2021 SPRING
Business Programs
Online and Independent Study
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, stand-alone courses, and workshops that will 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.
FEATURED COURSES

Introduction to Project Management Integration, Scope and Stakeholder Management

PRICE: $599 | 2 UNITS

Learn how projects align with an organization's programs and portfolios to achieve overall objectives. This course will provide students with a foundational perspective on Project Management. This overview course will explore specific concepts related to the 10 Knowledge Areas that support the application of project management knowledge, skills, tools and techniques. Online Fixed-Date

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. Online Fixed-Date

Project Management Schedule, Cost, and Risk Management

PRICE: $599 | 2 UNITS

This course serves as an introduction to project schedule, cost, and risk management knowledge areas. Students will learn to apply analytical perspectives to understand project inputs and outputs to construct proper project plans, as well as, reviewing available resources to leverage in constructing and keeping project plans on track. 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
FEATURED COURSES

Project Communication, Resource and Agile Management  
**PRICE: $599 | 2 UNITS**

This course serves as an introduction to the Project Communication, Resource, and Agile Management frameworks. The successful outcome of a project team varies directly with the skills of the team leader. With a focus on the project management of Stakeholders, Project Resources and Communications, students learn to apply Agile Methodology to assess team health, resource allocation, and needs. *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*

Project Quality, Procurement and Closure Protocols  
**PRICE: $599 | 2 UNITS**

This course will provide teachers with a variety of resources and strategies to help manage their classrooms to promote student achievement. The focus will be on both effective prevention as well as intervention approaches. Examine well-managed classrooms where students know what is expected of them, materials are stimulating and accessible, and teaching methods are appropriate to the students’ learning styles and needs. *Online Fixed-Date*

Content Marketing  
**PRICE: $379 | 1 UNIT**

Are you producing content that effectively tells your brand story? Enhance your brand equity and awareness with online marketing tools, such as, blogging, video and email marketing. In this practical focused course, students will explore best practices in blog and video content creation, link building, lead generation and automation. *Online Fixed-Date*

Property Management  
**PRICE: $450 | 1 UNIT**

This continuing education course will explore the operations, administration and executive functions related to the management of real estate properties. Specific examples of situations one may encounter and some of the “do’s and don’ts” of property management will provide the student with real-life views of this aspect of the real estate profession. *Online Fixed-Date*

Marketing Fundamentals  
**PRICE: $299 | 1 UNIT**

Explore marketing fundamentals to help develop and implement creative content strategies to build brand awareness and engage customers. This course will introduce students to strategic marketing, product differentiation, and real world case studies. *Online Fixed-Date*

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*

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*
FEATURED COURSES

Building Your Brand and Website Foundation
PRICE: $379 | 1 UNIT
Today’s digital landscape is all about building connections through authentic means with multi-dimensional 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. Online Fixed-Date

Managing Today’s Nonprofit Teams Through Effective Risk Management
PRICE: $299 | 1 UNIT
This course is designed to provide participants with the skills needed to manage nonprofit teams, including, executive staff, management staff, line staff and volunteers. Students will explore nonprofit leadership supervisory skills, human resource basics, legal and ethical considerations and best practices in regard to employee relations. Online Fixed-Date

Fundamentals of Program Evaluation
PRICE: $299 | 1 UNIT
Nonprofits often launch programs without knowing exactly how they will determine whether or not an initiative has achieved its expected outcome. Having an understanding key evaluation methods are fundamental to well led organizations and the demonstration of achieved results through programming. Gain the skills to verify data and make sound decisions for impact. Online Fixed-Date

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 take 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. Online Fixed-Date

Introduction to Fermentation
PRICE: $679 | 2 UNITS
This introductory course focuses on fermentation science through the eyes of a beverage maker, the importance of yeast in the beverage-making process, and how it creates the flavor and form are explored. Participants will learn the fundamental principles of biology and culture of the grapevine, harvest and winemaking process. The raw ingredients associated with the brewing and distilling process are introduced. This course is designed for participants interested in Fermentation Management and for the beginning brewer, winemaker or spirits enthusiast. 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. Based on the principles from the Project Management Body of Knowledge (PMBOK®) this program will assist students in building the foundational skills needed to be successful in a project management role. This course will prepare students take the certification exam for Certified Associate in Project Management (CAPM).

Construction Project Management Certificate
This continuing education program focuses on project management methodologies and their impact on construction projects; it was developed to prepare construction professionals with the knowledge and skills needed to lead successful projects.

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.

Essential Leadership Skills Series
This continuing education program is ideal for professionals across varying industries who are seeking to acquire core leadership competencies, such as interpersonal communication, critical thinking, negotiation, innovation, complex problem solving and emotional intelligence.

Facebook Digital Marketing Certificate
This continuing education program will assist students to gain an understanding of core concepts including brand positioning, market segmentation, competitive analysis, marketing channels and metrics.

Happiness Studies for Business Professionals Certificate
This continuing education program will provide business professionals with the skills and tools needed to become happier, and to facilitate others in becoming happier. This is the first and only program of its kind that explores happiness through the lens of different disciplines. The program provides the knowledge and tools to generate happiness on the individual, interpersonal, organizational, and national level.

Nonprofit Management Certificate
This continuing education education program is designed to help you build the professional and practical skills and knowledge needed to support the sustainability and growth of nonprofit organizations.

Project Management Certificate
This continuing education program is designed to sharpen your project management skills and deepen your understanding of essential strategies and methodologies.
This continuing education program is intended for those who want to expand and gain essential skills in financing, developing, managing, and selling commercial real estate projects, and explore the legal, entitlement, and environmental aspects as well as other important elements of development and project management.

Salesforce Administrator Career Certificate
This program will prepare students with hands-on experience using Salesforce systems used across various business settings. Students will explore business processes in sales, the sales cycle, and Salesforce as a customer relationship management (CRM) platform.

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.

Unity Immersive Design Certificate
This continuing education program is intended for those interested in starting a career in VR/AR Design Visualization or Immersive Design. Intended to build foundational skills needed to create immersive VR experiences and AR applications for real world use cases.