Change is the only constant in today’s business climate. The University of San Diego’s Professional and Continuing Education business certificate programs provide you with the insight and tools needed to sustain an edge in this highly competitive industry. Through our cutting-edge curriculum, students can choose business courses that focus on all facets of this career field, from entrepreneurship and business development to marketing and management.

PCE’s Business Programs offer certificate programs, standalone courses, and workshops that seek to enhance student’s professional development and help them become leaders in their chosen career.

Who Should Attend?
The business certificate programs are well suited for anyone who wishes to pursue a business career, including recent graduates, new and seasoned professionals, or even those looking to make a career change. Professionals seeking to up their skills in the areas of project management, digital marketing, leadership, nonprofit management, and commercial real estate begin this coursework to advance their careers and make new network contacts.

Benefits of USD’s Business Programs
Some of the benefits students can expect from our many online business programs include:

- Document your academic achievement in an area of specialized expertise to assist you in advancing your career and possibly moving up the salary schedule.

- Complete your certificate within 10 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.

- Continue your education at a nationally ranked university with a cutting-edge curriculum and proven programs.

- Learn from expert faculty members who are also experienced practitioners.

- Benefit from small class sizes that offer personalized and superior support to enhance learning.

- Sign up for convenient and flexible program schedules, with no application requirement.
Dare To Lead™
PRICE: $1499 | 2 UNITS
This leadership program includes intuitive and interactive facilitation that will guide attendees through the actionable and measurable skill sets of daring leadership and will empower leaders to live and lead authentically with increased courage and connection. The training will provide participants with a variety of development activities, case studies, latest trends, research, and practical tools. Remote & Classroom

Real Estate Investment and Income Analysis 101
PRICE: $450 | 1 UNIT
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. Remote

Stakeholder and Team Performance Domains
PRICE: $599 | 2 UNITS
This introductory course to the Project Management Certificate will review the value of stakeholder identification, communication, and managing business partner relationships. Students will learn how the project manager can approach complex business relationships and projects while influencing their team and stakeholders positively. In addition, students will identify the leadership skills and styles necessary to create a high-performing team capable of realizing and managing projects from current to future state outcomes. Online Fixed-Date

Introduction to Fundraising
PRICE: $299 | 1 UNIT
Nonprofits secure revenue from a variety of different sources – individuals, corporations, foundations, and government, and through a variety of different means. Understanding the funding landscape, and its agility from organization to organization, 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. Online Fixed-Date
Essentials of Analytics in Excel
**PRICE: $1375 | 2 UNITS**

This course will illustrate data analytics with Excel using fundamental statistical concepts (i.e., descriptive statistics, statistical inference, and regression analysis). In so doing, it offers students a jumping-off point into the world of visualizations and data-driven decision-making from a one-stop-shop software solution. Participants will become adept at tools such as Pivot Tables, the Data Analysis Toolpak, the VLOOKUP, and other formulas which are relevant and applicable to today's vast enterprises and business endeavors.  
*Online Fixed-Date*

Building Your Brand and Website Foundation
**PRICE: $379 | 2 UNITS**

Today’s digital landscape is all about building connections through authentic means with multidimensional and generational beings. This course will assist students in developing brand awareness and improve online presence, reflect on what brand means to a company’s culture, learn how communicate effectively with web designers and developers.  
*Remote*

Legal Aspects of Real Estate
**PRICE: $450 | 1 UNIT**

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.  
*Remote*

Overview of the Nonprofit Sector
**PRICE: $299 | 1 UNIT**

This course provides a foundation for understanding nonprofit organizations within the greater context of the nonprofit sector and society as a whole. Students will learn the characteristics of nonprofit organizations, their organizational structures and unique dimensions of the state of the sector.  
*Online Fixed-Date*

Attracting and Retaining Volunteers
**PRICE: $299 | 1 UNIT**

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.  
*Online Fixed-Date*

Online Advertising
**PRICE: $379 | 1 UNIT**

Online advertising can lead to an increase in sales and leads if done correctly. In this course, you will learn the key elements and strategies behind successful online advertising as well as the best practices needed to implement a successful campaign. This course is practical and focuses on you being able to understand the benefits of creating and buying online advertising as well as implementing and running campaigns online. The objective of this course is for students to have a solid understanding of the different types of advertising and feel comfortable choosing the best options for their business.  
*Remote*

Principles of SEO and Onsite Optimization
**PRICE: $379 | 1 UNIT**

This practical Search Engine Optimization (SEO), course is designed to give students a foundational understanding of ‘onsite’ (SEO). 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.  
*Remote*

Developing Effective Nonprofit Boards
**PRICE: $299 | 1 UNIT**

The primary reason that nonprofits struggle with poor board governance is that board members have never been trained and often misunderstand their important governance role. This course will teach the history of governance in the nonprofit sector, and the readings and discussions will focus on ways to increase the effectiveness of boards by recruiting, training, engaging, and evaluating board members.  
*Online Fixed-Date*
FEATURING COURSES

Life Cycle and Planning
PRICE: $599 | 2 UNITS
In this course, students will dive into the aspects necessary for establishing a methodology that includes project work, requirements, and information needed to establish logical project phases, work packages, and deliverables. Students will discover how to build a framework that aligns with their organization's values and business objectives when developing a project management plan. In addition, students learn how to identify qualitative and quantitative measures utilized to drive project cost and speed while prioritizing valuable project outcomes. Online Fixed-Date

Data Visualization & Storytelling with Tableau
PRICE: $1,375 | 2 UNITS
Introduction to Data Visualization and Storytelling with Tableau is a hands-on course that introduces how one develops meaningful data visualizations to provide actionable information for relevant audiences. Participants will learn data ethics and theory of data storytelling and use Tableau, an interactive analytics platform, to visually analyze data and create meaningful dashboards. Online Fixed-Date

Social Media Marketing
PRICE: $379 | 1 UNIT
Take your brand to the next level by cultivating your brand awareness and presence. Learn to develop engaging social media marketing campaigns by addressing your audience and followers. In this course we will discuss how to approach social media from a strategic angle by understanding what networks your customers are using, and how they are using them. We will identify and set up social media channels that work best for your business and look at the different ways in which you can and should be engaging and participating in social media to drive awareness to your company in the most efficient and cost-effective way. Remote

Web Analytics
PRICE: $379 | 1 UNIT
Web analytics is arguably one of the most vital aspects of any marketing campaign. This course will help you understand the data we have access to on a daily basis from various websites, social networks, and advertising campaigns to be able to make effective decisions. Not only will you learn what to measure and how to measure it, but you will also discover how to analyze the data and use it to optimize your website and campaigns. You will learn how to pick the right analytics tools for your needs, and will immerse yourself in the world of data. Remote

PHR/SPHR
PRICE: $895 | 1 UNIT
The PHR/SPHR Exam Preparation Course is ideal for current and aspiring human resources professionals seeking to earn either the PHR (Professional in Human Resources) or the SPHR (Senior Professional in Human Resources) certifications developed and administered by the Human Resources Certification Institute (HRCI). This PHR/SPHR test prep course will cover everything you need to know to position yourself for success on the exam, including the technical and operational aspects of HR practices, applicable laws and regulations, as well as strategic and policy-making aspects. Each class is highly interactive and provides ample time for your questions. Online Fixed-Date

Fundamentals of Engineering, Other Disciplines
PRICE: $795 | 3 UNITS
Prepare for the Fundamentals of Engineering Exam. This comprehensive course includes online resources for today’s busy engineering professionals interested in preparing to pass the State Examination to become certified as an Engineer-in-Training (EIT) - a step towards licensure as a Professional Engineer (PE) that gives you a competitive advantage over your peers. The course is geared toward passing the NCEES Computer Based Tests (CBTs) on the first attempt. The course includes study tips on how best to prepare for the exam and practice tests to provide a glance into a real exam. Each class is highly interactive and provides ample time for your questions. Online Fixed Date
Asana Project Management Certificate
This continuing education program is intended for those seeking to gain the knowledge and skills needed to prepare for project management roles. This program will prepare students to take the certification exam for Certified Associate in Project Management (CAPM)®.

Fundamentals of Search Engine Optimization and Marketing Analytics
This focused continuing education is intended for professionals seeking to learn the latest in Search Engine Optimization (SEO) best practices. You’ll learn to interpret, communicate and understand the ins and outs of SEO and Analytics by laying the foundation for online success. Understanding SEO tactics, techniques, and strategies will leverage your competitive edge as a business professional, elevate your online performance, and leverage growth. Offered by the University of San Diego’s Division of Professional and Continuing Education, this 12-week online program provides you with a high-quality learning experience focused on fundamental SEO and Marketing Analytics best practices.

Dare to Lead™ Leadership Program
This continuing education program is facilitated by leadership development expert Dr. Lorri Sulpizio, director of the University of San Diego’s Conscious Leadership Academy and CEO of the Lotus Leadership Institute. Participants learn to strengthen their leadership capacity by moving from what Dr. Brown calls “armored leadership” to “daring leadership” in any industry or setting.

Tech Sales Program
Looking for a career that gives you a great income and the chance to truly succeed? Look no further than Tech Sales. The Tech Sales Program at USD is a real-world training that delivers immediate results in your professional life and fuels long-term Sales career aspirations.
Data Analytics and Visualization Certificate
This online professional certificate program is designed to provide practical and statistical techniques and skillsets in Data Analytics and Visualization. Courses in this modern program will prepare participants to solve real-world data problems for insights that lead to better decisions and strategic business actions. Start by exploring how to efficiently utilize data analyses and then how to effectively communicate and display findings to inform and direct decision-making. Working professionals and data enthusiasts will explore and apply in-demand tools and analytical topics in this four-course certificate.

Cybersecurity Bootcamp
Keep businesses and individuals safe from cybercrime as an expert in the rapidly-growing cybersecurity industry. The University of San Diego Cyber Bootcamp powered by Fullstack Academy uses best-in-class live-online training and tools to produce graduates in high-demand. Interested in launching your career in cybersecurity?

Strategic Online Marketing Certificate
This continuing education program will provide practical digital marketing skills you can use to grow your own business, position yourself for digital marketing jobs, position yourself for lucrative freelance/consulting work. Plus, students will learn search engine optimization (SEO) and content marketing strategies to generate website traffic and engage visitors with their offerings.

Lean Six Sigma Green Belt
This continuing education program will provide practical digital marketing skills you can use to grow your own business, position yourself for digital marketing jobs, position yourself for lucrative freelance/consulting work. Plus, students will learn search engine optimization (SEO) and content marketing strategies to generate website traffic and engage visitors with their offerings.
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.

DISCUSS YOUR INTERESTS AND APPLY TO BE AN INSTRUCTOR OR SUBJECT MATTER EXPERT.

BUSINESS PROGRAMS

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