Always Move Forward.

Open Enrollment
PROFESSIONAL DEVELOPMENT COURSES & PROGRAMS
Online and Classroom

(619) 260-4585
pce.sandiego.edu
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Dean’s Message

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 and 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).
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!

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

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

Refund Policies
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.

A full refund is processed without penalty, if PCE cancels the course.

Exception: if students leave the tuition funds in their account to apply to a future enrollment prior to the above deadlines, the drop fee is waived.

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.
- **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 shall be smoking and tobacco free.

For the most recent and complete listing of all policy information, visit our website.
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 the 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. Online courses have fixed start and finish dates similar to classroom courses, but as an online student, you will have access to your classroom at any time and can 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 week days and 48 hours over week ends. 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 Self-Paced

Independent Study courses offer flexibility and the ability to complete a course faster than a traditional live course. Our courses deliver the same high-quality content and expert instruction as traditional, “face-to-face 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 course. Completed course work is submitted electronically through your student account.
Directions to the University of San Diego

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.

- **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 Founders Hall. From the West Entrance of campus, go directly up the hill. Go straight through your first four way stop sign. Founders Hall, is the third building on your left. Street parking is available to visitors leading up the hill, as well as in the West Parking Structure.

To access an interactive campus map online, CLICK HERE.
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 and can 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 supports both current and prospective students with various tasks such as enrollment, drop, transfer and transcript requests, website navigation and provide 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.

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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-ins** (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.

NOTE: Any course in a certificate program can be taken individually.

**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

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 Health Care Informatics courses into the Healthcare Informatics 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.

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
As one of the most comprehensive professional development programs of its kind in the region and the world, the University of San Diego’s Event Management Certificate provides students with a competitive advantage to enter this growing field. 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 5 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, fundraisers, conferences, corporate programs, weddings, reunions, sporting events, and more, this program is for you!

**BUS-X840E - Event Management Internship | No units | 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 Event Coordination and Production | 2 units | Core**

You will learn the basic components of event coordination and production from the initial goals and objectives through all phases of event management, including research, design, pre-event, on-site production, show management, and post-event evaluation.

**BUS-X838E Catering: Food and Beverage Coordination | 1 unit | Core**

As an event coordinator it is critical to understanding all aspects of catering. This class will give you hands-on experience and an insight into the catering world.

**BUS-X839E 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.

<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>BUS-X840E - Event Management Internship</td>
<td>Register Anytime</td>
<td>Independent Studies</td>
<td>$0</td>
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<tr>
<td>BUS-X835E Event Entertainment and Audio-Visual</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$349</td>
</tr>
<tr>
<td>BUS-X836E Event Overview and Planning</td>
<td>FA, SU</td>
<td>Classroom</td>
<td>$679</td>
</tr>
<tr>
<td>BUS-X837E Event Coordination and Production</td>
<td>FA, SP</td>
<td>Classroom</td>
<td>$679</td>
</tr>
<tr>
<td>BUS-X838E Catering: Food and Beverage Coordination</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$349</td>
</tr>
<tr>
<td>BUS-X839E Risk Management and Capstone Project</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$679</td>
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</tbody>
</table>

Certificate Fee (one-time fee) $45

“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
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. If you are new to marketing or aspire to be a marketer, it is imperative to be knowledgeable and able to implement the latest and most sophisticated marketing strategies and tactics; and the University of San Diego professional studies Marketing Series can provide you with the tools and the knowledge!

### Integrated Digital Marketing Communications Certificate

**Classroom and 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. If you are new to marketing or aspire to be a marketer, it is imperative to be knowledgeable and able to implement the latest and most sophisticated marketing strategies and tactics; and the University of San Diego professional studies Marketing Series can provide you with the tools and the knowledge!

**Courses and Certificate Program:** Enrollment is open for individual courses. Also, students may take the required three core courses to receive a Professional Award; or they may take the required three core courses and 3 -units of elective courses to earn the Certificate of Completion in Marketing.

**Who Should Attend:** This professional series has been created to assist people 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 | Classroom | 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 | Classroom**

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.

### Core Course Schedule and Enrollment Links - Core Courses Required

<table>
<thead>
<tr>
<th>Core Course Schedule and Enrollment Links - Core Courses Required</th>
<th>Term</th>
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<tbody>
<tr>
<td>MKT-X850 Marketing Fundamentals</td>
<td>FA, SP</td>
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<td>MKT-X851 Marketing Strategies</td>
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<td>Classroom</td>
<td>$679</td>
</tr>
<tr>
<td>MKT-X852 Marketing Research and Consumer Behavior</td>
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<td>Classroom</td>
<td>$679</td>
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## Elective Courses and Enrollment Links – 3 Required

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<th>Course</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>MKT-X810 Building Your Brand and Website Foundation (1 unit)</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X811 Principles of SEO and Onsite Optimization (1 unit)</td>
<td>FA, 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 (1 unit)</td>
<td>FA, SU</td>
<td>Classroom</td>
<td>$379</td>
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<tr>
<td>MKT-X804 Email, Blogging, and Video Marketing (1 unit)</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X805 Social Media Marketing (1 unit)</td>
<td>SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X806 Online Advertising (1 unit)</td>
<td>SP</td>
<td>Classroom</td>
<td>$379</td>
</tr>
</tbody>
</table>

**One Time Certificate Fee**

$45

*Schedule subject to change
**Tuition subject to change.*

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

Online Fixed-Date

Improve your management skills to successfully lead a nonprofit organization with this in-depth eight course program from the University of San Diego Professional and Continuing Education (USD PCE). Each course is designed to build critical and practical skills for nonprofit management. This program thoroughly examines what you need to know and provides you with the solid foundation you will need to lead a nonprofit organization successfully. USD PCE offers the only certificate program in the San Diego community that complements the master’s degree program in Nonprofit Leadership and Management offered through USD’s School of Leadership and Education Sciences.

Courses and Certificate Program: Enroll in individual courses or complete 8 courses to earn a certificate for a total of: $2,437.

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. The economics of the nonprofit sector and emerging sector trends will be explored.

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. Understanding the funding landscape, and how that landscape varies from place to place, is key to developing a successful fundraising strategy. While approaching each contributor requires its own strategy, this course will provide students with the basic components needed for making a compelling fundraising case.

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 those 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. Because many boards lack of training, board meetings can be run inefficiently with no set of objectives to be achieved. 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
Nonprofits often launch programs without knowing exactly how they will determine whether or not an initiative has achieved its expected outcome. Understanding basic evaluation methods and how simple evaluation tools can best be deployed, will help your organization determine whether or not its programs are making an impact and/or, how that impact can be strengthened.

MGT-X804 Attracting and Retaining the New Volunteer Workforce for Today’s Nonprofit Organization | 1 unit | Online Fixed-Date
Most nonprofits fall short of understanding the talent management component of attracting, retaining and sustaining volunteers within their organizations. This class 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.
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.

<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>
</tr>
<tr>
<td>MGT-X801 Introduction to Fundraising</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>
</tr>
<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-X804 Attracting and Retaining the New Volunteer Workforce for Today’s Nonprofit Organizations</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<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

*Tuition subject to change.

**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). Learn more!

*Learn more! (619) 260-4585 | sandiego.edu/businessprograms*
Project Management Certificate and Professional Development Unit Series

Classroom, Online Fixed-Date

Build professional-level skills to be a successful project leader through the Project Management Certificate program from Professional and Continuing Education. This program offers a thorough course of study that includes the essential five Process Groups and ten Knowledge Areas outlined in a Guide to the Project Management Body of Knowledge, (PMBOK® Guide) - Fifth Edition, Project Management Institute, Inc., 2013.

Courses and Certificate Program: Enroll in individual courses or complete 5 core courses to earn a certificate for a total of: $3,324 (Classroom) and $2,724 (Online Fixed Date)

Who Should Attend: Anyone who wants 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 for today's workplace, this certificate is for you.

PMP-X800 Project Management Overview: Framework, Process Groups and Integration | 2 units | Certificate | Online Fixed-Date or 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 | Certificate | Online Fixed-Date or 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 | Certificate | Online Fixed-Date or 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 | Certificate | Online Fixed-Date or 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 | Certificate | Online Fixed-Date or 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.

PMP-X805 Agile Principles | 1 unit | Professional Development | Classroom
Designed for busy business professionals, this course provides the basics of Agile Methodology. You will be introduced to Agile thinking, methodologies, tools, techniques, and processes; and ways to use these to deliver value to your organization in the form of efficiency and proficiency.

PMP-X851 Advanced Agile with SCRUM | 2 unit | Professional Development | Classroom
This applied-based course is the continuation to the Agile Principles course; where you were introduced to Agile thinking, methodologies, tools, techniques, and processes; now it’s time to put that knowledge into practice!

PMP-X852 PM Leadership and Change Management | 2 unit | Professional Development | Hybrid
This course will provide the leadership skills for the project leader, project team and organization and focus in the human side of the organization to ensure that the change is well received, adopted and utilized by the employees who have to do their jobs differently as a result of the project.

PMP-X809 PMP Boot Camp | 3 units | Professional Development | Online Fixed-Date or Classroom
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. General topics or focus of this course are the 5 processes and 10 knowledge areas of study which comprise the project management framework as documented in the PMBOK® Guide.

PMI, PMP, PMBOK and the PMI Registered Education Provider Logo are registered marks of the Project Management Institute, Inc.
<table>
<thead>
<tr>
<th>Certificate Course Schedule and Enrollment Links (Required)</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMP-X800 Project Management Overview: Framework, Process Groups and Integration</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date and Classroom</td>
<td>$725 (C) / $595 (O)</td>
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<tr>
<td>PMP-X801 Human Factor: Build and Communicate with the Project Teams</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date and Classroom</td>
<td>$379 (C) / $299 (O)</td>
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<tr>
<td>PMP-X802 Project Management: Time, Cost and Risk</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date and Classroom</td>
<td>$725 (C) / $595 (O)</td>
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<tr>
<td>PMP-X803 Managing Project Quality, Negotiations, Contracting and Procurement</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date and Classroom</td>
<td>$725 (C) / $595 (O)</td>
</tr>
<tr>
<td>PMP-X804 Capstone Team Project</td>
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<td>Online Fixed-Date and Classroom</td>
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</tr>
<tr>
<td>Certificate Fee ( one-time Fee )</td>
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<thead>
<tr>
<th>Professional Development Course Schedule and Enrollment Links (Not Part of Certificate)</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
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<tr>
<td>PMP-X805 Agile Principles</td>
<td>SP</td>
<td>Classroom</td>
<td>$349</td>
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<tr>
<td>PMP-X851 Advanced Agile with SCRUM</td>
<td>SU</td>
<td>Classroom</td>
<td>$679</td>
</tr>
<tr>
<td>PMP-X852 PM Leadership and Change Management</td>
<td>SU</td>
<td>Hybrid</td>
<td>$679</td>
</tr>
<tr>
<td>PMP-X809 Boot Camp</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$629</td>
</tr>
</tbody>
</table>

*Tuition subject to change.

The Project Management program is also available as a customized version for a private schedule at your organization.

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
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. Each course is designed to provide top competitive skills in the financing, developing, managing, and selling of a commercial real estate project.

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 for a total of: $3,770.

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- connective, 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.

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 The Real Estate Process Seminar | Required Seminar
Examine the array of fundamental, legal, financial, and technical issues involved in the world of real estate. This introductory seminar offers a prelude to a more comprehensive approach to the areas of real estate financial instruments, development, investment and acquisitions. A downtown walking tour will be offered each summer for students that have enrolled in the seminar.

<table>
<thead>
<tr>
<th>Core Courses and Enrollment Links - (6 Required + Seminar)</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>
</tr>
<tr>
<td>REP-X810 Managing the Entitlement Process</td>
<td>SU</td>
<td>Classroom</td>
<td>$450</td>
</tr>
<tr>
<td>REP-X811 The Real Estate Process Seminar</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$125</td>
</tr>
<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>SP, 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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</table>

<table>
<thead>
<tr>
<th>Elective Courses and Enrollment Links - (2 Required)</th>
<th>Term</th>
<th>Location/Format</th>
<th>**Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>REP-X814 Real Estate Investment and Income Analysis 102</td>
<td>SP</td>
<td>Classroom</td>
<td>$450</td>
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<tr>
<td>REP-X818 Property Management</td>
<td>SP</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>
<tr>
<td>REP-X812 CEQA and Other Environmental Regulations</td>
<td>FA</td>
<td>Classroom</td>
<td>$450</td>
</tr>
</tbody>
</table>

Certificate Fee (one-time fee) $45

*Tuition subject to change.

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

University of San Diego offers an affordable 8-month program that will take you one step closer to developing a strategic online marketing plan for your business. The Strategic Online Marketing program is the solution for marketing professionals and small to medium-sized businesses to take their business to the next level. Courses are taught in a small group setting to maintain a highly interactive environment.

**Courses and Certificate Program:** Enroll in individual courses or complete all 8 courses to earn a certificate for a total of: $3,077

**Who Should Attend:** Marketers, business owners, business professionals, and others who have 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 to assist with future employment opportunities or position a company to compete more successfully online.

**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 upon the onsite SEO concepts and strategies taught in the prior course and will help give students an additional (yet critical) layer of SEO knowledge pertaining strictly to offsite optimization.

**MKT-X804 Email, Blogging and Video Marketing | 1 unit**
You 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**
We will discuss strategically approaching social media as well as understanding what networks your customers are using and how they are using them.

**MKT-X806 Online Advertising | 1 unit**
You 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**
You 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**
You 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.
<table>
<thead>
<tr>
<th>Course</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>FA, SP, SU</td>
<td>Classroom</td>
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<tr>
<td>MKT-X812 Offsite SEO Strategies: Link Building, Content Marketing and Website Authority</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
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<tr>
<td>MKT-X804 Email, Blogging and Video Marketing</td>
<td>FA, SP, SU</td>
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<tr>
<td>MKT-X805 Social Media Marketing</td>
<td>FA, SP, SU</td>
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<tr>
<td>MKT-X806 Online Advertising</td>
<td>FA, SP, SU</td>
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<tr>
<td>MKT-X807 Web Analytics</td>
<td>FA, SP, SU</td>
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<td>$379</td>
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<tr>
<td>MKT-X808 Capstone Project Presentation</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$379</td>
</tr>
</tbody>
</table>

Certificate Fee (one-time Fee) $45

*Tuition subject to change.

Learn more! (619) 260-4585 | sandiego.edu/businessprograms
Lean and Six Sigma Certificate Programs

Project-based Hybrid

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-base 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-X815 Lean Tools & Techniques Certificate | 8 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. Some of the topics include 5S, Value Stream Mapping, SMED, Kanban, and Kaizen. 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-X806 Lean Six Sigma Certificate | 8 units
Use Lean tools and techniques to remove non-value added activities, while improving cycle-time, products costs, and reducing inventory reduction. At the same time apply Six Sigma DMAIC (Define, Measure, Analyze, Improve, and Control) mythology to launch a project, develop and transition it from phase to phase, complete a project and evaluate its success. The program follows the ASQ “Body of Knowledge” for the Six Sigma Green Belt program which is a subset within the Black Belt body of Knowledge.

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.

<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-X815 Lean Tools &amp; Techniques Certificate</td>
<td>FA, SP</td>
<td>Hybrid</td>
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<tr>
<td>ENG-X801 Six Sigma Green Belt Certificate</td>
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<td>Hybrid</td>
<td>$3840</td>
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<td>ENG-X806 Lean Six Sigma Certificate</td>
<td>FA, SP</td>
<td>Hybrid</td>
<td>$5260</td>
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<td>ENG-X802 Six Sigma Black Belt Certificate</td>
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<tr>
<td>Certificate Fee (one-time fee)</td>
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<td>$45</td>
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</table>

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

“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

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

Classroom

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)

Courses and Certificate Program: Students can enroll in individual core or related courses or complete all core courses to earn a 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.

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

HLTH-X810 Medical Terminology | 2 units | Online Self-Paced
Designed to help students learn and comprehend medical terminology, this course is based on the body systems method to satisfy the assigned pre-requisite 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 | Core
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 | Core
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 | Core
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-U544 - Advanced Health Care Information Management | 3 units | Core
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 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 HIPAA, 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.

<table>
<thead>
<tr>
<th>Courses Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCIN-541 Introduction to Health Care Delivery Systems</td>
<td>FA</td>
<td>Classroom</td>
<td>$4,061.00</td>
</tr>
<tr>
<td>HLTH-X810 Medical Terminology (course required only for certificate track 1: IT professionals outside clinical health care)</td>
<td>Register Any Time</td>
<td>Online Self-Paced</td>
<td>$298</td>
</tr>
<tr>
<td>HCIN-540 Introduction to Health Care Information Management</td>
<td>FA, SP, SU</td>
<td>Classroom</td>
<td>$4,061.00</td>
</tr>
<tr>
<td>HCIN-542 Systems Analysis and Design for Health Care Informatics</td>
<td>FA</td>
<td>Classroom</td>
<td>$4,061.00</td>
</tr>
<tr>
<td>HCIN-U544 - Advanced Health Care Information Management</td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.00</td>
</tr>
<tr>
<td>Certificate Fee</td>
<td></td>
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<td>$45</td>
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<table>
<thead>
<tr>
<th>Related Course Schedule and Enrollment Links (Not Part of the Certificate)</th>
<th>Term</th>
<th>Location/Format</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCIN-550 Health Care Six Sigma Green Belt</td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td>HCIN-551 Introduction to Geohealth</td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td>HCIN-552 Clinical Documentation: Electronic Medical Record Systems</td>
<td>FA</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td>HCIN-553 Clinical Documentation Systems: Specialist Role</td>
<td>SU</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td>HCIN-554 Telehealth and Emerging Technology</td>
<td>SP</td>
<td>Classroom</td>
<td>$4,061.30</td>
</tr>
<tr>
<td>HCIN-X560 - Introduction to Health Care Simulation</td>
<td>SP</td>
<td>Classroom</td>
<td>$1,499.00</td>
</tr>
<tr>
<td>HCIN-X561 - Beginning Spanish Language and Cultural Immersion for Healthcare</td>
<td>SP</td>
<td>Classroom</td>
<td>Call for Information</td>
</tr>
</tbody>
</table>

NOTE: 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.

31 unit program can be completed in less than 2 years
Accredited, top-ranked university
All coursework completed online
No GRE required

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. 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.

<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>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 multiple choice sections of 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.

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

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<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><strong>LSAT Course</strong></td>
<td>- 27 Hours</td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td></td>
<td>- 42 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GMAT Course</strong></td>
<td>- 21 Hours</td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td></td>
<td>- 42 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GRE Course</strong></td>
<td>- 21 Hours</td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td></td>
<td>- 42 Hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SAT Courses</strong></td>
<td></td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td><strong>ACT Courses</strong></td>
<td></td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td><strong>FE Fundamentals of Engineering Exam, Other Disciplines Preparation</strong></td>
<td></td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
<tr>
<td><strong>Certified Paralegal Exam Preparation</strong></td>
<td></td>
<td>Register Any Time</td>
<td>Classroom</td>
</tr>
</tbody>
</table>

**Discounts Available!** (619) 260-4579 | sandiego.edu/testprep
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

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

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

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

Learn more at onlinedegrees.sandiego.edu
TAKE COMMAND OF YOUR CAREER

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

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
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:
  - Official transcripts of any attempted college work.
  - 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.
- Financial aid and university housing are NOT available to Open Campus students.
- 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!
- 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

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
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 for 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: Pamela Cappiello, Manager
(619) 260-4772 | pcappiello@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: Douglas Young, Manager
(619) 260-4579 | dyoung@sandiego.edu

Contact Us
English Language Academy Programs: Francine Chemnick, Director
(619) 260-7621 | francinechemnick@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
Online, On-the-Ground, and Hybrid Courses
Register Today for Spring 2017!

ENROLL ONLINE
pce.sandiego.edu

CONTACT US
(619) 260-4585
(888) 321-6658
Monday–Friday, 8:30 am–5:00 pm