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### Courses & Certificates

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### Graduate Studies

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Advance Your Career
with Professional and Continuing Education from USD

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.

### 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).

### The USD Advantage
- **Leading-edge curriculum** and programs from a ranked university
- **Top faculty** who are also experienced practitioners
- **Small class sizes** with personalized, superior support
- **Convenient and flexible** program schedules
- **No application requirements** (exception of Coding Bootcamp)

USD Professional and Continuing Education is a proud partner of SoCal Marketing Club, USD’s Nonprofit Institute, Burnham-Moores Center for Real Estate, PMI San Diego Chapter.
Directions

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

To access an interactive campus map online, Click Here.

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

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

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

- **When on Campus**
  Professional and Continuing Education offices are located in Barcelona, first floor. Just two driveways west of the university’s West Entrance, our building is the 3-story building down-the-hill from the university’s main campus. All guests must pay to park in either the West Parking Structure, West Parking Lot or Gravel Parking Lot, all located near the Barcelona building. Payment is required Monday through Friday between the hours of 7:00am - 7:00pm via unmanned meter station located in between the Barcelona and Coronado Buildings.
Registration Process

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

1. Use the Search tool to find the course(s) you want to enroll in and navigate to the course information page.

2. Click on Add to Cart (Choose a section from the bottom of the course page. Then select Add to Cart at the top of the section block.)

3. You will automatically be taken to the Checkout page. Either click Continue Checkout or Keep Shopping, if you want to add additional courses.

4. Follow the Checkout Steps

   ▶ Click Continue Checkout
   a. If you have a student account, enter your username and password, then click Continue Checkout again.
   b. If you do not have an account, you will create one here, then click Continue Checkout again.
   c. Please note: If you registered and took classes prior to July 22, 2013, an account was automatically created for you. You will need to use the Forgot Username and Forgot Password links to recover your login information.

   ▶ Enter your Credit/Debit Card Payment information.

   ▶ Read the Registration Policies and check the box in Policy Confirmation section at the bottom.

   ▶ Click Continue Checkout to complete the transaction.

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

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

Applying a Discount or Coupon
If a discount is available, it will appear in the section block on the

1. Add to Cart the section desired
2. At the Checkout page
   a. Discounts: Choose the Discount available, for example, Early Registration (only one discount is available for each transaction), then click Re-Calculate, then Continue Checkout
   a. Coupon: Enter the Promo Code in the Discounts box provided, click Re-Calculate, then Continue Checkout

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

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

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
5998 Alcalá Park, San Diego CA 92110-2492
Registration Policies

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

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

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

Contact our Enrollment and Student Services department to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Registration Policies

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 your 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 your 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.
- **Credit Validation Courses**: Within 30 days of registration.

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

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

For the most recent and complete listing of all policy information, [click here](#).

Third Party Pay

**Workforce Innovation and Opportunity Act**
The San Diego County Workforce Partnership (SDWP) funds job training programs that give job seekers the tools and training needed to meet workforce needs of employers across San Diego County.

The University of San Diego Professional and Continuing Education is part of the California Eligible Training Provider List (ETPL) and offers a variety of Workforce Innovation and Opportunity Act (WIOA) approved programs.

Please be advised that the University of San Diego, Professional and Continuing Education cannot approve students for WIOA nor confirm their eligibility. You must contact or visit your local America’s Job Center of California to confirm your eligibility towards WIOA funding.

**Segal AmeriCorps Education Award**
The Segal AmeriCorps Education Award is a post-service benefit received by individuals who complete terms of national service in approved AmeriCorps programs.

The education award may be used to pay educational costs at eligible post-secondary educational institutions. The University of San Diego, Division of Professional and Continuing Education is an approved educational and training provider accepting Segal AmeriCorps Education Award recipients.

**Military Spouse Career Advancement Accounts Scholarship Program**
The Military Spouse Career Advancement Account Scholarship program (MyCAA) program provides up to $4,000 (over 2 years) of Financial Assistance for military spouses who are continuing their education by pursuing a license, certification, or Associate’s degree in a portable career field and occupation.

The University of San Diego, Division of Professional and Continuing Education is an approved educational and training provider accepting Military Spouse Career Advancement Account Scholarship program recipients.

Contact our Enrollment and Student Services department to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Instructional Formats

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

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

Our online courses offer the same high-quality content and expert instruction as the courses held onground 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 weekends. Online learning allows students to interact with classmates worldwide and offers rich and meaningful interactions through weekly discussion forums, chats and email communication.

**Online Self-Paced**
Online Self-Paced courses are a perfect blend of accessibility, convenience and flexibility, so you can control your learning pace. You will use course textbooks, manuals, assignments, and exams to learn and earn credit. Depending on the course, you may have multi-media presentations and embedded downloadable materials as part of your course content. Communication with your instructor occurs within the online classroom. Instructor feedback will be provided for graded assignments/exams/final project (when applicable). Grades are based on grading rubric(s) found within the course. You can register at any time and you will have six months from the time of registration to complete your course.

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

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

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

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

Online Learner Support

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

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

Online Orientation Course: Access to the Online Orientation Course is provided upon enrollment (allow one hour from time of enrollment) and is viewable in Blackboard. It is highly recommended for to familiarize students with the online format and navigation. The course guides students through a tour of the course site and illustrates how to upload assignments, post to the discussion forum (if applicable), and review grades in the grade book.

Technical Support: PCE's online learners have access to technical support through our effective and responsive Enrollment and Student program assistants, available during business hours.

Technical Requirements for Online Courses in Blackboard

High Speed Internet connection strongly encouraged (DSL or better)

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

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

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

A certificate is a robust 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.

**Certificates, Professional Programs & Series**
- Coding Bootcamp
- Project Management
- Nonprofit Management
- Real Estate Finance, Investments and Development
- Strategic Online Marketing

**New Programs and Series for 2020**
- Essential Skills
- Event Management and Hospitality
- Nonprofit Leadership and Management

**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
- 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

Contact our Enrollment and Student Services department to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Registering for a Certificate Program
To be considered eligible for earning a Certificate, each participant must pay a non-refundable certificate enrollment fee of $45. Certificate candidates are encouraged to register in the certificate program as early as possible to take advantage of additional benefits:

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

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

Unless otherwise stated, you have five years after payment of the certificate fee to complete your certificate program requirements.

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

Upskill in just 6 months! - Advance Your Career with USD

Contact our Enrollment and Student Services department to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Nonprofit Management Certificate

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

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

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

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

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

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

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

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

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

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

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

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<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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<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</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</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X803 Introduction to Nonprofit Financial Management</td>
<td>SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X806 Developing Effective Nonprofit Boards</td>
<td>SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X807 Fundamentals of Program Evaluation</td>
<td>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</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MKT-X850 Marketing Fundamentals</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>Certificate Fee (One-time fee)</td>
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<td>$45</td>
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</table>

*Schedule and 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).

(619) 260-4565 | sandiego.edu/businessprograms
I was not sure if I wanted to pursue the certificate, but after taking the introductory class, I think that I just might. The course went well and challenged me and directly correlated to my work and what I am hoping to gain from these classes. There is so much useful information, regardless of your current career path or if you are debating on making a change.

-Bridgette Loya, Treasury Management Sales Officer

The Caster Family Center for Nonprofit and Philanthropic Research in the School of Leadership and Education Sciences at USD has gathered and analyzed data to report on San Diego’s influential nonprofit and philanthropic sector.

See the current statistics on what nonprofits and philanthropy look like in the San Diego region, as well as the critical trends in organizational readiness, workforce development, fundraising, and public policy directly related to the sector’s ability to fulfill their social purpose mission. Access the latest and previous State of Nonprofits Annual Reports and Quarterly Index here.

In partnership with University of San Diego’s Nonprofit Institute. Learn about the Nonprofit Institute Signature Programs and Events.

Contact our Enrollment and Student Services department to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Online Fixed-Date

Build a solid foundation for project success by applying the Project Management Body of Knowledge (PMBOK® Guide) framework. University of San Diego is an approved R.E.P. Provider and offers exclusive PMI San Diego Chapter Benefits to certificate track students.

Courses and Certificate Program
Enroll in individual courses or complete 4 core courses to earn a certificate.

Who Should Attend
This program is intended for those seeking a hands-on approach to gaining project management skills and methodologies. Individuals who are preparing to take the PMP certification exam, or PMP credential holders seeking to fulfill professional development units.

PMP-X853
Introduction to Project Management Integration, Scope and Stakeholder Management
2 unit | Online-Fixed Date
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.

PMP-X854
Project Management Schedule, Cost, and Risk Management
2 unit | Online-Fixed Date
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.

PMP-X855
Project Communication, Resource and Agile Management
2 unit | Online-Fixed Date
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.

PMP-X856
Project Quality, Procurement and Closure Protocols
2 unit | Online-Fixed Date
This course will explore fundamentals of Project Quality Management, students will also survey Project Procurement Management, Contract Negotiations Make-or-Buy Analysis, Just-in-Time Procurement, and how to Monitor & Control contracts while paying attention to all details.
Business Courses & Certificates

Project Management Certificate

Core Course Schedule and Enrollment Links
All Required for Certificate

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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</thead>
<tbody>
<tr>
<td>PMP-X853</td>
<td>Introduction to Project Management, Integration, Scope and Stakeholder Management</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$599</td>
</tr>
<tr>
<td>PMP-X854</td>
<td>Project Management Schedule, Cost, and Risk Management</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$599</td>
</tr>
<tr>
<td>PMP-X855</td>
<td>Project Communication, Resource and Agile Management</td>
<td>SP, SU</td>
<td>Online Fixed-Date</td>
<td>$599</td>
</tr>
<tr>
<td>PMP-X856</td>
<td>Project Quality, Procurement and Closure Protocols</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$599</td>
</tr>
</tbody>
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Certificate Fee (One-time fee) $45

Exclusive Benefits for Certificate Students
PMI-SD joined together to provide ambitious certificate track students with two great benefits:

Free Attendance to a PMI San Diego Chapter Event
USD Project Management Certificate students may attend one free Chapter event per quarter. This applies to any San Diego Chapter event, except the Conference, including breakfast, lunch, happy hour and other social events.

Free San Diego Chapter Membership for One Year
In order for a member to join the PMI San Diego Chapter, they must first register through PMI global. The cost to join PMI is $129 + a one-time $10 application fee.

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

USD is a proud sponsor of PMI® San Diego Chapter

PMI, PMP, PMBOK and the PMI Registered Education Provider Logo are registered marks of the Project Management Institute, Inc.
Real Estate Finance, Investments and Development Certificate

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

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

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

Schedule
Courses meet once a week for four sessions at the University of San Diego and scheduled in the evenings from 6PM to 9:10PM

REP-X806
CEQA Seminar
This seminar was designed for professionals interested in land development and environmental law by providing an overview of the key local, state and federal environmental regulations that govern land use. The seminar will review current trends, as well as, review major environmental issues confronting land use development and offer proactive site planning and design techniques to minimize environmental impact and promote sustainability.

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.
Business Courses & Certificates

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-X815
Real Estate Market Analysis
1 unit | Elective | This course is aimed at providing students with a foundational understanding for real estate market analysis, reviewing highest and best uses for a given site and a longer-term planning vision for a market site. Students will focus on various property types including but not limited to housing, office, industrial and retail property.

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-X840
Real Estate Projects in Action
Over a series of 8 weeks students will visit four distinct sites. Each session will take place at a new location, where the instructor and project developer will explain the evolution of that particular real estate development. The projects visited and studied represent a variety of uses --- residential, office, retail/restaurants, hotel and mixed-use in distinct San Diego markets.

Real Estate Finance, Investments and Development Certificate

Continued from previous page

In partnership with

Burnham-Moores Center for Real Estate
University of San Diego School of Business

The Burnham-Moores Center for Real Estate collaborates with the University of San Diego’s Professional and Continuing Education to offer a Real Estate, Finance, Investments and Development Certificate. Courses are designed especially 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. Visit sandiego.edu/realestatecertificate for more information.
## Core Courses and Enrollment Links

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Term</th>
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<td>Urban Development Strategies</td>
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<td>Real Estate Investment &amp; Income Analysis 101</td>
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<td>Classroom</td>
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<td>REP-X816</td>
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<td>FA</td>
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<td>Legal Aspects of Real Estate</td>
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<td>Classroom</td>
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<td>SU</td>
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## Elective Courses and Enrollment Links - 2 Required

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<td>REP-X818</td>
<td>Property Management</td>
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**Certificate Fee** (One-time fee)

- $45

## Outside Certificate Course and Enrollment Link

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*Schedule and Tuition subject to change*
Classroom

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

Courses and Certificate Program

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

Who Should Attend

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

Schedule

Courses meet once a week for four sessions at the University of San Diego and scheduled in the evenings from 6PM to 9:10PM

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

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

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

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

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

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

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

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

Continued from previous page

## Course Schedule and Enrollment Links

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Term</th>
<th>Location/Format</th>
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<tr>
<td><strong>MKT-X810 Building Your Brand and Website Foundation</strong></td>
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<td><strong>MKT-X811 Principles of SEO and Onsite Optimization</strong></td>
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**Certificate Fee** (One-time fee) 

$45

*Schedule and Tuition subject to change

USD Professional and Continuing Education is a proud partner of the SoCal Marketing Club. **Learn more about the SoCal Marketing Club.**

(619) 260-4565 | sandiego.edu/businessprograms
Test Preparation Courses

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

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

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

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

GRE Course
Develop and apply vocabulary skills and critical reading methods to tackle the exam. Review basic and complex math principles to improve performance on the GRE.

FE Fundamentals of Engineering Exam, Other Disciplines Preparation
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 try.

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

aPHR
The aPHR certification can assist professionals who are just beginning their HR career or who are transitioning into the HR profession. Our course covers all the material on the exam during comprehensive course.

PHR / SPHR
The PHR or SPHR certifications can assist HR professionals with career advancement or transition. Our course covers technical and operational aspects of HR practices, laws and regulations in the US as well as additional topics.
## Test Preparation Courses

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
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<th>*Price</th>
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<td><strong>GRE Course</strong></td>
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<tr>
<td><strong>FE Fundamentals of Engineering Exam, Other Disciplines Preparation</strong></td>
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<td><strong>Certified Paralegal Knowledge Exam Preparation</strong></td>
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*Schedule and Tuition subject to change

Contact our Enrollment and Student Services department to get started today!
Monday through Friday  | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585  | Toll Free (888) 321-6658  | continuinged@sandiego.edu
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
Open Campus

Concurrent enrollment for the community in USD campus courses.

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

Search for Open Campus Courses

Application Process

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

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

Steps for Application

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

Please note the following items before applying:

- All applications must be accompanied by a $45.00 non-refundable application fee.
- Required credentials:
  A. Official transcripts of any attempted college work.
  B. Official final high school transcript or proof of high school graduation or equivalent.
- Open Campus limited to a maximum of six courses per semester, with a cumulative total of eighteen semester units maximum.
- All semester deadlines apply in the case of Open Campus. Those enrolled in Open Campus attend class with degree-seeking students and participate in the same course activities and requirements.
- Please check transferability requirements of your home institution if you plan to transfer credits earned through USD's Open Campus. USD does not guarantee transfer of credit. All transfer decisions are up to your home institution.
- 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.

Contact Us (619) 260-4585
(888) 321-6658 | continuinged@sandiego.edu
Drive Organizational Success with Practical, Results-Driven Training Programs

USD’s fully customized training solutions are developed to meet your organization’s unique needs.

Every custom training engagement begins with a meeting between USD’s instructional designers and our partner client to identify knowledge gaps and prioritize training objectives. When you work with USD, you can feel confident knowing that the educational program you bring to your team will be designed to address your organization’s exact needs. We understand that no two companies are alike, and never use the same curriculum twice. We draw on the university’s strong connections to the community and its proven commitment to academic excellence.

Create a solution with USD!
- 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 us to discuss your needs and request a proposal. (619) 260-4585 | continuinged@sandiego.edu
Featured Corporate Training

Drive Your Organizational Success with Practical, Results-Driven Training Programs

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.

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.

Lean and Six Sigma Certificates
Gain the Critical Skills You Need to Lead a Process Improvement Team
More than $6 million savings was achieved by a recent cohort of student graduates who collectively saved their companies this amount. 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.

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.

Learn more! Contact us to discuss your needs and request a proposal.
Andrew Drotos, Director of Professional and Public Programs
(619) 260-5986 | adrotos@sandiego.edu
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.

<table>
<thead>
<tr>
<th>Business Programs</th>
<th>Test Preparation</th>
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</thead>
<tbody>
<tr>
<td>Elva Marin, Sr. Program Coordinator</td>
<td>Cathie Barclay, Sr. Program Coordinator</td>
</tr>
<tr>
<td>619-260-5976</td>
<td><a href="mailto:emarin@sandiego.edu">emarin@sandiego.edu</a></td>
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<tr>
<td>Educator Programs</td>
<td></td>
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<tr>
<td>Jeanne Heaphy, Sr. Program Manager</td>
<td></td>
</tr>
<tr>
<td>(619)260-7582</td>
<td><a href="mailto:jheaphy@sandiego.edu">jheaphy@sandiego.edu</a></td>
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<tr>
<td>English Language Programs</td>
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<tr>
<td>Francine Chemnick, Director</td>
<td></td>
</tr>
<tr>
<td>(619) 260-7621</td>
<td><a href="mailto:francinechemnick@sandiego.edu">francinechemnick@sandiego.edu</a></td>
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<td>Customized Programs</td>
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<tr>
<td>Andrew Drotos, Director of Professional and Public Programs</td>
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<tr>
<td>(619) 260-5986</td>
<td><a href="mailto:adrotos@sandiego.edu">adrotos@sandiego.edu</a></td>
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