Submitted for Approval
Education and Training Request
Title 38, United States Code

Name of Institution: College of Extended Studies
San Diego State University

Physical Address: 5250 Campanile Drive
San Diego, CA 92182

Mailing Address: 5250 Campanile Drive
San Diego, CA 92182

Telephone Number:
Dean’s Office: (619) 594-5821
Registrar: (619) 594-5152
Cashiers: (619) 594-2606

Military and Veterans Services Representative:
Fatima Peyton
Phone: (619) 594-3047
Email: cesveterans@mail.sdsu.edu

Fax:
Main: (619) 594-8566
Registration Office: (619) 594-0147

The information contained in this bulletin is true and correct in content and policy.

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The College of Extended Studies (CES) at San Diego State University (SDSU) provides lifelong learning courses, seminars, certificates, training programs, and degree programs to students in San Diego, California, and the nation, as well as throughout the world. Career advancement courses are offered in such areas as management, health care, sustainability, digital media, hospitality and tourism, leadership, English as a Second Language, accent reduction, quality improvement, web design, and more. Additionally, the College offers over 40 certificate programs, online courses, and many other learning opportunities. The mission of the College of Extended Studies is to provide self-support education and training to enhance careers and transform lives and organizations.

The College’s vision is to be recognized as the educational leader in innovative and responsive approaches to the development and delivery of programs and services to diverse populations globally, leveraging the unique San Diego geographic location and international prestige to continuously expand lifelong learning.

Veterans and military, including spouses and family members, are a time-honored population of students that CES is proud to serve. The College established what is considered to be the first continuing education veterans and military education coordinator position in the country. CES helps lead California State University in the design of professional online graduate programs tailored for veterans and active duty military to prepare them for high-paying, high-demand jobs in science and technology.

In the effort to provide veterans and military with another vehicle to obtain certification for job growth or a new career utilizing their G.I. benefits, the College of Extended Studies has received veterans’ benefits approval for 19 career and employment-related certificate programs. These classroom and online certificate programs have proven successful as career-building courses and are among the more than 40 certificate programs offered through the College of Extended Studies globally.

Whether conducting/supporting formal certificate or degree programs and initiatives such as My Career Advancement Account for military spouses, Troops to College, or career-building certificate programs, the SDSU College of Extended Studies is committed to serving the military through face-to-face, online, and blended courses where and when students desire to learn.
College Administrators

Dean ........................................................................................................................................ Dr. Joe Shapiro
Associate Dean .................................................................................................................. Ms. Francesca Ringland
Executive Director, Professional Development ................................................................. Ms. Tamara McLeod
Executive Director, American Language Institute ......................................................... Ms. Barbara Bass
Executive Director, Marketing and Public Relations ....................................................... Mr. Dale Bonifield
Executive Director, New Initiatives and Outreach .......................................................... Wendy Evers
Registrar ........................................................................................................................................ Ms. Cherie Bloodworth
Veterans Record Clerk/VA Certifying Official ................................................................. Ms. Fatima Peyton

ADVISORY BOARDS

Business of Wine Advisory Board
Jesse Rodriguez, sommelier, Studio Montage Laguna Beach; Lisa Lipton, national chair, American Institute of Food and Wine; Michael A. Cheatham, CSW, CSS, WLS, CSWE, independent wine educator and consultant; Jim Kern, owner, Holiday Wine Cellar; Linda Kissam, owner, Kissam Consulting; John Alonge, author, Wine Heretics Bible; William Byxbe, dean emeritus, SDSU College of Extended Studies; Carl Winston, director, SDSU’s School of Hospitality and Tourism Management; Peggy Evans, executive director, Temecula Valley Winegrowers Association; Lisa Redwine, advanced sommelier, food and beverage manager, The Marine Room and La Jolla Beach and Tennis Club; Gus Vizgirda, winemaker, Wilson Creek Winery; Frank Mangio, owner, MPC Advertising; Deborah Lazear, CSW, owner, Wine and Food: Uncorked; Ken Mills, CEO/president, Wine Steals

Contract Management
Jack Friery, attorney at law; Daniel Chalfant, Accenture; Steven Schaap, Booz Allen Hamilton; Jack Pellegrino, County of San Diego; Joni Shirley, Integrits; Mark Deffley, SAIC; Gunnar Schalin, San Diego Contracting Opportunities Center; Thomas Roy, San Diego County Regional Airport Authority

Human Resource Management
Peggy Keers, Harrah’s Rincon Casino and Resort; Sue Fox, Helix Water District; Dr. Michelle Dean, College of Business Department of Management; Anita Caro, Sharp Healthcare Human Resources specialist; David Shon, Sharp Healthcare Human Resource specialist; Deborah Buzan, Cymer Inc.; Dawn Meyers, Marriot, Gaslamp Quarter; Dorothy Olson, freelancer, Callaway Golf; Steve Potter, Global VP of HR, Tapestry Solutions; Jean Center, consultant, Center Group Consulting; Danielle Moore, associate, Fisher and Phillips LLP; Steve Thompson, president, Aspen Risk Management Group

Lean Enterprise
Lauren Abrams, Abrams Consulting; Joe Colarusso, JVC Consulting; Jeff Foster, San Diego Zoo Global; Kevin Limbach, Taylor Made-Adidas Golf; Jim McKechnie, Epsilon System Solutions; Sammy Obara, Honsha Associates; Michael O’Neill, CareFusion; Tracy O’Rourke, Catalyst; Mike Osterling, Osterling and Associates; Michael Samudio, Rudolph and Sletten

Project Management
Sean Boucek, Booz Allen Hamilton; Pam Bothello, Cubic Defense Applications; Veeral Chudasama, CareFusion; Jack Grucza, Cobham; Carrie Hoff, County of San Diego; Shannon Hoolihan, SCH Consulting; Will Kim, Northrop Grumman; Cindy Long, San Diego Gas and Electric; Ron Manning, Sony; Edwina McKinney, McKinney and Associates; Paul Morris, City of San Diego; Jerine Rosato, San Diego Unified Port District; Charlie Zigelman, General Dynamics/NASSCO
INSTRUCTIONAL FACILITIES

The college’s physical address is 5250 Campanile Drive, San Diego, CA 92182. We have two buildings housing a total of 49 classrooms, three computer labs, and a language lab. Of those, 23 classrooms have full-length windows for natural light and can accommodate groups of 10 to 200. All rooms can be equipped to meet instructional needs with white boards, easels and pads, and a full range of audio/visual and computer equipment requirements. Both buildings have wireless Internet access and all of the classrooms have Internet access.

Adjacent to the college’s classroom facility is a five-level parking structure to accommodate students who drive. The San Diego Trolley and mass transit buses make frequent stops at the campus throughout the day and evening.

San Diego State University campus hosts numerous student services:

- Career Services (619) 594-6851
- Counseling and Psychological Services (619) 594-5220
- Student Disability Services (619) 594-6473
- Campus Ombudsman (619) 594-2383
- Student Health Services (619) 594-5281
- Center for Student Rights and Responsibilities (619) 594-3069
- Campus Library (619) 594-6724
- Aztec Shops Bookstore (619) 594-7525
- Aztec Recreation Center (ARC) (619) 594-7529
- Mission Bay Aquatic Center (858) 488-1000

San Diego State University is host to numerous student eateries:

- Aztec Market
- Betty’s Hotdogger
- Big City Bagels
- Chipotle Mexican Grill
- Daphne’s Greek Express
- Juice It Up
- Olive Oil Cafe
- Oggi’s Pizza
- Panda Express
- Rubio’s Fresh Mexican Grill
- Salad Bistro
- So-Cal Chicken
- Starbucks Coffee
- Shakesmart
- Subway
- Sushi Do
- The Dining Room
- The Habit Burger Grill
- University Towers Kitchen
- Vinnie’s Pizza, Pasta, and Sandwiches
Entrance/Admission Requirements

Though no formal admission procedures are required for most individual certificate courses, students seeking to complete certificate programs must meet admission requirements specific to the desired certificate program. Entrance requirements for specific certificate programs are listed under each program in the course description of this bulletin.

Enrollment Policy

Students may register for courses, classes, and programs at the College of Extended Studies Office of the Registrar, Monday-Thursday, 8 am-6 pm, Friday, 8 am-5 pm, and select Saturdays, 8-10 am, via the online registration system available through the college’s website (neverstoplearning.net) or by mail. Each certificate program maintains individual course enrollment policies which are detailed in each course description.

A. Credit Evaluation Policy

The college will inquire about each veteran or eligible person’s previous education and training, and request transcripts from all prior institutions, including military training, traditional college coursework, and vocational training. Transcripts will be evaluated and credit will be granted as appropriate. The veteran or eligible person will be notified of the evaluation results via an official letter.

Attendance Policy

A. Absence from Class

Drop Policy

Students who do not meet prerequisite requirements can be dropped at the start of each individual course. Any student dropped by the instructor during this period will be notified of the action by official letter delivered through U.S. post and/or via email. It is the student’s responsibility to keep a current email and official mailing address on file with the registration office. To re-enroll, the student must receive permission from the program coordinator, the instructor, and if a veteran receives veterans educational benefits, from the College of Extended Studies Veterans Affairs Office.

Religious Observances

By the end of the second week of classes, students should notify the instructors of affected courses of planned absences for religious observances. Instructors shall reasonably accommodate students who notify them in advance of planned absences for religious observances.

B. Tardiness

Students enrolled in classroom instruction are expected to attend class at the posted time. Online requirements for attendance and tardiness are detailed within each course description.

C. Interruption for Unsatisfactory Attendance

Attendance is an important criterion used to evaluate successful completion of all courses. Unless otherwise noted, participants are required to attend 60% of the course of instruction to pass the class.

Note: The noncredit Professional Certificate Program in Meeting and Event Planning requires students to attend 100% of each course to receive a passing grade. Online requirements for attendance and tardiness are detailed within each course description.

D. Class Attendance

Students are expected to attend scheduled classes.

E. Make-up Work

Make-up work may be required for any absence.

F. Leave of Absence

Students desiring a Leave of Absence from class must submit such a request in writing to the College of Extended Studies, Registration Office. The request will be forwarded to the respective program coordinator and director for final disposition. Students will be notified in writing of approval or disapproval of their request and the determination of such via mail within seven business days upon receipt of the request.
Progress Policies (Credit/Noncredit Courses)

Letter Grading Guidelines (Credit Courses)

Plus and minus grading is used at the College of Extended Studies at the discretion of the instructor.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-93</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>84-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-83</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>74-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-73</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>64-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-63</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
</tr>
</tbody>
</table>

A: Outstanding achievement, highly accomplished (generally, 10-15% of students)
B: Praiseworthy performance, definitely above average (generally, 30% of students)
C: Average, awarded for satisfactory performance, the most common grade (generally, the remainder of the students)
D: Minimally passing
F: Failing
I: Incomplete. This temporary designation is given to a student who formally requested and were allowed extra time to complete an assignment. Incomplete grades can only be assigned when a student has not completed the work required in the class and has made arrangements with the instructor prior to the end of class to make up that work. Incomplete grades can be carried on the system one (1) year for state-supported credit classes or 30 days for Professional Development Programs’ noncredit classes, after which the student will receive a grade for that class.
IC: Incomplete Charged. This grade is given to a student who fails to complete the required course work within the allowed time limit. IC is counted as a failing grade.
W: Withdrawn. This grade is assigned only with confirmation that the student has officially withdrawn from the class through the college registrar.
WU: Withdrawal Unauthorized. Awarded to those who unofficially drop the course, do not attend, etc. WU is treated as a failing grade. When submitting a WU, the instructor must report the last known date of attendance by the student.

Grading Guidelines (Noncredit Courses)

Unless otherwise noted in the course description, the following matrix will be used for all noncredit certificate program courses for measuring student progress/achievement.

- Excellent: 90-100%
- Above Average: 80-89%
- Average: 70-79%
- Marginal: 60-69%
- Unsatisfactory: Below 59%
- Incomplete: Did not complete course

A student must maintain an overall grade point average of 2.0 or a letter grade of “C” or better for credit courses and a grade average of “Average” (70-79%) or better for noncredit courses to graduate from a professional certificate program.

Failure to maintain an overall grade point average of 2.0 or a letter grade of “C” or better for credit courses and a grade average of “Average” (70-79%) or better for noncredit courses for two consecutive semesters will result in the loss of veterans education benefits.

Note: The noncredit Professional Certificate Program in Meeting and Event Planning has a specific scoring policy of pass/fail based upon attendance and student overall performance in class.
Suspension and Reinstatement of Veterans Education Benefits

Suspension of Veterans Education Benefits
Veterans education benefits will be suspended if any one of the following conditions occurs within two consecutive semesters:

1. A grade average that falls below 2.0 or a letter grade of “C” for credit courses;
2. A grade average that falls below the grade of “Average” (70-79%) for noncredit courses;
3. And/or a failure of a second course of instruction, regardless of whether or not the student switches certificate programs.

The College of Extended Studies, Military and Veterans Services representative will provide assistance and counseling as needed.

Reinstatement of Veterans Education Benefits
To reinstate veterans education benefits, students are required to wait a minimum of one semester from the date of suspension. Students must submit a written request to the College of Extended Studies, Registrar’s Office. The request must:

1. Stipulate the circumstance(s) that caused the unsatisfactory performance that prompted the suspension of veterans education benefits and,
2. Produce evidence that the conditions that prompted the suspension are corrected to prevent further disruption.

The CES Office of the Registrar will forward the request to the program director and CES Military and Veterans Services Office for review and final approval. Students will receive notification by official letter delivered through the U.S. mail concerning the final disposition of their request.

Conduct Policy

Student Conduct and Grievances
Inappropriate conduct by students or by applicants for admission is subject to discipline on the San Diego State University campus. The Center for Student Rights and Responsibilities coordinates the discipline process and establishes standards and procedures in accordance with regulations contained in Sections 41301 through 41304 of Title 5, California Code of Regulations. These sections are as follows:

41301. Standards for Student Conduct
San Diego State University is committed to maintaining a safe and healthy living and learning environment for students, faculty, and staff. Each member of the campus community must choose behaviors that contribute toward this end. Student behavior that is not consistent with the Student Conduct Code is addressed through an educational process that is designed to promote safety and good citizenship and, when necessary, impose appropriate consequences.

A. Student Responsibilities
Students are expected to be good citizens and to engage in responsible behaviors that reflect well upon their university, to be civil to one another and to others in the campus community, and contribute positively to student and university life.

B. Unacceptable Student Behaviors
The following behavior is subject to disciplinary sanctions:

1. Dishonesty, including:
   a. Cheating, plagiarism, or other forms of academic dishonesty that are intended to gain unfair academic advantage.
   b. Furnishing false information to a university official, faculty member, or campus office.
   c. Forgery, alteration, or misuse of a university document, key, or identification instrument.
   d. Misrepresenting oneself to be an authorized agent of the university or one of its auxiliaries.
2. Unauthorized entry into, presence in, use of, or misuse of university property.
3. Willful, material, and substantial disruption or obstruction of a university-related activity, or any on-campus activity.
4. Participating in an activity that substantially and materially disrupts the normal operations of the university, or infringes on the rights of members of the university community.
5. Willful, material, and substantial obstruction of the free flow of pedestrian or other traffic, on or leading to campus property or an off-campus university-related activity.

6. Disorderly, lewd, indecent, or obscene behavior at a university-related activity, or directed toward a member of the university community.

7. Conduct that threatens or endangers the health or safety of any person within or related to the university community, including physical abuse, threats, intimidation, harassment, or sexual misconduct.

8. Hazing or conspiracy to haze. Hazing is defined as any method of initiation or pre-initiation into a student organization or student body, whether or not the organization or body is officially recognized by an educational institution, which is likely to cause serious bodily injury to any former, current, or prospective student of any college, community college, university, or other educational institution in this state (Penal Code 245.6), and in addition, any act likely to cause physical harm, personal degradation, or disgrace resulting in physical or mental harm, to any former, current, or prospective student of any college, community college, university, or other educational institution. The term “hazing” does not include customary athletic events or college-sanctioned events. Neither the express or implied consent of a victim of hazing, nor the lack of active participation in a particular hazing incident is a defense. Apathy or acquiescence in the presence of hazing is not a neutral act, and is also a violation of this section.

9. Use, possession, manufacture, or distribution of illegal drugs or drug-related paraphernalia, (except as expressly permitted by law and university regulations) or the misuse of legal pharmaceutical drugs.

10. Use, possession, manufacture, or distribution of alcoholic beverages (except as expressly permitted by law and university regulations), or public intoxication while on campus or at a university-related activity.

11. Theft of property or services from the university community, or misappropriation of university resources.

12. Unauthorized destruction, or damage to university property or other property in the university community.

13. Possession or misuse of firearms or guns, replicas, ammunition, explosives, fireworks, knives, other weapons, or dangerous chemicals (without the prior authorization of the campus president) on campus or at a university-related activity.

14. Unauthorized recording, dissemination, or publication of academic presentations (including handwritten notes) for a commercial purpose.

15. Misuse of computer facilities or resources, including:
   a. Unauthorized entry into a file, for any purpose.
   b. Unauthorized transfer of a file.
   c. Use of another's identification or password.
   d. Use of computing facilities, campus network, or other resources to interfere with the work of another member of the university community.
   e. Use of computing facilities and resources to send obscene or intimidating and abusive messages.
   f. Use of computing facilities and resources to interfere with normal university operations.
   g. Use of computing facilities and resources in violation of copyright laws.
   h. Violation of a campus computer use policy.

16. Violation of any published university policy, rule, regulation, or presidential order.

17. Failure to comply with directions of, or interference with, any university official or any public safety officer while acting in the performance of his/her duties.

18. Any act chargeable as a violation of a federal, state, or local law that poses a substantial threat to the safety or well-being of members of the university community, to property within the university community, or poses a significant threat of disruption or interference with university operations.

19. Violation of the Student Conduct Procedures, including:
   a. Falsification, distortion, or misrepresentation of information related to a student discipline matter.
   b. Disruption or interference with the orderly progress of a student discipline proceeding.
c. Initiation of a student discipline proceeding in bad faith.
d. Attempting to discourage another from participating in the student discipline matter.
e. Attempting to influence the impartiality of any participant in a student discipline matter.
f. Verbal or physical harassment or intimidation of any participant in a student discipline matter.
g. Failure to comply with the sanction(s) imposed under a student discipline proceeding.

20. Encouraging, permitting, or assisting another to do any act that could subject him or her to discipline.

C. Application of this Code

Sanctions for the conduct listed above can be imposed on applicants, enrolled students, students between academic terms, graduates awaiting degrees, and students who withdraw from college while a disciplinary matter is pending. Conduct that threatens the safety or security of the campus community, or substantially disrupts the functions or operation of the university is within the jurisdiction of this Article regardless of whether it occurs on or off campus. Nothing in this Code may conflict with Education Code section 66301 that prohibits disciplinary action against students based on behavior protected by the First Amendment.

D. Procedures for Enforcing this Code

The chancellor shall adopt procedures to ensure students are afforded appropriate notice and an opportunity to be heard before the university imposes any sanction for a violation of the Student Conduct Code.

41302. Disposition of Fees, Campus Emergency, Interim Suspension

The president of the campus may place on probation, suspend, or expel a student for one or more of the causes enumerated in Section 41301. No fees or tuition paid by or for such student for the semester, quarter, or summer session in which he or she is suspended or expelled shall be refunded. If the student is readmitted before the close of the semester, quarter, or summer session in which he or she is suspended, no additional tuition or fees shall be required of the student on account of the suspension. During periods of campus emergency, as determined by the president of the individual campus, the president may, after consultation with the chancellor, place into immediate effect any emergency regulations, procedures, and other measures deemed necessary or appropriate to meet the emergency, safeguard persons and property, and maintain educational activities.

The president may immediately impose an interim suspension in all cases in which there is reasonable cause to believe that such an immediate suspension is required in order to protect lives or property and to ensure the maintenance of order. A student so placed on interim suspension shall be given prompt notice of charges and the opportunity for a hearing within ten days of the imposition of interim suspension. During the period of interim suspension, the student shall not, without prior written permission of the president or designated representative, enter any campus of the California State University other than to attend the hearing. Violation of any condition of interim suspension shall be grounds for expulsion.

REFUND POLICY

You may withdraw from a course by completing an official transaction form at the College of Extended Studies. Non-attendance or notifying the instructor does not constitute officially dropping or withdrawing from a course. Students who stop attending credit courses without officially dropping will receive a grade of WU or No Credit in the class. Refunds are not automatic. NO refunds are due unless the course is officially dropped within stated guidelines in the refund schedule. Students can expect to receive refunds approximately four weeks from the date the request is received. Refunds may be applied against other amounts due the University.

Refund Schedule

A. Withdrawal in person or postmarked at least one working day before the first day of class – total fee minus $5 if class fee is less than $50, or $17 if class fee is $50 or more. (All credit course refunds are subject to a $17 administrative charge plus ASB/student fees will be deducted after the first class session.)

B. Refund requests on or after the first day of class must be made in writing. Unless otherwise stated, in courses of five or more meetings, 65% of the fee will be refunded until 25% of the course time has elapsed, after which time there is no refund. For courses that contain four or fewer class meetings there is no refund. Online course meetings are equal to one week of class time. Withdrawal or refund made after the last day of class will be by petition only for serious and compelling reasons.
C. The following Professional Development/Certificate program online courses have a special refund policy: Construction Online and Health Care Online. Prior to receiving a password and logging into your online course, we must receive total fee minus $5 if class fee is less than $50, or $17 if class fee is $50 or more. All credit course refunds are subject to a $17 administrative charge plus ASB/student fees. Once a student has been issued a password by the online provider, and logged into the course, refunds will not be issued.

D. Professional Development Online (PDOL) refund policy: refunds will not be issued after a course has started. If a course has not started, refunds will be issued up to three months after the enrollment date (no refunds after the three-month period), minus a $17 administrative fee.

E. Decision on withdrawals and refunds will be based on the date when written withdrawal notice is received by the College of Extended Studies. Drop requests received by mail are effective as of the postmark date of the drop request.

F. See Open University Registration Information (neverstoplearning.net/openu) for refund schedule. Instructor’s signature is required to drop or withdraw from courses at any time.

Late Program Changes
Adds/drops/refunds requested after deadline dates may be initiated by petition only. Obtain a “Petition for Special Consideration” form from the Office the Registrar, College of Extended Studies. Petitions will only be considered for serious and compelling reasons beyond the student’s control. Documentation is necessary for consideration.

Reimbursement to Veterans and Eligible Persons
(Dispends/Family Members of Veterans)
For information or for resolution of specific payment problems, the veteran should call the Department of Veterans Affairs nationwide toll-free number at (888) 442-4551.

Instructional Schedule
A. Classroom training is offered on Sundays, Mondays, Tuesdays, Wednesdays, Thursdays, Fridays, and Saturdays depending on the requirements of the individual course. Online course schedule is specified in each course description.

B. Class periods vary due to the nature of each course and are specified in each course description.

C. San Diego State University and the College of Extended Studies adhere to the academic calendar listed below and are closed on the holidays listed:

**Academic Calendar**

<table>
<thead>
<tr>
<th>Fall Semester 2014</th>
<th>Spring 2015 Holidays</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 18-Dec. 31</td>
<td>Jan. 20 Martin Luther King Jr. Day</td>
</tr>
<tr>
<td>Fall Holidays 2014</td>
<td>March 30-April 3 Spring Recess</td>
</tr>
<tr>
<td>Sept. 1 Labor Day</td>
<td>March 31 Cesar Chavez Day</td>
</tr>
<tr>
<td>Nov. 11 Veterans Day</td>
<td>Summer 2015 Semester</td>
</tr>
<tr>
<td>Nov. 27 and 28 Thanksgiving Break</td>
<td>Summer session dates to be determined.</td>
</tr>
<tr>
<td>Dec. 23-26 Winter Break</td>
<td>Summer 2015 Holidays</td>
</tr>
<tr>
<td>Jan. 1, 2015 New Year’s Day</td>
<td>May 25 Memorial Day</td>
</tr>
<tr>
<td>Spring Semester 2015</td>
<td>July 4 Independence Day</td>
</tr>
<tr>
<td>Jan. 16-May 19</td>
<td></td>
</tr>
</tbody>
</table>

9
Professional Certificate Programs, Courses, and Fees
This certificate program prepares students for success in wine-related occupations. Courses provide students with industry knowledge and skills from the most basic terms to the more detailed aspects of the wine industry.

**Who Should Attend**
Restaurant managers, owners, entrepreneurs, winery employees, event planners, bartenders, bar managers, distribution and retail sales employees, wine enthusiasts, and anyone interested in moving into a hospitality career.

**Skill Sets**
Students will learn:
- The complexities of the industry by going behind the scenes to understand how to make a great product
- The various market segments from beverage to luxury wine
- How to use social media in producing higher revenue for their business
- How to use data to track industry trends.
- How to develop strategies and solutions for critical issues

**Certificate Requirements**
Students must successfully complete the following:

**Core Courses (all four)**
- Exploring Wine
- Wine Making Behind the Scenes
- Business Opportunities in the Wine Industry
- Dynamic Wine and Food Pairing

**Elective Courses (choose two)**
- Wine List Creation
- The Character of Wine
- Marketing Wine: From Global to Local
- Wine Flaws and Faults
- Sensory Evaluation

**Intensive Courses (choose three)**
- California Wines
- French Wines
- Italian Wines
- Spanish Wines
- Burgundy Wines
- Dessert Wines
- South American Wines
- Australian Wines
- Austrian/German Wines

**Prerequisites:** Students must be 21 years of age to register for this program.
**Note:** Students must start their certificate with Exploring Wine.
**Total Time:** 84-87 hours (noncredit certificate program).
**Location:** SDSU Extended Studies Center, with some classes held at off-campus sites.

**Career Pathways**
- Hospitality Worker
- Food and Beverage Worker
- Winery Staff
- Restaurant Manager or Owner
- Bar Manager
- Event Planner
- Distribution and Retail Sales Employee
- Vineyard Owner

**Course Descriptions**

**Exploring Wine**
This course takes students on a journey around the world of wine. Topics covered include: history, grape varietals, viticulture, language and labeling, tasting, as well as guest speakers from the wine industry who offer their expertise. This is an extensive overview of the role and influence of wine in history and today’s culture.

**Total Time:** 15 hours | **Fee:** $339

**Wine Making Behind the Scenes**
This course will give true insight into the way wine is made by visiting a winery. Learn “from grape to table” the philosophy, manufacturing, and operations of the wine business. Basic knowledge of state regulations will be examined as well as discussion focusing on how climate, soil, and perception relate to profit. Classes will be held at a winery in San Diego.

**Location:** Varies; on location at different wineries.
**Total Time:** 9 hours | **Fee:** $239
Business Opportunities in the Wine Industry
This course presents an overview of the many possibilities in this exciting industry through exploring current wine market trends and an analysis of issues involved in wine business start-ups and potential strategies for success. Production, importing, distribution, and retail segments will be examined through a specific case-study approach. Pricing, positioning, marketing, and operations components will be analyzed as they relate to the wine business model. You will earn how to develop a business plan specific to the wine industry. Guest speakers will share their real-life experiences and perspectives.

Total Time: 15 hours | Fee: $339

Dynamic Wine and Food Pairing
A passionate day of wine, cuisine, and education awaits. This class helps students understand and appreciate how food and wine complement one another. Students also learn the correct temperature at which to serve wine. The instructor combines these and other exciting topics in an enjoyable day at one of the fabulous local wineries.

Total Time: 7.5 hours | Fee: $299

Wine List Creation
Learn how to create an elegant, diverse, and cost-effective wine list. Topics include: how to determine and achieve a profitable wine cost percentage; the language of buying wine; how allocated wine can help and hinder your program; proper wine markups; inventory controls; how to converse with wine vendors, importers, and suppliers; and writing a list that is appealing to the guest and fulfills the needs of the beverage manager.

Total Time: 9 hours | Fee: $239

The Character of Wine
Character can be defined as a wine with top-notch distinguishing qualities. Learn what is involved in creating the character of red, white, or blush wines. In this class, students learn the basic mechanics of wine making, concerns winemakers face, and decisions they make during the process. This course reviews in detail the differences involved in making quality wine varietals.

Total Time: 9 Hours | Fee: $239

Marketing Wine: from Global to Local
This course provides a foundation in the sales and marketing of wine. The markets and sources are global but students need local knowledge to be successful. It also covers the size, scope, and trends of worldwide production and consumption, and the different cultures and practices. Selling wine to a population of one billion in China may seem exciting, but weekends in a winery tasting room in Ramona or Campo might be a more attainable vocation. And while the Internet is a useful tool, there are more failures than successes, as in any line of business. Class topics include the world wine market, sales and marketing, and the impact of new media.

Total Time: 9 hours | Fee: $239

Wine Flaws and Faults
This course provides students with the insight needed to identify, and accurately describe various wine flaws and faults. Learn the basic mechanics of wine making and the results of wine making when carelessness and elements beyond the control of the winemaker produce an “off character” in wine such as volatile acidity, TCA, and Brettanomycs. This course is ideal for restaurant managers, wait staff, winery employees, bartenders, and anyone interested in wine careers.

Total Time: 7.5 Hours | Fee: $209

Importing and Distribution
Alongside the more pleasurable aspects of traveling to picturesque regions and tasting wine to make portfolio selections, wine importing and distribution involves a comprehensive understanding of warehousing, budgeting, time management, marketing, branding, packaging, pricing, licensing, regulations, shipping, and working with wholesalers and retailers. In a crowded field one has to represent the right wines. More importantly, one must to transcend the wine by developing relationships with customers that not only make the sale, but can mean the difference between success and failure. This class will introduce students to the resources and real-world advice to create a strong business model and a portfolio to match. This class focuses on laying the foundation for an import and distribution business that reflects today’s trends and market conditions.

Total Time: 9 hours | Fee: $239

(continued on the next page)
Sensory Evaluation
Learn how to taste wine like a professional. This course will teach students how to objectively evaluate a wine by sight, smell, and taste. Students learn the building blocks of blind tasting, or how to use sensory information to help determine the quality, origin, age, and varietal composition of a wine. The definitions of common tasting jargon will be provided so that students can effectively join the conversation.

Total Time: 6 hours | Fee: $209

Intensive: French Wines
France has some of the world’s most prestigious, complex, and commercially successful wine regions. Through extensive tastings, this course will cover the wines of Burgundy, Alsace, Côtes du Rhône, Bordeaux, Loire, and Champagne. Students learn about varietals, wine production by region, terroir, vineyard sites, and quality levels.

Total Time: 9 hours | Fee: $239

Intensive: Italian Wines
Italy is the second-largest wine producing country in the world and is a key exporter to the United States. Knowledge of Italian wine is critical to the wine profession. Through extensive tastings, this course will cover the wines of Piemont and Tuscany. Students will learn about varietals, wine production by region, terroir, vineyard sites, and quality levels.

Total Time: 9 hours | Fee: $239

Intensive: Spanish Wines
Spain has more land planted with grapes than any wine-producing country in the world and is ranked third in global wine production. Spain has much to offer the world of wine. There is something for everyone in this amazing wine-rich country. Class tastings will sample wines from growing regions that are well established (Rioja) and up-and-coming. Students learn about Spain’s wine history, varietals, wine production by region, terroir, vineyard sites, and quality levels.

Total Time: 9 hours | Fee: $239

Intensive: Dessert Wines
Explore the world of sweet wines produced globally. Delve into different styles from both old world and new world countries. Students will also explore different styles such as VDL, VDN, Fortified, Late Harvest, Botrytis, Ice, and Solera. For each style, students learn the methods of production, and how to pair these wines with desserts, cheeses, and even savory foods.

Total Time: 9 hours | Fee: $239

Intensive: South American Wines
The United States wine market has witnessed a huge increase in South American wine imports over the last 20 years. This course will cover the history, geographic locations, climate, soils, wine laws, grape varieties, and important wine producing regions of South America. Students will taste and focus intensively on the wines of Chile and Argentina with a brief introduction to Brazil, Uruguay, and Peru.

Total Time: 9 hours | Fee: $239

Intensive: Australian Wines
Australian wine history dates back over 200 years, and wine regions span a vast area of a large continent with amazing diversity in climate, soils, winemaking, and wine styles. Explore in detail, this country whose exports to the U.S. have undergone an enormous evolution in the past 30 years, but as a category it is still very much misunderstood and undefined. Australia is poised on the cusp of an exciting reemergence, redefined beyond warm climates and generic styles. Students also learn about the origins of Australia’s wine industry, what influenced wines then, and what influences them today.

Total Time: 9 hours | Fee: $239

Austrian/German Wines
The Austrian and German class will showcase an understanding of wines and the regions of the Mosel, Nahe, Rheingau, Rheinhessen, and Pfalz regions of Germany. For Austria, the focus will be on Niederosteriech.

Total Time: 9 hours | Fee: $239
This program is intended for students who want to prepare for an exciting, challenging and rewarding career in health care as a clinical medical assistant. According to the U.S. Department of Labor, employment for medical assistants is expected to grow by 35 percent over the next decade. Medical assistants perform routine clinical tasks to keep the offices of physicians, podiatrists, chiropractors, and optometrists running smoothly.

Upon successful completion of the SDSU College of Extended Studies comprehensive Clinical Medical Assistant program, students will have the skills necessary to gain employment in a number of capacities. Job opportunities will be prevalent in physician’s offices, clinics, chiropractor’s offices, and outpatient facilities.

Who Should Attend
Professionals and individuals interested in entering the growing health care market as a clinical medical assistant.

Skill Sets
This program will train students to assist physicians by performing functions related to the clinical responsibilities of a medical office. Students will receive the necessary training and skills required to take the National Healthcareer Association (NHA) Certified Clinical Medical Assistant (CCMA) national examination.

Certificate Requirements
Students must successfully complete the 140 hours of instruction to earn the certificate.

Prerequisites: Must be a high school graduate or possess a GED equivalent. To be eligible for the 160-hour clinical rotation, students must successfully complete the 140-hour classroom instruction, submit to a thorough background check, and drug screening.

Total Time: 140 classroom hours + 160 hours of clinical externship = 300 hours

Location: SDSU Extended Studies/Gateway Center.

Fee: $2,998

Career Pathways: Medical assistants perform routine clinical tasks to keep the offices of physicians, podiatrists, chiropractors, and optometrists running smoothly.

Course Description
Instruction includes preparing patients for examination and treatment, routine laboratory procedures, diagnostic testing, technical aspects of phlebotomy, and the cardiac life cycle. Students will review important topics including phlebotomy, pharmacology, the proper use and administration of medications, taking and documenting vital signs, cardiology including proper lead placements, professional workplace behavior, ethics, and the legal aspects of health care.

Clinical Externship: The program includes a 160-hour clinical externship rotation which allows the student to apply and solidify the skills learned and performed in class.

Certification Exam: Upon successful completion of this program, students are eligible to sit for the National Healthcareer Association (NHA) Certified Clinical Medical Assistant (CCMA) national examination. For more information, go to nhanow.com/about-nha.aspx

Key Areas Covered in This Course
- Introduction to Medical Assisting
- The clinical environment
- Diagnostic testing and procedures in the medical office
- Lab skills
- Assisting with surgeries, medications, IV therapies and medical specialties
- Phlebotomy and Point of Care testing
- Cardiac anatomy and physiology and 12-lead electrocardiography

Detailed Course Topics Covered in This Course
- Function of the clinical medical assistant in a medical office
- Introduction to health care facilities
- Medical terminology
- Anatomy of each of the body systems to include the heart, conduction system, circulation of the heart and blood vessels
- Care and safety of patients, medical and legal aspects, and work ethics
- Effective verbal and non-verbal communication
- Interpersonal skills and human behavior
- Phone in prescriptions to various pharmacies
- Confidentiality and HIPAA
- Take patient medical histories
- Update patient medical files
- Instruct patients on proper usage of medications
- Vital signs and documentation
- Phlebotomy including venipuncture and capillary sampling
- Collecting non-blood specimens and point of care testing
- Performing 12-lead EKGs, EKG strip analysis (P,Q,R,S,T wave form)
- Prepare and assist with medical examinations
- Take blood pressure and body temperatures
- Apply sterile dressings
- Prepare patients for x-rays
- Perform various injections
- Perform peripheral IVs
- Administer oral medications
- Aseptic technique and infection prevention
- Assist with minor surgeries
- Proper use and disposal of biohazards and sharps
The Professional Certificate in Construction Estimating Online will help prepare students for success as a construction estimator and bidder.

Who Should Attend
Construction workers, contractors, industry professionals, and estimators, interested in construction estimating and bidding to enhance current skills or transition into a new career.

Skill Sets
Students will learn:
- Hands-on estimating with quantity takeoff, pricing and bidding
- Mathematical skills that can be applied to the construction trade
- Five types of estimates and how to organize an estimating document
- How to determine profit and overhead markup, and construction costs
- Problem solving in general conditions – civil work, concrete, and masonry

Certificate Requirements
Students must successfully pass five of the six courses listed:

- Introduction to Construction Estimating
- Essential Construction Math
- Construction Blueprint Reading
- Estimating and Bidding I
- Estimating and Bidding II
- Construction Materials and Processes

No entrance exams are required. Course times are scheduled year-round to be compatible with your work commitments. Each course meets online for ten weeks. Discussions using an online bulletin board afford the opportunity to examine everyday construction challenges shared by others in the construction industry.

Prerequisites: Adult learner must have access to a computer, Internet service, and an active email account.

Total Time: Courses are 10 weeks in length. Actual online learning time varies based on the amount of interaction between students. Each student will spend approximately 7 hours per week, 70 hours per course for a total of 350 hours.

Note: This is a credit course of instruction. Each course is for three Professional Development Units. Total = 24 PDUs. For more information on earning credit for this course, please call (619) 594-6924. This program is authorized by San Diego State University’s College of Engineering and is endorsed by the San Diego Chapter of the American Society of Professional Estimators.

Program Advisor: Bob George has extensive experience in construction estimating and project management and is an active member of several professional organizations. He has instructed in college-level programs throughout San Diego County. In this program, he will present experts in the various fields of construction practices.

Location: Online. This is an Internet-based course of instruction.

Career Pathways
- Construction Estimator
- Construction Bidder
- Construction Planner
- Site Supervisor
- Construction Superintendent
- Foreman

Course Descriptions

Construction Blueprint Reading
This course is designed to help participants learn to read the drawings used to communicate information about building construction projects. At the completion of the course, students will have an elementary knowledge of blueprint reading as it relates to building construction projects, and will understand in general terms the design process and the role of design professionals.

Fee: $576

(continued on the next page)
Construction Materials and Processes
Examines the materials used to construct a variety of structures, highways, utilities, and residential buildings. Includes terminology; interpretation of plans; and specifications to assure that correct materials are ordered, applied, and utilized. Methods of identifying materials delivered to the job site, methods of handling, quality control procedures for testing, and inspection of private and government work will be emphasized. Special emphasis will be given to the relationship of each material to the Uniform Building Code.

Fee: $576

Essential Construction Math
This class is intended to develop mathematical skills that can be applied to the construction trade through practice and application. This course is an introduction to other courses in construction. While it is not a prerequisite for any other classes, it does provide a foundation for them.

Fee: $576

Estimating and Bidding I
Students will learn estimating problem-solving in general conditions, civil work, concrete, and masonry (excavation, backfill, grading, paving, landscaping, etc.). Hands-on estimating with quantity take-off, pricing, and bidding is stressed. Uniform cost-index categories one through four will be covered.

Fee: $576

Estimating and Bidding II
Students will do quantity surveys and material take-offs while practicing cost estimating and will learn bidding and submission practices and principles. Uniform cost-index categories five and above will be covered.

Fee: $576

Introduction to Construction Estimating
After completing this course, students will understand the different types of estimates and how to organize an estimating document. Levels of estimates, quantity take-off techniques, materials pricing methods, and labor productivity rates will be addressed. Students will learn how to determine profit and overhead markup and how to determine construction costs.

Fee: $576
SDSU College of Extended Studies
Professional Certificate in Construction Practices Online provides an excellent overview of the basic principles of the management and technological aspects of the modern construction process. Discussions using an online bulletin board afford the opportunity to examine every day decision-making problems shared by those in the construction industry. No entrance exams are required.

Who Should Attend
Professionals within the construction field and individuals who want to begin a career in this dynamic industry.

Skill Sets
Students will develop the skills for project planning, blueprint reading, estimating, and bidding. The student will gain an understanding of the practices and principles of bid submission and contract law. Various forms of materials in relation to the construction project will be taught.

Certificate Requirements
To earn the Professional Certificate in Construction Practices Online, a student must successfully pass eight of the nine courses listed:

- Estimating and Bidding I
- Estimating and Bidding II
- Cost Awareness and Production Control
- Construction Planning and Scheduling
- Construction Materials and Processes
- Contract Documents and Construction Law
- Introduction to Construction Estimating
- Construction Blueprint Reading
- Essential Construction Math

Prerequisites: Adult learner must have access to a computer, Internet service, and an active e-mail account.

Total Time: Courses are 10 weeks in length. Actual online learning time varies based on the amount of interaction between students. Each student will spend approximately 7 hours per week, 70 hours per course, for a total of 350 hours

Note: This is a credit course of instruction. Each course is for three Professional Development Units. Total = 24 PDUs. For more information on earning credit for this course, please call (619) 594-6924.

Program Advisor: Bob George has extensive experience in construction estimating and project management and is an active member of several professional organizations. He has instructed in college-level programs throughout San Diego County.

In this program, he will present experts in the various fields of construction practices.

Location: Online. This is an Internet-based course of instruction.

Career Pathways
- Construction Estimator
- Construction Bidder
- Construction Planner
- Site Supervisor
- Construction Superintendent
- Foreman

Course Descriptions

Essential Construction Math
This class is intended to develop mathematical skills that can be applied to the construction trade through practice and application. This course is an introduction to other courses in construction. While this class is not a prerequisite for any other classes, it does provide a foundation for them.

Professional Development Credit: three units
Fee: $576

Introduction to Construction Estimating
After completing this course, students will understand the different types of estimates and how to organize an estimating document. Levels of estimates, quantity take-off techniques, materials pricing methods, and labor productivity rates will be addressed. Students will learn how to determine profit and overhead mark-up and how to determine construction costs.

Professional Development Credit: three units
Fee: $576

Estimating and Bidding I
Students will learn estimating problem-solving in general conditions, civil work, concrete, and masonry (excavation, backfill, grading, paving, landscaping, etc.). Hands-on estimating with quantity take-off, pricing, and bidding is stressed. Uniform cost-index categories one through four will be covered.

Professional Development Credit: three units
Fee: $576
Estimating and Bidding II
Students will do quantity surveys and material take-offs while practicing cost estimating and will learn bidding and submission practices and principles. Uniform cost-index categories five and above will be covered.

Professional Development Credit: three units
Fee: $576

Cost Awareness and Production Control
This course is for construction company employees and owners who are involved in the construction of a building. The four elements of cost control (budget reports, cost reporting, subcontractor control, and change order control) will be covered. Key topics include an overview of construction accounting processes, and how cost reporting interrelates with estimating and financial reports developed for management by accountants.

Professional Development Credit: three units
Textbook: *Understanding and Managing Project Costs, STP Unit 6, 5th Edition* (participants manual)
Fee: $576

Construction Planning and Scheduling
Students will learn how to plan, prepare, and update construction project schedules in this online course. Through the use of case studies, learn how to define construction activities, determine activity duration, and assemble the activities into a logical construction schedule. Learn to create and use bar charts and critical path schedules.

Professional Development Credit: three units
Textbook: *Planning and Scheduling, STP Unit 5, 5th Edition* (participants manual)
Fee: $576

Construction Materials and Processes
Examines the materials used to construct a variety of structures, highways, utilities, and residential buildings. Includes terminology; interpretation of plans; and specifications to assure that correct materials are ordered, applied, and utilized. Methods of identifying materials delivered to the job site, methods of handling, quality control procedures for testing, and inspection of private and government work will be emphasized. Special emphasis will be given to the relationship of each material to the Uniform Building Code.

Professional Development Credit: three units
Fee: $576

Contract Documents and Construction Law
This online course focuses on understanding the relationship between contract documents and the construction process.

Professional Development Credit: three units
Fee: $576

Construction Blueprint Reading
This course is designed to help participants learn to read the drawings used to communicate information about building construction projects. At the completion of the course, students will have an elementary knowledge of blueprint reading as it relates to building construction projects, and will understand in general terms the design process and the role of design professionals.

Fee: $576
The Professional Certificate in Construction Supervisory Series Online will help prepare students for success in the construction occupations: construction superintendents, project managers, foremen, estimators, safety directors, field engineers, training directors.

**Skill Sets**
Students will learn:

- Construction management practices for managing people as well as construction projects
- Effective communications skills for leading and motivating workers’ attitudes and performance
- Accident prevention, legal document process, on-site problem solving, cost management, productivity, and planning

**Certificate Requirements**
Students must successfully pass all nine courses listed:

- Leadership and Motivation
- Oral and Written Communications
- Accident Prevention and Loss Control
- Contract Documents and Construction Law
- Problem-Solving and Decision-Making
- Project Management for Construction Supervisors
- Planning and Scheduling
- Cost Awareness and Production Control
- Construction Productivity Improvement
- General and Specialty Contractor Dynamics

The Professional Certificate in the Construction Supervisory Series online is based in part on (and includes) the popular Associated General Contractors (AGC) Supervisory Training Program (STP) series. Students will be issued an AGC certificate of completion for each course successfully completed and a certificate of recognition for completion of the entire certificate program.

**Prerequisites:** Students must have access to a computer, Internet service, and an active email account.

**Total Time:** Courses are ten weeks in length. Actual online learning time varies based on the amount of interaction between students. Each student will spend approximately 7 hours per week, 70 hours per course, for an approximate total of 630 hours.

**Note:** This is a credit course. Continuing Education Units (CEUs) available and accepted by the International Code Council (ICC). CEUs are $30 per class. For more information on earning credit for this course, please call (619) 594-5489.

**Program Advisor:** Bob George has extensive experience in construction estimating and project management and is an active member of several professional organizations. He has instructed in college-level programs throughout San Diego County. In this program, he will present experts in the various fields of construction practices.

**Location:** Online. This is an Internet-based course of instruction.

**Career Pathways**
A construction supervisor who oversees the construction project and manages all aspects of the job site from employee relations to time management of project productivity.

**Course Descriptions**

**Accident Prevention and Loss Control**
This class will focus on managing the construction safety function. Students will learn how to use the project schedule to help prevent losses, and learn how to select methods and equipment to prevent loss and ensure a safe working environment. We will study the delegation of responsibility for safety, equipment maintenance, and common construction hazards. Students will learn how to administer an accident-prevention program at the job-site level and how to handle a job site inspection by a regulatory agency. We will review the documentation, reference materials, and advisory services that are available to the construction supervisor.

**Textbook:** Accident Prevention and Loss Control, STP Unit 7, 7th Edition (participants manual)
**Fee:** $576

**Construction Productivity Improvement**
Organizing a project with productivity improvement as a goal will be studied. Students will learn how to calculate and measure worker productivity. This class will feature personnel management and practice work improvement analysis.

**Textbook:** Productivity Improvement, STP Unit 9, 4th Edition (participants manual)
**Fee:** $576

**Contract Documents and Construction Law**
This online course focuses on understanding the relationship between contract documents and the construction process.

**Textbook:** Contract Documents and Construction Law, STP Unit 4, 6th Edition (participants manual)
**Fee:** $576

(continued on the next page)
Project Management for Construction Supervisors
Students will learn how to plan, organize, and staff a construction project. Planning will be stressed for production and support activities. Students will learn how to formulate policies and procedures.
Textbook: Managing the Project, STP Unit 8, 7th Edition (participants manual)
Fee: $576

Oral and Written Communications
This online course is designed for students to become a more effective supervisor by becoming a more effective communicator. The skills learned will be put to use right away.
Textbook: Oral and Written Communications, STP Unit 2, 5th Edition (participants manual)
Fee: $576

Planning and Scheduling
Students will learn how to plan, prepare, and update construction project schedules in this online course. Through the use of case studies, learn how to define construction activities, determine activity duration, and assemble the activities into a logical construction schedule. Learn to create and use bar charts and critical path schedules.
Textbook: Planning and Scheduling, STP Unit 5, 5th Edition (participants manual)
Fee: $576

Cost Awareness and Production Control
This course is for construction company employees and owners who are involved in the construction of a building. The four elements of cost control (budget reports, cost reporting, subcontractor control, and change order control) will be covered. Key topics include an overview of construction accounting processes, and how cost reporting interrelates with estimating and financial reports developed for management by accountants.
Textbook: Understanding and Managing Project Costs, STP Unit 6, 5th Edition (participants manual)
Fee: $576

Leadership and Motivation
This class will teach the student how to recognize their style of leadership and how to utilize other styles when appropriate. Students will learn how the analysis of worker needs affects worker motivation, the effect that attitudes and abilities have on job performance, and how to positively influence attitudes and abilities.
Textbook: Leadership and Motivation, STP Unit 1, 6th Edition (participants manual)
Fee: $576

Problem-Solving and Decision-Making
The purpose of this class is to provide the student with the knowledge of how to solve and prevent problems and how to make decisions. Students will study technical problems, human performance problems, and scheduling problems.
Textbook: Problem Solving and Decision Making, STP Unit 3, 6th Edition (participants manual)
Fee: $576

General and Specialty Contractor Dynamics
This course explores the dynamic relationships that exist between construction contractors of all types, (general contractors, subcontractors, specialty contractors, material and equipment suppliers), to accomplish the execution of a successful project. This course will help the construction professional to understand and recognize the importance of each part of the construction system and how to coordinate the work within the system.
Textbook: Unit 10, General and Specialty Contractor Dynamics (S), 1st Edition
Fee: $576
This program will give students an in-depth understanding of contracts (federal, state, local and commercial) and procurement processes through best practice contracting examples.

Learn how to develop proposals that will be responsive to customers’ requirements, negotiate contracts that will contribute to the company’s success, and effectively manage contracts through completion. Students will also learn about critical legal issues that may arise and how they may affect customers and the company.

This program, authorized by San Diego State University’s College of Business, is offered in cooperation with the San Diego Chapter of the National Contract Management Association.

Who Should Attend
Attorneys
Contract Managers: Corporate/Commercial/Professional
Defense Contractors
Procurement Managers
Anyone submitting proposals to commercial contractors
Anyone submitting proposals to federal, state and local governments

Skill Sets
Students will learn:
- Concepts, terminology, and essential rules of contract management
- Contract types most frequently used in federal contracting, including factors in their selection, applicable clauses, and the basic principles and limitations governing their use
- Effective solicitation review, proposal writing strategies and techniques, proposal review scenarios, and appropriate communication methods for various proposal and contractual situations
- How to prepare for negotiations, fact finding, tactics and strategies, bargaining, post-negotiation requirements, and negotiation psychology

Certificate Requirements
Students must take six core and four elective courses. The advanced certificate is earned by taking four additional electives. Students must successfully complete each course within three years of starting the program to receive a certificate.

Core Courses
- Introduction to Contract Management: Principles of the Acquisition Process (classroom or online; varies by semester)
- Contract Types and Methodologies (online)
- Effective Negotiation Skills and Techniques I
- Essential Contract Management Techniques
- Proposal Writing and Communication
- Legal Aspects of Contracts

Elective Courses
- Teaming, Partnering and Subcontracting
- International Contracting (online)
- Sourcing and Cost/Price Analysis
- Intellectual Property and Licensing (classroom or online; varies by semester)
- Ethical and Regulatory Aspects of Contracting
- Financial Management of Government Contracts
- Effective Negotiation Skills and Techniques II
- Fundamentals of the FAR (online)
- Earned Value Management

Prerequisites: High school diploma or equivalent.

Total Time: 180 hours for the basic certificate; 252 hours for the advanced certificate.

Location: SDSU Extended Studies/Gateway Center, and online.

Career Pathways
- Contract Managers/Writers (Commercial, Professional, and Corporate)
- Procurement Managers

Course Descriptions
Introduction to Contract Management: Principles of the Acquisition Process
(Recommended first class in the program.)

The entire spectrum of the contracting process (market research to contract closeout) at federal, state, commercial, and international levels will be covered. Topics include: past performance, socioeconomic programs, oral proposals, the political process, plus emerging topics. Students will learn the concepts, terminology, and essential rules of contract management; and gain a solid foundation for more advanced studies in contracting.

Fee: $379
Contract Types and Methodologies
Designed to provide a working knowledge of contract types, grants, and effective contracting methodologies. Students will receive an overview of the contract types most frequently used in federal contracting, including factors in the selection of contract types, applicable contract clauses, as well as the basic principles and limitations governing their use. Course topic will also cover how contracts differ from grants.
Fee: $379

Effective Negotiation Skills and Techniques Level I
This course is designed to enhance knowledge of negotiations and provide negotiating experience to individuals involved in contract administration, pricing, purchasing, project management, marketing, and engineering. Classes will include a combination of lectures (covering buyer, seller, government, and commercial perspectives) and cases where opposing teams will conduct mock negotiations, seeking to reach agreement on a variety of issues. Specific topics will include preparation for negotiations, fact finding, tactics and strategies, bargaining, post-negotiation requirements, and negotiation psychology.
Fee: $379

Proposal Writing and Communication
This course will focus on writing effective proposals (cost and business volumes) and other communication topics encountered in the contracting environment. Topics will include effective solicitation review, proposal writing strategies and techniques, proposal review scenarios, and appropriate communication methods for various proposal and contractual situations. A number of case studies and hands-on exercises involving verbal and written communication scenarios will be utilized to emphasize key concepts.
Fee: $379

Essential Contract Management Techniques
Students will follow the day-to-day management of government and commercial contracts in this course. This will include the review and execution of new contractual authorizations; coping with daily administration matters; obtaining timely and full payments; dealing with contract changes, modifications and terminations; and issuance of subcontracts.
Fee: $379

Legal Aspects of Contracts
This course surveys the legal underpinning for government contracting. It explores the many statutes that tell the government how to buy goods and services, as well as the bidding and negotiation process, socioeconomic programs, bid protests, and contract disputes. New developments in public contracting will be discussed in detail. The course focuses on using a working knowledge of the legal base as a way to solve practical problems in government contracting.
Fee: $379

Teaming, Partnering, and Subcontracting
This course will discuss the strategic and practical aspects of partnering with other companies including the use of a variety of contractual documents to implement these relationships such as teaming agreements, joint ventures, reseller agreements, and subcontracts. The applicability of each potential relationship will be addressed along with implementation practices and risks associated in both the government and commercial business sectors. Emphasis will be on strategy and planning necessary for the successful use of each technique, typical negotiation issues and approaches, and keys to successful management of such agreements once established.
Fee: $379

International Contracting
A practical look at the complexities of international business contracting and an analysis of the laws and risks inherent in transactions that cross national boundaries. Students will be able to recognize the essential contracting elements and discuss appropriate steps/actions in successfully completing international business transactions. Topics include: what is international contracting, key issues and considerations, challenges involving cultural differences, legal requirements, federal government international contracting, export considerations and processes, and international ethics and crimes.
Fee: $379

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Sourcing and Cost and Price Analysis
The emphasis of this course is on how to maximize the use of adequate price competition in the source selection process. It includes how to remove barriers to competition and find qualified, responsible sources at a fair and reasonable price. In the absence of competition, other price analysis methods and techniques are used to develop contract price objectives and provide a basis for negotiation. Instruction covers the application of cost analysis techniques, when it is performed, and how to analyze specific elements of a supplier’s cost. Cost elements include direct material, direct labor, other direct costs, indirect costs, and profit or fee. Using case studies, students will learn about the tools and techniques involved in cost/price analysis.

Recommended Textbook: Balanced Sourcing
Fee: $379

Intellectual Property and Licensing
San Diego is a hotbed of high technology with heavy concentrations of biotech, telecommunication, and defense firms. Many contract managers and procurement professionals encounter intellectual property issues on a daily basis. This course will introduce students to the four areas of intellectual property: patents, trademarks, copyrights, and trade secrets, and how they interact with the contracting/procurement profession. One class session will specifically address the licensing of intellectual property and technology. Students in this course will be able to directly apply course information to their job or business.

Fee: $379

Ethical and Regulatory Aspects of Contracting
What are compliance and ethics and how do they affect the contracting process? This course will discuss practical aspects and critical requirements of compliance and ethics within any organization. Emphasis will be on compliance and ethical issues relating to contracting and the statutory and other regulatory requirements of such programs. Among other topics, the course will cover creating and maintaining an ethical workplace, Sarbanes-Oxley requirements, Stark and Anti-Kickback guidelines, Federal Sentencing Guidelines, the Non-Profit Integrity Act, and federal and state compliance guidance.

Fee: $379

Financial Management of Government Contracts
What students need to know to establish an auditable accounting system for a government contract and financially manage the contract once it’s awarded. This course presents an overview of government cost-accounting practices, concepts and controls; government audit and contractor interface relationships, FAR cost principles, TINA, role of DCAA/DCMA, and emerging patterns of government financial policy.

Fee: $379

Effective Negotiation Skills and Techniques Level II
This course explores advanced negotiations skills that are also applicable to all levels of business interaction. Topics include: multi-levels of communication and their impact on negotiations and business relationships; necessary active listening skills; conflicts due to business disputes and personal interactions; dealing with difficult personalities in negotiations; and the psychological dynamics of how professionals behave and operate to achieve optimal negotiation results. Students will also learn how to strengthen their company’s advantage, despite holding a weak position in negotiations.

Fee: $379

Fundamentals of the FAR
The objective of this course is to prepare the student to use the Federal Acquisition Regulation (FAR) to solve federal contract management issues. The course will cover the origin of the FAR System, the organization and arrangement of the FAR, agency implementation and supplementation of the FAR, deviations from the FAR, and the incorporation of clauses and provisions. Students will learn techniques for researching, interpreting, and applying the FAR to real-world contracting scenarios. The emphasis of the course will be on the development of practical skills.

Fee: $379

Earned Value Management
Learn the best-known technique for monitoring overall project performance against cost and schedule expectations. Gain a big-picture view of how your project is progressing and then drill down to specific problem areas.

Fee: $399
Similar to other growing health care professions, the demand for Electrocardiograph (EKG) Technicians is expected to continue to grow substantially. Approximately 25% more EKG technician jobs will be available by the year 2018. Our comprehensive EKG Technician Certification program prepares students to function as EKG technicians and to take the American Society of Phlebotomy Technician (ASPT) Electrocardiograph (EKG) Technician exam. (Note: There is no phlebotomy [blood drawing] involved in this program.)

Who Should Attend
Professionals and individuals interested in entering the growing health care market as an EKG technician. EKG technicians are responsible for performing electrocardiogram tests to monitor and record electrical impulses transmitted by the heart, and they assist physicians in diagnosing and treating cardiac and blood-vessel irregularities.

Skill Sets
This comprehensive EKG Technician program prepares students to function as EKG technicians. This course includes important practice and background information on anatomy and physiology of the heart, medical disease processes, medical terminology, medical ethics, legal aspects of patient contact, electrocardiography, and stress testing. Additionally, students will practice with EKG equipment and perform hands-on labs including introduction to the function and proper use of the EKG machine, the normal anatomy of the chest wall for proper lead placement, 12-lead placement, and other clinical practices.

Certificate Requirements
Students must attend all 50 hours of instruction, and successfully pass the course and the graded final exam. The final exam will help prepare students for the ASPT – EKG Technician Exam.

Prerequisites: High school diploma or GED. No health care or medical office work experience is required.

Total Time: 50 hours (non-credit, classroom course)

Location: SDSU Extended Studies Center.

Textbooks/Materials: All required textbooks and materials are included.

Fee: $1,499

Career Pathways
EKG technicians work in physician offices, hospitals, clinics, and other health care facilities and organizations. They also work for insurance companies to establish health and life insurance policies. This course of instruction will prepare students for careers as:

- EKG Technicians
- ECG Telemetry Technicians
- Cardiovascular Technicians

Course Description
This intensive course of instruction will prepare students to perform as an EKG technician and sit for the American Society of Phlebotomy Technician (ASPT) Electrocardiograph (EKG) Technician exam. Students will learn the role and the function of the EKG department in a variety of settings to include hospitals, mobile services, medical clinics, and offices. They will also learn medical terminology as it relates to electrocardiography, learn about the care and safety of patients, and how to prepare a patient for monitoring. Students will practice with EKG strips to gain a basic understanding of the heart's anatomy and electrical conduction system. They will also learn how to interpret EKG monitoring, equipment operation and troubleshooting, and 12-lead placements.

Certification Exam
The EKG certification exam is administered by the course instructor after completion of the course. The certification exam is given in cooperation with the ASPT. To take the exam, students must become members of the ASPT. Membership and exam fees are collected by the instructor then mailed to ASPT. ASPT will notify students of their exam results within six to eight weeks of the exam date. The exam fee is not included in the cost of the course.

Note: Each student will have to submit one mounted EKG with the completed certification exam. It must be signed and dated by the instructor and student along with a letter of recommendation from the instructor. The student and instructor will complete this in the classroom.

Additional Information: EKG technicians are required to have an up-to-date Cardiopulmonary Resuscitation (CPR) Basic Life Support (BLS) certification prior to employment.
Every encounter an individual has with the health care system is documented. Lab tests, prescriptions, and trips to the emergency room are all a part of that individual’s health care, so the accuracy of that document is extremely important. Whether in the clinical or administrative field of the allied health-care system, every member is expected to know how to input information into an electronic health record.

The Electronic Health Records Management program focuses on providing the skills necessary to not only input medical information into an electronic system but also the knowledge required to follow the legislation set by the Office of National Coordination for Health Information Technology (ONCHIT) and Health Information Portability and Accountability Act (HIPAA).

Who Should Attend
Professionals and individuals interested in entering the growing health care market as an electronic health records specialist.

Skill Sets
Students will:

- Receive hands-on experience in a computer lab working with the electronic medical software Medcin, creating patient records (lab reports, nurse’s notes, physician’s progress reports, code set applications) and printing reports
- Learn the importance of ensuring that all the information is correct, complete, and legal
- Understand the critical role of protecting the privacy of the patient’s personal health information (PHI) and the legislation governing the electronic transmission of PHI

Certificate Requirements
Students must attend all 105 hours of instruction and successfully pass the course and the graded final exam.

Prerequisites: High school diploma or GED.

Total Time: 105 hours (non-credit, classroom course)

Location: SDSU Extended Studies/Gateway Centers.

Textbooks/Materials: All required textbooks and materials are included.

Fee: $2299

Career Pathways
Electronic Health Records professionals work in various places that include physician practices, hospitals, long-term care facilities, chiropractic practices, physical therapy practices, and other health care facilities. Career titles include:

- Electronic Health Record Professional
- Electronic Health Record Specialist
- Medical Records and Health Information Technician

Course Description
This 105-hour Electronic Health Records Management program prepares students to navigate the complexities of an electronic health-record software system that includes code-set methodologies as they relate to inpatient and outpatient services as well as the legal and ethical components of the Electronic Health Record (EHR). It covers the following key areas and topics:

- Various health-care delivery systems with emphasis on content and documentation requirements of the health record in various settings
- Structural components of the interactive Electronic Health Record (EHR) and how it supports communication and continuity of care including clinical standards such as SNOMED CT, LOINC, and UMLS
- How the EHR impacts work and workflow
- Hands-on experience utilizing an EHR to manage patient visit information, such as examination/assessment notes and treatment plans
- Importance of the medical record as a legal document and the effect of confidential communication laws on the release of medical information such as protected health information and HIPAA
- The legal procedures involved in court disclosure of medical records
- Basic code-set principles and their applications in electronic format with emphasis on the ambulatory/outpatient setting and an introduction to inpatient medical records
San Diego alone is home to thousands of nonprofit organizations ranging from large educational institutions and hospitals to small, start-up agencies. These organizations must compete for funding in an increasingly challenging funding environment. Grant writing is a key component of securing funding for many of San Diego’s most dynamic organizations.

The Professional Certificate in Grant Writing is offered online.

Who Should Attend
New grant writers; employees from nonprofit organizations, city and county governments, chambers of commerce, education (private and public), public health, social work; as well as independent consultants and grant writers needing CEUs.

Skill Sets
The first course in the sequence is an intro-level course for those with little or no experience developing grant proposals. The second course will provide students of all levels with an opportunity to practice and develop writing skills.

Certificate Requirements
Students must successfully complete the following two courses:

  * Introduction to Grants and Funding Research
  * Grant Proposal Developments

Total Time: 20 hours per course.

Course Descriptions

Introduction to Grants and Funding Research
An overview of the grant process including major categories of grant-making agencies, types of grants, and steps in the grant process including finding grants, grant applications, the grant award process, and grant management and compliance.

Fee: $289

Grant Proposal Development
A comprehensive guide to developing, writing, and submitting a winning grant proposal. The course is designed for anyone tasked with developing and writing grant proposals to secure funding for programs, initiatives, and other organizational needs. Students will learn a seven-step process that starts with the basics (making sense of the Request for Proposal), move through developing a compelling program and budget, and end with the submission of a flawless proposal. Students will have ample opportunity to practice their newly acquired skills under the guidance of an expert teacher and will leave the course having mastered a proposal writing technique that will serve them time and again.

Fee: $289
Every company — no matter how small or large — must provide human resources functions. And many of those functions have been streamlined, creating a need for professionals who can hire, train, manage, retain, and develop the workforce. All of which involves strategic planning, addressing legal and ethical issues, managing complex budgets, and guiding organizational behavior and change.

Whether students are new to HR or accomplished practitioners, this program helps them advance their careers by acquiring new necessary skills, and providing practical experience.

Who Should Attend
Anyone interested in working within an organization, representing the company and the employees, consultants, field agents, and potential staffing vendors.

Skill Sets
Students will learn to:
- Identify the core competencies needed for human resources
- Build processes and procedures for a diverse workforce, recruitment, and ROI
- Communicate policies to employees
- Create an environment that attracts and retains top talent
- Understand the role of OSHA, safety, and compensation issues in the workplace

Certificate Requirements
Students must successfully pass these eight courses:

- Introduction to Human Resources
- Human Resources and the Law
- Talent Acquisition
- Human Resources Training and Development
- Performance Management
- Compensation
- Health and Safety Management
- Capstone: Applying HR Management

Perquisites: There are none, but it is highly recommended that Introduction to Human Resources be taken as the first course in this program.

Total Time: 336 hours

Note: This is a credit course. For more information on earning credit for this course, please call (619) 594-2193.

Location: SDSU Extended Studies/Gateway Center.

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Performance Management
This course explores HR's role in establishing a credible performance management system to help an organization maximize productivity. Students will learn strategies and methods for developing assessment tools, evaluating performance, diagnosing performance problems, coaching and counseling, improving employee communication, and offering career guidance.

Fee: $549

HR Management and the Law
This course will outline the legal environment affecting HR management. Students will learn from practical examples about the federal, state, and local laws which regulate and define the employment relationship. Areas covered include: laws governing union organizing; EEO and affirmative action law; health, safety, and workers compensation regulations; leaves of absence and the ADA; and compliance with employee pay and benefit rules.

Fee: $549

Compensation
Each major foundational aspect of employee compensation will be reviewed in this class. Students will learn a practical approach to building a sound compensation program through lectures, case studies, and team projects. Topics will include job analysis, job descriptions, job evaluation, salary surveys, salary structures, pay for performance, benefits, and incentives.

Fee: $549

HR Training and Development
Maintaining a highly productive workforce through the use of training will be covered in this course. Students will learn about the training function and its relationship to a high performing organization. Also included will be a look at teambuilding techniques as part of the human resource function.

Fee: $549

Capstone: Applying Human Resources
Students will propose and carry out a guided project that will allow them to demonstrate the HR skills learned and create a tangible product that will be useful on the job. For example, students completing this course have drafted new policies and compliance plans for their companies, developed compensation programs to motivate sales people in their organization, planned new employee orientation programs, and created green plans to promote sustainability throughout their companies.

Fee: $549
Developed to respond to the vision of the U.S. Department of Homeland Security, SDSU’s new International Security and Trade program focuses on the powerful economic engine of the U.S.-Mexico border and how to increase security as well as trade revenue for both nations.

This online program is designed for professionals from a wide variety of backgrounds in Customs and Border Protection, law enforcement, trade, or related fields interested in developing a diverse understanding of the challenges facing the optimization of international borders as driving forces for economic growth and security.

This is an online, Professional Development Credit certificate program.

Workplace Benefits
- Explore emerging cross-border career opportunities
- Broaden horizons and gain insight into the future of the industry
- Attain cutting-edge skills for career advancement by integrating diverse technologies and workflows to enable increased international trade and security
- Assist in developing new visions for trade and security solutions and work to implement them both locally – along the U.S.-Mexico border – and globally
- Help pioneer solutions with technologies like smartphones, mobile devices, and cross-border collaboration of appropriate officials, agencies, and companies
- Interact with other industry professionals to develop the collaboration between trade and security, as well as to build relationships for accomplishing projects and creating solutions

Career Pathways
Customs and Border Protection, law enforcement, trade, or related fields interested in optimizing international borders as opportunities for economic growth and security.

Certificate Requirements
Students must successfully complete four of the five courses listed below:

Required Courses
- International Trade Optimization, Overview and Opportunities
- Law-Enforcement for International Security and Trade

Elective Courses (choose two)
- Earth Systems, Natural Disasters, and International Security and Trade
- Critical Infrastructure Protection in International Trade and Security
- Mexican Business Perspective and Collaboration in International Security and Trade

Prerequisites: None.
Fee: $1,200 per course ($400/unit x 3 units/course)
Courses (scheduled to begin Fall 2014)

Introduction to International Security and Trade
Introduction to linking global trade and security as complementary activities, especially at the U.S.-Mexico border. By integrating technology, sensors, computing, and government regulations to a common goal, this class will focus on the big picture of global international trade optimization.

International Law Enforcement for Trade and Security
Learn the aspects of law enforcement training and planning needed to fulfill unique missions surrounding trade and security in an emerging world of asymmetric threats and globalization. Focus is on collaboration, information sharing, intelligence, and threat analysis in public and private sectors.
Earth Systems, International Security and Trade
Earth’s dynamic systems such as natural disasters can alter the flow of people, goods, and services. The supply of raw materials and manufactured products is key to global trade and security. This class will build a science framework for international trade optimization including during disasters.

Cyber Security and Trade
Cyber security, cyber warfare, and cyber espionage topics are explored as they relate to international security and trade including the positive influence of cyber activities in appropriately protecting and enabling trade, much like packets on the Internet move information. This class will focus on using Internet-related software and quality of service as metaphors for the “Internet of Everything” to assist in moving trade and enhancing security at the same time.

Mexican Perspective of International Security and Trade
Since Mexican manufacturing and transport companies account for a majority of the workflow at the U.S.-Mexico border, this class will focus on relevant Mexican laws, supply chain systems, and business interactions across the border in normal business operations from a Mexican perspective. Through this perspective of Mexican academic and business interaction, students will better understand the complex linkage of trade and security across the U.S.-Mexico border.

This program also supports the goals of the International Network of Customs Universities (incu.org), which promotes academic excellence in customs matters. SDSU is one of only a few INCU-member universities in the United States.
In today's economy, companies that win are the companies delivering the highest quality product and services while dealing with budgetary constraints, inventory, personnel, equipment, and supplies. How do the winners surmount these obstacles to achieve peak performance? One fundamental strategy is the Lean philosophy of eliminating waste with a focus on the customer.

SDSU College of Extended Studies Professional Certificate in Lean Enterprise is a heavily interactive course designed to facilitate hands-on learning and immediate application to any organization. As project team members, students will implement Lean concepts to their respective organizations, improving quality while decreasing costs.

Who Should Attend
Professionals from any company in any industry seeking to improve their organization. Lean concepts apply to a variety of industries – manufacturing, health care, financial, government, military, service, maintenance, construction, defense, and many more.

Skill Sets
Students will learn the Lean philosophy of achieving significant improvement in performance through elimination of waste in the total business process through a hands-on team project that will have immediate cost-saving results.

Certificate Requirements
Students must attend all 84 hours of course instruction; pass an assessment; work on a team project, deliver results, and present the project. This includes project mentoring and final project review.

Prerequisites: A high school diploma or equivalent.

Total Time: 84 hours (12-week course of classroom instruction)

Location: SDSU Extended Studies/Gateway Centers, Hardy Avenue entrance; and three scheduled tours of local companies successfully implementing Lean practices. (locations vary from semester to semester.)

Fee: $2,699

Career Pathways
Production Manager
Plant Engineer
Plant Manager
Efficiency Manager
Improvement Manager
Director of Operations
Operations Manager
VP of Operations
Project Manager

Course Description
Through the topics listed below, students will learn how to improve quality while decreasing costs, reducing inventory and removing waste, and how to develop a closer relationship with the customer.

Lean Basics and Simulation (8 hours)
Lean principles, tools, and application. Interactive simulation teaches how to implement Lean principles to operations, achieving rapid and dramatic results.

Plan Do Check Act (PDCA) and A3 (8 hours)
Via examples and simulations, learn the crucial PDCA/A3 technique heavily enforced by Toyota and top Lean organizations. Learn how to think in an A3 format, how to solve a problem by addressing its root cause.

Value Stream Mapping – Current (8 hours) and Future State (8 hours) (with tours)
Map value streams and develop current state and future state maps of an organization.

Facilities Layout/Cellular Flow/Change Management/Standard Work (8 hours)
Learn a systematic, team-based approach to designing and implementing cells, thereby increasing productivity, reducing inventory, and decreasing costs. Manage change through effective communication. An important final step, standard work allows Lean improvements to remain in effect.
Administrative Lean/Kaizen Events (8 hours)
Eliminate waste in sales, order entry, new product design, inventory control/management, purchasing, invoicing, scheduling, production control, and accounting. This focused, team approach gets fast, measurable results, decreases resistance to change, and makes use of employees’ intelligence and creativity.

Visual Workplace and 5S (8 hours)
5S system results in less waste, better space utilization, higher productivity, improved morale, and a safer environment.

Quick Changeover/Mistake Proofing (4 hours)
Change the long “set-up” from hours to minutes. Create a mistake-proof environment, not errors.

Creating a Sustainable Lean Culture (4 hours)
The effectiveness of a Lean implementation depends on the ability to develop the underlying culture of Lean thinking to support continuous growth and improvement. This workshop explores the foundations of Toyota’s unique culture and helps students understand their role in supporting the transition from conventional to Lean culture.

Metrics and Incentives (4 hours)
Identify incentives that drive the outcomes desired in a Lean operation.

Equipment Management (4 hours)
Learn total productive maintenance in the Lean facility, including equipment design and automation issues.

Team Project Presentations (8 hours)
Teams formed at the beginning of the semester will present results of their own Lean improvements. Projects will be evaluated to meet the experience requirements of the Bronze Level Lean Certification.
Just as the marketing landscape has evolved into a multichannel discipline, SDSU’s College of Extended Studies has evolved its certificate programs in this industry. We’ve taken the best curricula from our existing programs in Marketing and Media, and Digital and Social Media, and combined them into the most career-enhancing certificate program on the market. The new Marketing and Digital Media program will provide all the skills and knowledge students need to succeed in today’s digital environment. Students can tailor the curriculum to their career aspirations, and even take additional courses and receive a specialty certificate, further enhancing their résumé.

The programs were developed in partnership with SDX (formerly the San Diego Ad Club), the San Diego Press Club and the SDSU School of Journalism and Media Studies, and are taught by professionals who are leaders in their field.

Who Should Attend
Working professionals within the fields of journalism, public relations, advertising, marketing, and multimedia content production as well as anyone who wants to enter these exciting careers.

Option One: Professional Certificate in Marketing

Skill Sets
Students will learn:

- The current and future state of the industry via lectures and panel discussions
- How to define marketing and create a marketing plan system and business profile
- The value of research and knowledge
- How to determine objectives, create strategies, develop budgets, measure results
- The fundamental components of sales and the keys to successful sales
- How to determine what the client wants and needs
- Structure and best practices of television, newspapers, Internet, magazines, and radio

Certificate Requirements
To earn the Professional Certificate in Marketing, students must successfully pass six of the eight courses listed:

- Defining and Positioning a Brand
- Creating the Marketing Plan
- Developing the Creative Brief
- Mobile Marketing
- Social Media Strategies for Business
- Media Planning and Buying
- Media Sales and Promotion
- Generating Ad and Marketing Campaigns that Work

Note: This is a noncredit program.

Prerequisites: There are no prerequisites for this course.

Total Time: 72 hours of classroom instruction (three hours per week per course for four weeks = 12 hours per course).

Location: SDSU Extended Studies/Gateway Center, unless otherwise noted.

Career Pathways
Those aspiring to positions in marketing, advertising, sales, newspapers, magazines and public relations such as account reps, project managers, sales representatives, public relations managers, and creative coordinators.

Course Descriptions

Defining and Positioning a Brand
Kick off the Marketing and Media program by learning how to identify and understand target market(s) and create and position a brand identity. In this fast-paced course, students learn how to differentiate a company from the competition, how to position a brand in the marketplace by creating a cohesiveness of internal efforts and focus, and how consumer perceptions are formed from brand execution, advertising, and marketing communications.

Textbooks: The Brand Gap, Zag
Fee: $329
Early Registration Fee: $309

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Creating the Marketing Plan
This course teaches marketing plan basics, from completing a competitive assessment to creating a strategic communications platform. Learn what’s required to move from planning to action, evolving the plan with changing conditions. Key topics include: working through the planning process, identifying the “value proposition,” using market research effectively, determining the competitive business profile, setting practical goals and objectives, cultivating strategies, and measuring results. Students will also learn how to distill the plan’s primary elements into an “elevator pitch” format, and how to anticipate – and respond – to boardroom-caliber questioning.

Textbook: The Marketing Plan
Fee: $329
Early Registration Fee: $309

Mobile Marketing
With mobile devices in the hand of 91% of U.S. citizens (source: Morgan Stanley), mobile marketing is quickly becoming the most powerful tool for marketing a business. In this course, students will learn how to effectively use mobile platforms, such as smartphones, tablets, and iPads, as key tools in optimizing mobile marketing strategy. Learn how to integrate social and traditional marketing into mobile efforts and effectively increase audience engagement. Key topics include “What is Mobile Marketing?,” “Reaching a Mobile Audience,” “Planning a Mobile Marketing Strategy,” and “Mobile Integration.”

Fee: $329
Early Registration Fee: $309

Social Media Strategies for Business
An in-depth study of how businesses and organizations use social media tools as part of their communications programs. Learn how the most popular applications in the social media arena can be used to accomplish marketing goals and build awareness for an organization. Build a company profile and following on Facebook, Twitter, Pinterest, YouTube, and more to engage with customers and enhance professional communications.

Fee: $329
Early Registration Fee: $309

Media Planning and Buying
An introduction to the subject of evaluating and selecting media to meet specific strategic marketing goals. Class covers a broad spectrum of decisions that must be made when working with media. Key topics include: types of media e.g., electronic, print, and out-of-home; advantages and limitations of all media; components of the media plan including target audience, geography, seasonality, communication objectives, media budgeting, media strategies and tactics; and media buying methods.

Fee: $329
Early Registration Fee: $309

Media Sales and Promotion
A look at the benefits and challenges of a career in media sales. Study the building blocks to a sale – research, promotion, and other collateral areas. Understand what the client wants and needs for promotion. Learn the current and future state of the industry via lectures and panel discussions with practicing professionals. Key topics include: the fundamental components of sales, the keys to successful sales, and where the industry is going.

Fee: $329
Early Registration Fee: $309

Generating Ad and Marketing Campaigns that Work
This capstone course puts to use everything learned in the program. The entire class becomes a virtual full-service marketing and advertising agency, selects a business to pitch, and creates the plan and campaign to win the business. Key topics include: the campaign planning system, the creative process, the client’s situation analysis, branding, positioning, and the big idea.

Fee: $329
Early Registration Fee: $309

Option Two: Professional Certificate in Digital Media
Skill Sets Students Will Learn
■ How to build a web presence, including a website, a blog, photographic content, and a video
■ Develop skills in social media and search engine optimization (SEO)
Certificate Requirements
Students must successfully pass six of the courses listed:

- Publishing on the Web
- Photography in the Digital Age I
- Photography in the Digital Age II
- Video Production for Digital Media Platforms I
- Video Production for Digital Media Platforms II
- Increasing Traffic to Your Website I (SEO)
- Increasing Traffic to Your Website II (SEO)
- Understanding Social Media
- Social Media Strategies for Business
- Mobile Marketing
- Digital Copy Editing and Design

Prerequisites: Students will be expected to have a digital still camera, flash drive, and free Google Gmail account. Additional equipment and software will be provided for use during certain class sessions.

Program Structure: Participants will work in a computer lab setting for some classes.

Note: This is a noncredit program.

Career Pathways
Those aspiring to positions in marketing and communications, advertising, public affairs, journalism, public relations, and multimedia content production.

Course Descriptions

Publishing on the Web
An introduction to web publishing tools, and the basics of publishing content on the Internet. Learn how to set up a web presence, how to blog and how to post regular content on the web. Also learn how and when to use the web’s many free or low-cost applications to increase website traffic and ensure site loyalty.

Location: SDSU computer lab
Total Time: 15 hours
Fee: $329
Early Registration Fee: $309

Photography in the Digital Age I
Through a series of hands-on drills, participants will learn the fundamentals of photography, including light, moment, color, and composition. Participants will shoot every week during class, learn to make adjustments to their images using Adobe Photoshop, and will also complete a short photo project outside of class. Through weekly critiques, participants will learn from the instructor and their peers while developing their skills in discussing and thinking about visual literacy. New Adobe Cloud software is used.

Location: SDSU computer lab
Total Time: 16 hours
Fee: $349
Early Registration Fee: $329

Photography in the Digital Age II
Building upon skills learned in Photography in the Digital Age I, participants will learn more advanced photographic techniques to create images with feeling, mood, and depth. Participants will take part in weekly shooting exercises both in and out of class and will complete an in-depth photo project outside of class. Through weekly critiques, development of Adobe Photoshop toning techniques, and lessons in editing and sequencing images, participants will develop a portfolio tailored to their skills and professional needs. Photography in the Digital Age I, or instructor approval of photography portfolio is required. New Adobe Cloud software is used.

Location: SDSU computer lab
Total Time: 16 hours
Fee: $349
Early Registration Fee: $329

Video Production for Digital Media Platforms I
An introduction to online video production: learn how to produce videos with consumer-grade equipment and software. This course covers the basic principles of shooting and editing. Students will use Flip cams (provided) and iMovie or Movie Maker depending on their preferred software platform. Participants will be shown how to host and upload their videos to a website or blog.

Location: SDSU computer lab
Total Time: 16 hours
Fee: $349
Early Registration Fee: $329

Video Production for Digital Media Platforms II
Advanced online video production. This class teaches advanced shooting and editing techniques and utilizes professional-grade equipment and software. Students will shoot broadcast-style packages with Sony HD video cameras and edit using Final Cut Express. Editing software compatible with PCs also will be demonstrated. Video Production for the Web I, or instructor approval, is required. New Adobe Cloud software is used.

Location: SDSU computer lab
Total Time: 20 hours
Fee: $369
Early Registration Fee: $349

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**Increasing Traffic to Your Website I (SEO)**
Explore the fundamentals of search engine optimization. Class covers how to structure websites for SEO and write news or feature content, ads, and headlines to maximize their exposure to various audiences. Class also covers how to use various assessment tools, such as RSS feeds, to measure and improve search results. Working knowledge of Excel recommended.

**Location:** SDSU computer lab  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Increasing Traffic to Your Website II (SEO)**
Class builds on the basics of how to optimize websites to the current growing factors of SEO such as mobile, video, social media, and international. Increasing Traffic to your Website I, or instructor approval, is required.

**Location:** SDSU Extended Studies Center  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Understanding Social Media**
Introduction to web-based social media tools. Get a broad overview of applications such as Google apps, Facebook, Twitter, LinkedIn, Flickr, Skype, and YouTube as media professionals’ tools. Class explores managing online applications, social networks, and web branding.

**Location:** SDSU Extended Studies Center  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Social Media Strategies for Business**
An in-depth study of how businesses and organizations use social media tools as part of their communications programs. Learn how the most popular applications in the social media arena can be used to accomplish marketing goals and build awareness for an organization. Build a company profile and following on Facebook, Twitter, Pinterest, YouTube, and more to engage with customers and enhance professional communications.

**Location:** SDSU computer lab  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Mobile Marketing**
With mobile devices in the hand of 91% of U.S. citizens (source: Morgan Stanley), mobile marketing is quickly becoming the most powerful tool for marketing a business. In this course, students will learn how to effectively use mobile platforms, such as smartphones, tablets, and iPads, as key tools in optimizing mobile marketing strategy. Learn how to integrate social and traditional marketing into mobile efforts and effectively increase audience engagement. Key topics include “What is Mobile Marketing?,” “Reaching a Mobile Audience,” “Planning a Mobile Marketing Strategy,” and “Mobile Integration.”

**Location:** SDSU Extended Studies Center  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Digital Copy Editing and Design**
Learn how to make people click. Write compelling headlines and copy, integrate exceptional images, and master content creation for web communications. This class will cover critical principles of web writing and design, including usability, accessibility, segmentation, scan ability, and more.

**Location:** SDSU computer lab  
**Total Time:** 12 hours  
**Fee:** $329  
**Early Registration Fee:** $309

**Specialty Certificate Options**
Earn the professional certificate then take three additional courses to earn a specialty professional certificate in:
- Marketing
- Digital Media
- Marketing (with an emphasis in Digital Media)
- Digital Media (with an emphasis in Marketing)

**Note:** The additional three courses must be different from those taken to earn the basic certificate. If you've already completed courses under the previous program, they are applicable to these new certificate programs.

**Total Time:** Additional 36-50 hours (on top of the 72-95 hours for the basic certificate).
Medical Billing and Coding is one of the fastest growing careers in the health care industry. The need for professionals who understand how to code health care services and procedures for third-party insurance reimbursement is growing substantially. SDSU College of Extended Studies’ Medical Billing and Coding + Medical Terminology Professional Certificate program gives students the skills needed to succeed in the health care industry as a medical insurance billing and coding specialist.

**Who Should Attend**
Professionals and individuals interested in entering the growing health care market as a medical biller and/or coder.

**Skill Sets**
Students will learn:
- Solve insurance billing problems
- Manually file claims using the CPT and ICD-9 manuals
- Complete common insurance forms, trace delinquent claims, appeal denied claims
- Use generic forms to streamline billing procedures

**Certificate Requirements**
Students must attend all 80 hours of instruction, and successfully pass the course and the graded final exam.

**Prerequisites:** High school diploma or GED. No health care or medical office work experience is required.

**Total Time:** 80 hours (noncredit, classroom course)

**Location:** SDSU Extended Studies/Gateway Centers.

**Fee:** $1,995

**Textbooks:** All required textbooks and materials are included.

**Career Pathways**
Medical billers and coders work in various places that include: physician practices, hospitals, pharmacies, long-term care facilities, chiropractic practices, physical therapy practices, and other health care facilities. Career titles include:
- Medical Biller
- Medical Coder
- Medical Insurance Claims Clerk
- Medical Insurance Coding Specialist

**Course Description**
This intensive course of instruction will begin with an overview of a career as an insurance coding specialist and focus on the proper use of coding and the related CPT and ICD-9 coding manuals. A high-level overview of ICD-10 will be covered. Students will learn how to solve insurance billing problems; how to electronically and manually file and process claims; complete common insurance forms and trace delinquent claims. In addition, students will learn the legal, ethical, and regulatory concepts, and HIPAA compliance requirements. Students will receive an introduction to International Classification of Diseases, Clinical Modifications, and Coding Guidelines.

**Certification Exam**
Most hospitals, private practices, organizations and unions throughout the country require national certification as a competency standard. The American Health Information Management Association (AHIMA) is the premier association of Health Information Management (HIM) professionals. The Certified Coding Associate (CCA) is viewed as the starting point for an individual entering a career as a coder. The AHIMA exam is given at Prometric Test Centers located throughout the USA.

This course of instruction will prepare students to sit for the Certified Coding Associate (CCA) certification exam.
Whether you are new to meeting planning or a seasoned pro, SDSU College of Extended Studies’ Professional Certificate in Meeting and Event Planning offers the opportunity to expand your knowledge and skills within this growing industry. If you want to explore a new career opportunity or become more astute in your abilities; if you’re seeking help with planning a single meeting or event; or if you want to find out how to grow your career in the meeting industry; this program is for you.

Who Should Attend
This program is designed to assist individuals who would like to move into the professional meeting and event planning industry.

Skill Sets
Students will learn:
- Basic concepts for planning or coordinating meetings
- Food and beverage planning
- Program budgets, guidelines, and skills to define an event
- Audio and video basics
- Facilities coordination
- Trade show management
- Event promotion

Certificate Requirements
Students must complete the required core courses and 18 hours of elective courses within two years.

Core Courses
Meeting Planning Basics
Food and Beverage Planning
Event Marketing and Promotion
Site Selection and Contract Negotiation
Financial Management of Meetings and Events
Audio Visual Basics
Professional Development

Elective Courses
Introduction to Special Events
Starting Your Business in the Meeting and Event Planning Industry
Tradeshows and Event Security
Sponsorship and Fundraising - Nonprofit Event Planning
Incentive Travel and Destination Management
Event Design and Production
Weddings and Social Events
Technology Tools
Effective Networking and Résumés for the Meeting and Events Industry
Social Media in Event Marketing and Planning
Capstone

Note: This is a noncredit program.

Prerequisites: There are no prerequisites, but students must attend all class sessions of each course in order to pass the course.

Total Time: 69 hours (seven core courses that total 51 hours, elective courses totaling 18 hours).

Location: SDSU Extended Studies/Gateway Center, unless otherwise noted.

Discounts: Early registration fees valid until 10 days before the first day of class. Register for 10 or more courses and receive a 10% discount. Contact the registration office at (619) 594-5152 to register and obtain discount. Discount applies only to certificate courses registered for at the same time and taken in the same term.

All SDSU Meeting and Event Planning certificate alumni will receive a 10% discount for any Business of Wine courses. Only one discount may apply.

Career Pathways
Meeting Planners
Event Planners
Wedding Planners
Administrative Assistants
Facilities Coordinators
Career Fairs and Special Events Coordinators

Program Advisor
Annette Gregg, CMP, CMM, LPL Financial

Certification Exam
This program helps to prepare for the MPI and ISES exams.

Additional Information
SDSU Bachelor’s Degree – Students who earn the Certificate in Meeting and Event Planning may request to have HTM 431 waived in the upper division Hospitality and Tourism Management major at San Diego State University. See an HTM advisor at SDSU for more information.

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Core Courses

**Meeting Planning Basics**
Students will learn the basic concepts involved in planning or coordinating a meeting, to ensure a smooth running event. This course provides you with valuable resources for finding information, checklists, and other aids. The course also offers information about career opportunities in the meeting planning industry.

*Total Time:* 9 hours  
*Fee:* $199  
*Early Registration Fee:* $169

**Food and Beverage Planning**
Learn how to enhance programs with successful food and beverage planning. This course will explain policies and guarantees. It will also provide formulas for order pricing, tips on menu planning, and how to plan for special menus and theme parties. It offers lessons on catering off-site events, how to effectively communicate with catering staff, how to read contracts and confirmations, and on-site coordination guidelines.

*Total Time:* 6 hours  
*Fee:* $169  
*Early Registration Fee:* $139

**Event Marketing and Promotion**
Effective marketing and promotion is critical to an event’s success. In this course, students will learn several marketing tools and techniques, and how to use them to an organization’s advantage. Get practical strategies and hands-on experience in creating a marketing communication action-plan for before, during, and after the event.

*Total Time:* 6 hours  
*Fee:* $169  
*Early Registration Fee:* $139

**Site Selection, Negotiation, and Legal Issues**
Selecting a location is a complicated process involving more than just booking rooms or choosing menus. This course will cover how to make that initial contact with a site, what to negotiate, effective site inspection, how to contract with a site, cancellation clauses, and ADA requirements. Included in this course is a field trip to a local hotel to conduct a site inspection and mock negotiation.

*Total Time:* 13 hours  
*Fee:* $215  
*Early Registration Fee:* $185

**Financial Management of Meetings and Events**
Creating a budget and developing a plan to implement it are essential for the success of any meeting or event. This class teaches the management tools necessary to minimize the chances of cost overruns and eliminates surprises that affect the bottom line. Participants will learn how to forecast revenues and expenses, how to prepare spreadsheets, cost control, and profit and loss analysis. A pocket calculator is required for this dynamic hands-on course.

*Total Time:* 6 hours  
*Fee:* $169  
*Early Registration Fee:* $139

**Audio/Visual Basics**
A basic but comprehensive overview of the design and application of presentational technology for meetings and events. Topics include audio visuals and their support mechanisms, common terminology, strategies for selecting the proper technology, and recommendations for selecting technology-base vendors and/or suppliers. It will provide instruction in the basic set-up of AV and other technical advancements for the meetings and events industry. It is a project-oriented course that will include an off-site class at a local audio-visual services company for hands-on application of the lecture materials as well as the various course handouts.

*Total Time:* 6 hours  
*Fee:* $169  
*Early Registration Fee:* $139

**Professional Development**
With the multi-faceted meetings industry, planners are challenged with making the right career moves, or knowing when to move at all. This course will help experienced meeting and event planners decide where to take their career, and create an attainable plan for getting there. Students will be able to: identify different career options for experienced meeting planners; understand if the CMP, CSEP, or CMM credentials are right for them; define his or her personal brand; gain skills for personal presentation and public speaking; find solutions for the challenge of work/life balance; and create a career plan that fits his or her goals and strengths.

*Total Time:* 6 hours  
*Fee:* $169  
*Early Registration Fee:* $139

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Elective Courses

Introduction to Special Events
Careful preparation is the key to orchestrating successful special events such as receptions, grand openings, and theme parties. This course will provide the basic guidelines and tips needed to identify the purpose of the event, define the event’s format, select a location, and develop event activities. The course covers event planning and management concepts, event themes, and creative idea development techniques.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

Starting your Own Business in the Meeting and Event Planning Industry
This introductory class will explore the basics in building an event business, from building a reputation and potential client base, to effective marketing, available resources, and the necessary steps for success.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

Sponsorships and Fundraising
This course explores the unique set of factors and expectations involved in using special events as a fundraising tool for nonprofits and covers topics including: creating unique events, complementing an organization’s mission and development plan, setting budgets and timelines, generating multiple revenue streams, designing and selling corporate sponsorships, and getting free PR.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

Incentive Travel and Destination Management
Large meetings and conventions require many services to successfully achieve their objectives. From transportation and registration of attendees to special event planning and staffing, meeting managers need help. Destination management companies are designed to fulfill these needs and more. This class will cover all aspects of destination management services from sales and account management through program operation. Topics will include: defining destination management and the role it plays in the meeting industry; sales and account management; the important role that creativity and logistical skills play; and program operation.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

Event Design and Production
This course is an introductory but comprehensive overview of the conceptual and creative applications of design as they apply to modern experiential meetings and special events. Content covered includes theme selection, color, and its application to the overall design process, décor, specialty lighting, and special effects. It will provide basic instruction in the application of design technology and the parameters that govern both available space and budget. This is a project-oriented course that focuses on the vital components of event design and production that are the most challenging but most rewarding.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

Wedding and Social Events
This is an entry-level course for those considering changing careers or exploring what it takes to be a successful planner in the wedding and social event arena. Learn how to identify a personal market, what skills are needed to succeed, pricing, job responsibilities, and types of themes and styles of parties and weddings. Understand who seeks the skills of a professional party planner and why; and learn how to assess your client’s needs, especially religious and cultural values that could affect the protocol of your event. Learn how to identify the resources necessary for an event, and become familiar with the industry professionals who can provide those resources.

Total Time: 9 hours
Fee: $199
Early Registration Fee: $169

Effective Networking and Résumés for the Meetings and Events Industry
This intensive class maps out a strategy for a successful career in the meetings and events industry. Learn how to develop a winning résumé, explore business ethics, best practices, and sharpen interview and networking skills. Discover the importance of building relationships as well as the use of mentors, colleagues, and associations. Research and prioritize volunteer and employment opportunities that will best help build a business reputation. Success happens when preparation meets opportunity, and this workshop offers tips and real-life experience to help launch a dream career.

Total Time: 6 hours
Fee: $169
Early Registration Fee: $139

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Meeting and Event Planning Professional Certificate  

**Tradeshows and Event Security**  
Expositions and tradeshows are exciting events with their own level of complexity. Everything from Comic-Con to a wine festival, each event is unique. Students will gain understanding about the basics of producing these types of events, whether big or small, including: the strategy of designing the layout and floor plan, working with various contractors, exploring sponsorship and promotional opportunities, assigning booths, and how to maximize interaction with exhibitors and attendees. The class will also cover the importance of proper event security, including a risk assessment and security plans and staffing.  
**Total Time:** 9 hours  
**Fee:** $199  
**Early Registration Fee:** $169  

**Technology Tools**  
Central to the process of effective meeting management has been the adoption of new technologies, some of which could threaten the existence of meetings if they’re not understood and utilized properly. This course reviews current and future tools that simplify the planning process.  
**Total Time:** 6 hours  
**Fee:** $169  
**Early Registration Fee:** $139  

**Social Media in Event Marketing and Planning**  
The wonderful and democratic medium of social media offers many opportunities to increase attendance at meetings or events. Using the ABCs of social media, promotion starts prior to the event with announcing. During the event, broadcast to those in attendance and those who couldn’t make it. After the event, consolidate content to extend the life of the event and promote the next one.  
**Total Time:** 6 hours  
**Fee:** $169  
**Early Registration Fee:** $139  

**Capstone**  
The MEP Capstone project gives students both practical experience to apply what they’ve learned through the course, and a tangible creative portfolio that will help them in their career. Students create a meeting or design concept to present to a panel of industry experts acting as a prospective client. Capstone components include the following:  
- Business case for the meeting or event  
- Goals and objectives  
- Budget  
- Event location with justification on choice, sample contract  
- Design concepts, branding, and decor  
- Marketing components – plan and samples, including social media  
- Agenda and structure of event activities  
- Room layouts  
- Sample menu  
- One add-on component: tradeshow, golf tournament, or CSR activity  
**Total Time:** 6 hours  
**Fee:** $169  
**Early Registration Fee:** $139  

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The demand for certified pharmacy technicians is expected to continue to increase substantially through the next several years. This high demand is the result of the constant availability of new drugs, the national shortage of registered pharmacists, the establishment of certified pharmacy technicians, and the aging population.

SDSU College of Extended Studies’ comprehensive Pharmacy Technician certificate program will prepare students with the skills and knowledge that will enable them to qualify for entry-level positions in pharmacies as well as prepare them to sit for the Pharmacy Technician Certification Board (PTCB) national certification exam to become a Certified Pharmacy Technician (CPT).

Who Should Attend
Professionals and individuals interested in entering the growing health care market as a pharmacy technician.

Skill Sets
Students will learn:
- Medical terminology specific to the pharmacy
- Interpreting prescriptions and defining drugs by generic and brand names
- Dosage calculations, intravenous (IV) flow rates, drug compounding, dose conversions
- Dispensing prescriptions, and inventory control

Certificate Requirements
Students must attend all 50 hours of instruction and successfully pass the course and the graded final exam. The final exam will help prepare students for the PTCB Exam.

Prerequisites: High school diploma or GED. No health care or medical office work experience is required.

Total Time: 50 hours (non-credit, classroom course)

Location: SDSU Extended Studies Center.

Fee: $1,499

Textbooks: All required textbooks and materials are included. Morton Publishing:

The Pharmacy Technician; 3rd Edition (0-89582-736-0)

The PT workbook and certification review; 3rd Edition (0-89582-737-9)

Pharmacy Calculations; 2nd Edition (0-89582-669-0)

Career Pathways
Pharmacy technicians may work in retail pharmacies, mail order pharmacies, home infusion pharmacies, long-term care facilities, hospitals, clinics, pharmacy benefit managers, and large industrial. Career titles include:

- Certified Pharmacy Technician
- Pharmacy Technologist
- Pharmacy Laboratory Technician
- Pharmacist Technician
- Pharmaceutical Care Associate
- Pharmacist Assistant

Course Description
This course will provide an overview of the pharmacy technician certification process and role of the pharmacy technician within the various practice settings. The student will review generic drugs, basic biopharmaceuticals, dosage forms, patient profiles, prescription label requirements, unit dose systems, emergency, and crash cart make-up. In addition, students will learn the order transcription, ordering and inventory control, drug pricing, third-party reimbursement formularies, automatic stop orders, calculating number of doses required for all major classes of drugs including top brand names and generic drugs. The metrics of the pharmacology will be taught to include basics of IV solutions; calculating 24-hour supply of IV solutions, percentages and electrolytes preparations; children's doses; and apothecaries’ and avoirdupois systems of measurement.

Certification Exam
The PTCB exam is offered all year and taken at Pearson VUE Professional Centers located throughout the United States. The current PTCB exam cost is $129. This fee is not included in the cost of the course. For updates on exam cost and location, please visit Pearson VUE’s website at ptcb.org.

State Requirements
Each state maintains different eligibility requirements for pharmacy technicians. To learn about your state, visit the National Association of Boards of Pharmacy website at nabp.net.
Projects are becoming more complex, project managers and teams are often being asked to do more with less, and executives and clients expect innovation, agility, and responsiveness. We offer project management training, leading to a Professional Certificate in Project Management, designed to give project managers (and any other professionals who work on projects) the tools they need to successfully manage any type of project; regardless of scope or industry.

Major salary surveys find project management and PMP® credential holders are among the highest earners in the IT field.

Who Should Attend
This course is designed for project management professionals who want to refresh their skills and earn Professional Development Units (PDU), people currently working as project managers who want to formalize their training or refine their skills, as well as people who are new to project management and are interested in the growing career opportunities where project management skills are utilized.

Skill Sets
Students will learn how to:
- Establish project schedule
- Identify and manage project dependencies and critical path
- Acutely track and report tasks
- Identify resource requirements to achieve project goals
- Perform basic operations of Microsoft Project software and its application in project management

Certificate Requirements
Students must successfully pass all nine courses:

- Introduction to Project Management: Framework and Integration
- Team Building
- Scope, Time, and Cost
- Human Resources and Communication
- Procurement
- Project Planning and Scheduling with Microsoft Project (Lab)
- Project Risk Management
- Earned Value Management
- Capstone: Project Simulation.

Prerequisites: High school diploma or equivalent.
Total Time: 150 hours (courses meet once a week for three hours)

Note: This is a noncredit certificate program. However, the SDSU College of Extended Studies is a PMI® registered education provider and students earn Professional Development Units (PDUs) that may be applied toward the PMI® Project Management Professional (PMP®) Certification.

Location: SDSU Extended Studies/Gateway Center.

Career Pathways
The Professional Certificate in Project Management will help prepare students for success in the following occupations: project manager, project coordinator, project expediter, project engineer, manager, project team member, professional planner, etc. in the following industries:
- Information Technology/Computer Sciences
- Health Care/Pharmaceutical
- Construction
- Manufacturing
- Military/DoD/Defense Contractors
- Government
- Hospitality/Service
- Aerospace

Course Descriptions

Introduction to Project Management: Framework and Integration
This course is designed for those who have already been introduced to project management, but are looking to gain more understanding about the project management framework, project management standards, and the project management knowledge areas. Some of the topics covered will include: terminology and definitions, the role of a project manager, benefits of project management, project life cycle and organization, project management processes, and the project management knowledge areas. A focus on project integration management will cover the development of a project charter, project scope statement, and project management plans.

Prerequisites: None. It is recommended students take this as the first class.
Total Time: 15 hours
Fee: $399

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**Team Building**
In quality organizations, project managers spend large portions of their time sponsoring teams for success. This how-to course defines the environment, roles, responsibilities, behaviors, and activities that support teams in an organization. Participants will learn when and why teams make project management sense and the prerequisites for maximizing their results.

**Textbooks:** Guide to the Project Management Body of Knowledge, 5th Edition, Team Memory Jogger  
**Total Time:** 15 hours  
**Fee:** $399

**Scope, Time, and Cost**
This course will focus on the processes required to ensure that the project includes all the work required, and only the work required, to complete the project successfully, the processes required to accomplish timely completion of the project, and the processes involved in planning, estimating, budgeting, and controlling costs so that the project can be completed within the approved budget. A main focus will be on creation of the work breakdown structure (WBS), activity duration estimating, and cost estimating.

**Prerequisites:** Intro to Project Management, Team Building  
**Textbook:** Guide to the Project Management Body of Knowledge, 5th Edition  
**Total Time:** 18 hours  
**Fee:** $499

**Human Resources and Communications**
Project human resource management includes the processes that organize and manage the project team. This course provides an overview of the project human resource management processes and provides a process flow diagram of the inputs, outputs, and other related knowledge area processes.

Project communications management is the knowledge area that employs processes required to ensure timely and appropriate generation, collection, distribution, storage, retrieval, and ultimate disposition of project information. This course provides information on the critical links among people and information that are necessary for successful project communications.

**Prerequisites:** Intro to Project Management, Team Building  
**Textbooks:** Guide to the Project Management Body of Knowledge, 5th Edition, Team Memory Jogger  
**Total Time:** 18 hours  
**Fee:** $499

**Procurement**
Most projects involve buying goods or services. Project managers don't have to be expert technical buyers, but they do need to understand the buying process, particularly how to clearly define what they want and manage what they get. Clearly drawing the line between scope performed by the team and what has been outsourced has important ramifications for the ultimate success of the project. Participants will learn the processes required to ensure their projects meet their original goal and gain an understanding of the activities that determine the quality policy, objectives, responsibility, and implementation.

**Prerequisites:** Intro to Project Management, Team Building  
**Textbook:** Guide to the Project Management Body of Knowledge, 5th Edition  
**Total Time:** 18 hours  
**Fee:** $499

**Project Planning and Schedule Management with Microsoft Project (Lab Class)**
Many users get frustrated and overwhelmed when trying to use MS Project, and even experienced users often use the tool incorrectly, overlooking many complex features. This course covers proper techniques necessary for building an effective project management schedule using MS Project with an emphasis on the relationship to the project lifecycle.

**Prerequisites:** Intro to Project Management, Scope, Time, and Cost; students must have a basic understanding of the Microsoft Project suite.  
**Total Time:** 18 hours  
**Fee:** $599

**Risk Management**
Project managers must understand, plan for, and manage risks. In this course, participants will learn and apply a proactive approach to threats and opportunities based on an understanding of the risk management process.

**Prerequisites:** Intro to Project Management, Team Building  
**Textbook:** Guide to the Project Management Body of Knowledge, 5th Edition  
**Total Time:** 15 hours  
**Fee:** $399

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Earned Value Management
Learn the best-known technique for monitoring overall project performance against cost and schedule expectations. Gain a big-picture view of how a project is progressing and then drill down to specific problem areas.

Prerequisites: Intro to Project Management; Team Building; Scope, Time, and Cost
Total Time: 15 hours
Fee: $399

Capstone: Project Simulation
Participants will work on a team project to drive home the relevance of the course content. Participants will demonstrate knowledge and mastery of good project management principles and apply these skills to current projects.

Prerequisites: This is the final course in the Professional Certificate in Project Management. Completion of all previous professional certificates in Project Management courses is required for enrollment.
Total Time: 18 hours
Fee: $499

San Diego State University College of Extended Studies is a Registered Education Provider through the Project Management Institute (PMI®). Courses are aligned with PMI’s “Project Management Body of Knowledge” (PMBOK®).
Teaching English as a Second Language Professional Certificate

College graduates who can teach English in foreign countries are in high demand in today’s interconnected world. If you are interested in traveling and earning a living at the same time, San Diego State University’s College of Extended Studies has a short-term program that will train teachers of English and assist them in finding work. The TESL/TEFL Certificate program takes 130 hours to complete and will equip graduates to teach English anywhere in the world. Former graduates have taught in more than 40 countries.

Who Should Attend
Those who intend to serve as English-language teachers worldwide.

Skill Sets
Students will gain:

- Skills to successfully live and teach English overseas
- A solid teaching foundation with hands-on practical classroom experience
- Tools necessary to successfully apply for, and teach assignments abroad

Certificate Requirements
Students must successfully complete all 130 hours of instruction.

Prerequisites: It is highly recommended that students have a bachelor’s degree.

Total Time: 130 hours for daytime students (32.5 hours per week for four weeks). Nighttime students meet Tuesdays and Thursdays, 6-9 pm + 32 daytime hours for observing and student teaching. Approximately 10 hours per week for the nighttime program. This is a noncredit certificate program.

Location: SDSU Extended Studies/Gateway Center.

Fee: $2,900 ($2,725 tuition + $175 application)

Career Pathways
Teaching English as a Second Language in foreign countries.
Veterans Information Bulletin

Proof of Issue
Effective August 2014-December 2015

College of Extended Studies
San Diego State University
5250 Campanile Drive
San Diego, CA 92182

I have received a copy of the Veterans Information Bulletin, which contains the rules, regulations, course completion requirements, and costs for the specific course in which I have enrolled.

______________________________________________________
Veteran or Eligible Person (Print Name)

______________________________________________________
Signature

______________________________________________________
Enrolled by (Print Name)

______________________________________________________
Date

Note: original must be kept in the student’s official file at the college. A copy of this “proof of issue” may be given to student upon request by student.
Delivering High-Quality Programs and Services for Veterans, Active Duty Military, DoD Civilians, and Family Members

Veterans Affairs
5250 Campanile Drive, San Diego, CA 92182-1924