lead, this 100% online, leadership-focused master’s degree program supports rapid career advancement by providing immediately practical skills and developing your management acumen.

In just five semesters, you’ll learn organizational leadership, analytical skills, critical thinking strategies, legal awareness, financial and budgetary acumen, and superb communication abilities - all in a flexible online format.

Explore and address some of America’s most challenging crime problems while learning:

- Constitutional law and how it shapes law enforcement policy
- Budget, finance, resource allocation, grant writing, media relations and communicating to large audiences
- Collective bargaining and contract negotiation
- Dispute and conflict resolution skills that emphasize ethics, personal and professional integrity
- Research and policy analysis skills to assess best practices
- Data analysis methods for evaluating crime trends and the effects of initiatives such as intelligence-led and problem-oriented policing
Open Campus

Concurrent enrollment for the community in USD campus courses.

Open Campus at the University of San Diego provides a unique opportunity for professionals, students and high school graduates, to take fully accredited campus courses on a space-available basis at the University of San Diego.

Search for Open Campus Courses

Application Process

Open Campus enrollment is available for students wishing to attend the University of San Diego's regular campus courses.

The application process for Open Campus does not require University admission. In order to apply please see the suggested steps for application below. Classes in open campus are offered on space-available basis. Once accepted to Open Campus students are not guaranteed entry to courses. Instructor approval is required for course.

Steps for Application

1. Search for classes in our MySanDiego Campus Schedule.
2. Identify the courses you wish to take and email opencampus@sandiego.edu with the detail. In the email please include the class name, number (CRN), times and instructor.
3. Create a PCE student account using the "Account Login" link from the top of http://pce.sandiego.edu.
4. Complete the Application Form online.
5. Print the Instructor Approval Form for instructor approval for the course you want to attend. This will help you confirm that space is available in the class and the instructor will be able to determine if there are any prerequisites to completed for the specific class. Please ensure that this form is signed both by the instructor and the department Chair. Applications without both signatures will not be accepted.
6. Submit the Instructor Approval Form to Professional and Continuing Education Open Campus Office located in Founders Hall Case Maria, room 148G.
7. Pay the registration and course fee by the deadline.

Please note the following items before applying:

- All applications must be accompanied by a $45.00 non-refundable application fee.
- Required credentials:
  - A. Official transcripts of any attempted college work.
  - B. Official final high school transcript or proof of high school graduation or equivalent.
- Open Campus limited to a maximum of six courses per semester, with a cumulative total of eighteen semester units maximum.
- All semester deadlines apply in the case of Open Campus. Those enrolled in Open Campus attend class with degree-seeking students and participate in the same course activities and requirements.
- Please check transferability requirements of your home institution if you plan to transfer credits earned through USD’s Open Campus. USD does not guarantee transfer of credit. All transfer decisions are up to your home institution.
- International students with F-1 visa status are eligible for Open Campus if they are enrolled full-time at another institution and have maintained good immigration standing. A letter from your immigration advisor supporting part-time enrollment at USD must be submitted with your application including copies of your current Form I-20, passport page, visa page and I-94 card (front and back). International students with visa types other than F-1 may be eligible to apply and must consult with the International Admissions Counselor. International students seeking to study may contact P&CE as some programs and course loads will qualify them for a student visa.
- All students at USD, including those enrolled through Open Campus, are responsible for maintaining standards of conduct and academic integrity as outlined in USD campus policies.

Learn more! Contact Us (619) 260-4585 (888) 321-6658 | continuinged@sandiego.edu
Customized Training for Corporate, Business and Other Organizations

To Improve the Skills and Productivity of Employees
Give employees the necessary skills to keep your organization competitive in today’s challenging environment. Professional and Continuing Education at the University of San Diego establishes partnerships with organizations and industries to deliver training programs and educational resources. We draw on the university’s strong connections to the community and its proven commitment to academic excellence.

Create a solution with us!
- Complete your master’s degree in just 20 months.
- USD Education Specialist as the main-point of contact
- Access to industries top practitioners and academics
- Programs created and delivered in a quick turn-around or over a set period of time for a small group or large company-wide roll-out
- Over 400 courses available to customize and match your needs and objectives
- Relevant training materials that supplement the learning experience and can be used as a reference long after training is completed
- Graduate level extension credit offered to employees that successfully complete training programs
- Official USD transcripts, certificates, and professional awards upon successful completion of training requirements
- Credit validation for in-service training from an Accredited University
- Course delivery onsite on USD’s beautiful campus or online

Learn more! Contact Jodi Waterhouse to discuss your needs and request a proposal. (619) 260-4231 | (888) 321-6658 jodiw@sandiego.edu
Customized Training for Corporate, Business and Other Organizations

Continued from previous page

K-12 Educators Professional Development
Over 300 programs are offered in:
» Bullying Prevention
» Character Education Development
» Computers and Technology
» Learning/Teaching in a K-12 Digital Classroom
» Mathematics and Science
» Mental Health First Response
» Social Studies and Travel
» Special Education
» STEAM
» Teacher Leadership
» Teaching Techniques
» TESOL Professional

Cyber Security
Training, Consulting and Auditing areas:
» Cyber Risk Management
» Cyber Security Engineering
» Network Security and Analysis
» Software Security Development and Toolkits
» Security Assessment and Testing
» Forensics, Incident Response, and Recovery
» Cyber Intelligence
» Foundations of Cyber Security and Privacy
» Cyber Security Law and Policy
» Mitigating the Risk of Insider Threat
» Cyber Security and Intellectual Property
» Cyber Security Strategy (Military and Law Enforcement Only)
» Cyber Security Leadership
» Cyber Security and Supply Chain Management
» Cyber Security Operational
» Planning and Intelligence (Military and Law Enforcement Only)

Business and Professional Education
Group training in skills areas:
» Accounting & Finance
» Business Development
» Coaching
» Events
» Law & Tax
» Leadership
» Lean & Six Sigma
» Management
» Marketing
» Project Management
» Real Estate
» Sales
» Sustainability

Health Care Professional Development
Digital skills development in:
» Health Care Informatics
» Health Care Six Sigma Green Belt
» Clinical
» Documentation Telehealth and Emerging Technology

Learn more! Contact Jodi Waterhouse to discuss your needs and request a proposal. (619) 260-4231 | (888) 321-6658 jodiw@sandiego.edu
Featured Corporate Training
To Improve the Skills and Productivity of Employees

Management and Leadership Skills
Develop Your Management Team
Management requires a solid understanding of business and financial planning, the skills to both manage and lead a team, and the ability to solve problems and make decisions. A training and development program can be customized to provide leadership techniques to motivate, engage, coach and mentor staff to achieve your organization’s goals. Request a proposal.

Project Management Certificate
Develop the Knowledge and Skills Needed to Ensure Project Quality and Projected Outcomes
Build a solid foundation for project success that exposes you to the Project Management Body of Knowledge framework. Anyone who is or is planning to be a Project Manager should be trained in these important skills to keep projects on task, on time, and on budget. If you are looking to separate your resume from others with credentialing or to add new and much needed skills in today’s workplace, the USD Project Management Certificate is for you. Request a proposal.

Lean and Six Sigma Certificates
Gain the Critical Skills You Need to Lead a Process Improvement Team
$4m savings was achieved by a recent cohort of student graduates who collectively saved their companies the $4m. Lean and Six Sigma programs are designed to prepare you with the background you need for Quality and Process Improvement. USD offers several program tracks with hands-on project-based learning opportunities. You can choose an individual Six Sigma track as a standalone course or combine tracks to earn a Certificate in Lean Six Sigma. Request a proposal.

Center for Cyber Security Engineering and Technology (CCSET)
Training, Consulting, Audit, and Operational Services
CCSET’s Training, Consulting, Audit, and Operational services have been developed to help organizations in creating a cyber-security minded corporate culture, to address relevant cyber security topics your organization faces and mitigate threat. CCSET services are customizable to cover specific cyber security areas unique to your organization.

CCSET provides programs tailored to specific organizational needs. Programs can be anything from a half-day for an all-staff general cyber security hygiene workshop, to in-depth, multi-day, interactive trainings for staff, middle management, and or executives. These programs are meant to transfer applied knowledge and skill in a focused, practical way. Our trainings are conducted by members of our highly trained and experienced faculty/fellow practitioners and are an easy way for your organization to stay current in this critical and rapidly changing field. Request a proposal.
Join Our Team of Accomplished Practitioner Instructors!

**Do you want to teach and develop knowledge and skills in others?**

Professional and Continuing Education (PCE) is continually growing, expanding, and updating a wide variety of courses and programs of study. Last year alone, there were over 35,000 enrollments in over 400 courses. Many of those courses were new.

As part of a top ranked university, PCE hires instructors who are experienced practitioners that can develop and/or teach in a stimulating and participative learning environment for students. Being an instructor is a rewarding role for anyone that has knowledge and practical real-world experience. If you are currently an instructor or ready to become one as an expert in your field, contact us.

**Contact Us to Discuss Your Interests and apply to be an Instructor or Subject Matter Expert.**

**Business Programs**
Charles Mcginnis,  
Director, Professional & Public Programs  
619-260-5986 | cmcginnis@sandiego.edu

**Educator Programs**
Jeanne Heaphy,  
Sr. Program Manager  
(619)260-7582 | jheaphy@sandiego.edu

**English Language Programs**
Francine Chemnick,  
Director  
(619) 260-7621 | francinechemnick@sandiego.edu

**Paralegal Programs**
Tara Murphy,  
Director  
(619) 260-4579 | taramurphy@sandiego.edu

**Test Preparation**
Charles Mcginnis,  
Director, Professional & Public Programs  
619-260-5986 | cmcginnis@sandiego.edu

**Customized Programs**
Jodi Waterhouse,  
Director  
(619) 260-4231 | jodiw@sandiego.edu
Third Party Recruiters, Agents and International Students

Are you an expert in educational advising and student recruitment? The English Language Academy (ELA) at the University of San Diego (USD) is looking for agents with connections in different parts of the world who are interested in recruiting students to one of the top English language programs in the United States. ELA draws a large number of students for its effective, quality programs offered on the beautiful USD campus in San Diego, and welcomes new agent applicants to help expand our network.

Our Intensive English Language Program, for example, prepares students for academic study in the U.S. with customized core and elective courses. Each student receives a personalized course schedule that is based on current English proficiencies assessed on 6-levels of English comprehension and competency.

As an advising agent and recruiter, you will be involved in activities such as contacting university counselors, students, corporations, business and professional associations and other relevant groups for the purpose of providing accurate information and recruiting prospective students. The advising Agent is required to comply with the professional practices and policies of the University of San Diego.

English Language Academy is a member of the American Association of Intensive English Programs (AAIEP) and the Association of International Educators (NAFSA).

ELA prior to partnering with a third party recruiter expects the agent to adhere closely to the standards established by the American International Recruitment Council (AIRC) for international student placement. These standards safeguard the interest of both international students and enrolling institutions through the promotion of ethical and standards-based international recruitment strategies.

Visit the AIRC website and review the standards, then complete the Agent Profile form and forward to the email below to apply. An Agent Agreement, Letter of Representation and promotional materials will be forwarded depending on the outcome of the reference check.

Contact Us
English Language Academy Programs:
Francine Chemnick, Director | (619) 260-7621
francinechemnick@sandiego.edu