

# CERTIFICATE CATALOG



**TRAINING for Today!**

**Business • Design • Technology • Career**

# Career Skills Institute (CSI)



## TRAINING for Today!

### SANTA BARBARA CITY COLLEGE

#### PROGRAM OVERVIEW

SBCC offers a series of short courses that have been carefully selected to provide you the training you need to get a job, advance in your job and/or provide you skills you need to grow your business. SBCC career skills courses are packaged together to enable you to earn a certificate and digital badge – demonstrating you have mastered new skills.

The tuition-free certificates and badges cover four key areas: business, design, technology, and career education. We collaborate with Santa Barbara community business leaders to determine what skills are needed to survive and compete in the marketplace. Whether you need brushing up on the art of negotiations, need to better understand branding or design basics, we have the coursework and certificates to meet that need.

#### HOW DOES IT WORK?

Most courses are offered in a “flipped” classroom. Students watch video instruction from LinkedIn for homework and come to class to apply the skills learned. Class time is spent tackling real world problems and creating solutions. The result is a learned skill, with a portfolio piece to prove it.

LinkedIn is a leading online learning company that helps anyone learn business, technology and design skills to attain their personal and professional goals. The Career Skills Institute enhances the LinkedIn experience by bringing students and industry together in the classroom to address real world challenges.

#### WHAT ARE DIGITAL BADGES?

A digital badge is a unique and portable digital representation of your certificate that you can post on your online pages that promote you and your skills, such as LinkedIn or Facebook. Digital badging allows employers to grasp a deeper picture of your actual skills—just what they need to assist in their hiring. In addition, the badges connect you to labor market data and live job openings that match your skill set.

#### PROGRAM = COURSES + BADGES

The Career Skills Institute offers over 100 short courses and over 40 digital badges.

# Business

# Design

# Technology

# Career

## WHO SHOULD TAKE THESE CLASSES?

You! Whether you are just starting out, have a degree, or have been in the workplace for years, in today's marketplace, it is essential to keep up with the changes in technology and to continue your professional development. This is an effective, convenient, and tuition-free way to rapidly acquire skills.

## HOW WILL IT BENEFIT ME?

Prepare yourself with skills to get or keep the job you want and stay current with marketplace skills.

## WHAT DOES IT COST?

All classes are tuition-free and include free access to LinkedIn and lynda.com courses.

## HOW DO I SIGN UP?

Review our listing of classes and certificates at [sbcc.edu/csi](http://sbcc.edu/csi). Your next step is to complete an application and register online at [sbcc.edu/apply](http://sbcc.edu/apply) or visit us in person at the Wake Campus.



**WAKE CAMPUS**  
300 N. Turnpike Rd.



## ACCOUNTING BASICS FOR SMALL BUSINESS

The Accounting Basics for Small Business Certificate provides a framework for students to develop skills and knowledge in accounting software techniques, enabling them to open up additional work and advancement opportunities. The certificate is also a gateway into other noncredit and credit programs. Students develop workplace skills and training that will qualify them for even more work opportunities.

### Setting up QuickBooks for Small Business

ACCT NC001 | 8 Hours

Accounting fundamentals - Learn the basics of small business bookkeeping using QuickBooks.

### Monthly Procedures Using QuickBooks

ACCT NC002 | 8 Hours

Develop and apply monthly procedures used in accounting for small business.

### Year End Procedures Using QuickBooks

ACCT NC003 | 8 Hours

Develop and apply year-end procedures used in accounting for small business.



## CAREER STRATEGIST

The Career Strategist Certificate trains professionals to develop the skills needed to gain an accurate understanding of their strengths, interests, abilities and work values. Students also develop the skills to combine personal characteristics with career information to improve their skills at seeking, obtaining, maintaining and changing jobs. Each related course is designed and taught by a career counselor to improve the career development competencies required for strategic career decision making.

### Personalized Career Planning

PD NC001 | 8 Hours

Exploration of self-characteristics that influence career planning and decisions.

### Strategic Job Search

PD NC002 | 8 Hours

This class is designed to help students develop and implement a strategic career and job search plan.

### LinkedIn for Business

COMP NC017 | 8 Hours

Students learn to use LinkedIn to develop business through relationship marketing. Topics include building a professional brand, marketing a company, showcasing credentials, getting business advice and reconnecting with former colleagues.



## CUSTOMER RELATIONS

Students develop customer relationship skills by dissecting the anatomy of a complaint. Emphasis is on self-assessment and collaborating with customers and practicing active listening and solution-oriented communication to defuse angry customers.

### The Art of Negotiating and Collaborating

PRO NC036 | 8 Hours

Participants learn to enhance collaboration skills by building high-trust relationships to create mutually beneficial outcomes. Use reframing, neutralize language, uncover interests, summarize agreement areas and leverage innovative solutions.

### Best Practices in Customer Service

PRO NC050 | 8 Hours

Apply strategies that retain your valuable customer base and earn repeat business. Topics include resolving complaints, managing verbal and nonverbal communication and steps for defusing angry customers.

### Personality Styles and Difficult Relationships

PRO NC019 | 8 Hours

Exploration of participants' own behaviors and personality styles, while learning to adapt one's behavior to be effective with other personality styles in a variety of work situations.



## EFFECTIVE MARKETING COMMUNICATION MANAGEMENT

Students acquire skills in marketing communication management. Participants demonstrate a strong understanding of marketing campaign creation, learn to effectively communicate marketing messages across multiple mediums, and implement marketing communication techniques to enhance personal and professional development.

### Creating Effective Communication in Promotional Marketing

MKT NC005 | 16 Hours

Participants focus on the promotional aspect of marketing and the different communication techniques used to raise customer awareness and interest.

### Managing a Marketing Campaign Project

MKT NC006 | 16 Hours

This course focuses on the research, planning, execution and evaluation of a marketing campaign.

### Self-Management and Development

MKT NC007 | 16 Hours

Harnessing the position of products or companies in the mental mind map of a customer creates immediate recognition and purchases by target market customers.



## EMERGING LEADERS

The Emerging Leaders Certificate enables students to develop the additional management, supervisory and leadership skills to open up additional work and advancement opportunities.

### Leadership Skills

PRO NC006 | 8 Hours

Take your leadership from good to great by exploring and applying the top ten skills that every leader must have. Increasing Productivity. Personal effectiveness at work is a result of a combination of factors which all impact each other.

### Supervisory Skills

PRO NC012 | 8 Hours

Learn the key tools for effective management and supervision. The course covers delegation, feedback, communicating with employees, motivation and management styles.

### Motivating Yourself and Others

PRO NC014 | 8 Hours

Individuals and leaders explore the key ingredients for strengthening workplace commitment, engagement, and career satisfaction.

### Increasing Productivity

PRO NC038 | 8 Hours

Personal productivity results from a combination of factors which all impact each other. Explore, dissect and analyze these factors to develop an individualized plan for optimizing your effectiveness in both your professional and personal lives.



## ENTERPRISE COMMUNICATION

Students develop the oral and written communication techniques and skills needed to open up additional work and advancement opportunities.

### Business Writing in the Technological World

PRO NC002 | 8 Hours

Students develop effective and professional business writing skills for electronic and hard-copy communication using business tone, organization and formatting, word choice and persuasion.

### Communication Strategies for the Workplace

PRO NC004 | 8 Hours

Participants optimize current communication skills. Students learn to differentiate content, emotions and intentions in a conversation. Students illustrate congruent verbal and nonverbal messages tailored to the context, the personalities and desired outcomes.

### Difficult Conversations

PRO NC032 | 8 Hours

Students develop techniques for difficult conversations based on intentions, optimal outcome and assumptions. Students craft and deliver scripts customized to the scenario and personality styles involved.



## ENTERPRISE COMMUNICATION 2

The Enterprise Communication 2 Certificate enables students to develop the additional strategic communication techniques and skills to open up additional work and advancement opportunities.

### Workplace Politics

PRO NC035 | 8 Hours

Learn constructive political behavior to create more win-win situations, unblock barriers to change, create greater “buy-in” on key projects, develop cohesion and improve decision making.

### Resolving Differences in the Workplace

PRO NC025 | 8 Hours

Practice communication techniques to match the situation, personalities and outcomes desired for each stage of the conflict cycle. Assess strengths of your communication style.

### Assertive Communication

PRO NC044 | 8 Hours

Discover techniques to be an assertive communicator, acquire ways to receive and give feedback. Address business etiquette with professionalism and assertiveness. Identify strengths and growth areas.

### Emotional Intelligence

PRO NC013 | 8 Hours

Explore EI competencies: self-awareness, social awareness, self-management and relationship management. Apply tools and techniques using the EI framework to optimize your professional performance and working relationships.



## GLOBAL TRENDS IN HUMAN RESOURCES

This courses in the Global Trends in Human Resource Non-Credit Certificate will give skills necessary for employees and managers to create teams as well as recruit, interview, hire, and monitor new employees. It will prepare the student to face the issues and communication benefits and challenges of the global human resources global community which is found in both digital and physical space.

### Domestic and Global Issues in Employment Law

IBUS NC001 | 8 Hours

Contemporary issues in employment law will be examined to understand their impact on U.S. and Global employee and employer relationships.

### Interviewing and Hiring in the Global Marketplace

IBUS NC002 | 8 Hours

Global marketplace techniques and trends in recruitment, investigation, interviewing, and hiring in physical and digital space. Students will learn tools for effective hiring supervision.

### Evaluating and Monitoring Performance of Your Global Team

NC003 | 8 Hours

Supervisors and employees will learn how to create ethical global organizations by creating a team culture where communication techniques are continually recognized and implemented.



## HIGH PERFORMANCE TEAMS

Students develop key team building skills that apply to anyone who leads a team or works within one. Students learn sources of power and influence, explore how teams move through stages, and learn how to deal with organizational change. Students practice tools for critical problem solving and decision making. Practical application within a team structure is emphasized.

### Building High Performance Teams

PRO NC015 | 8 Hours

Apply key team building skills needed in the workplace. Topics include, stages of team development, team roles, supportive communication climate, meeting strategies, collaboration and critical problem solving.

### Change is the New Constant

PRO NC017 | 8 Hours

Develop and apply change management techniques based on contemporary change models and change lifecycle.

### Personality Styles and Difficult Relationships

PRO NC019 | 8 Hours

Exploration of participants' own behaviors and personality styles, while learning to adapt one's behavior to be effective with other personality styles in a variety of work situations.



## MANAGEMENT TOOLBOX

Students develop the delegation, communication, time management and motivation techniques and skills to open up additional work and advancement opportunities.

### Communication Strategies for the Workplace

PRO NC004 | 8 Hours

Participants optimize current communication skills. Differentiate content, emotions, intentions in a conversation. Illustrate congruent verbal and nonverbal messages tailored to the context, the personalities and desired outcomes.

### Successfully Managing and Developing People

PRO NC033 | 16 Hours

Learn and apply the communication, delegation and motivational skills needed to be an effective manager or supervisor.





## MANAGING TO MAXIMIZE PERFORMANCE

Students develop the coaching and management collaboration techniques and skills needed to open up additional work and advancement opportunities.

### The Art of Negotiating and Collaborating

PRO NC036 | 8 Hours

Participants learn to enhance collaboration skills by building high-trust relationships to create mutually beneficial outcomes. Use reframing, neutral language, uncover interests, summarize agreement areas and leverage innovative solutions.

### Coaching Skills

PRO NC021 | 8 Hours

Apply behavioral change models and coaching techniques to close the gap between actual and desired employee performance and motivation.

### Difficult Conversations

PRO NC032 | 8 Hours

Develop techniques for difficult conversations based on intentions, optimal outcome and assumptions. Craft and deliver scripts customized to the scenario and personality styles involved.



## POWERFUL PRESENTATIONS

Participants explore and apply presentation delivery and formatting skills needed in today's workforce. Learn advanced persuasion skills to get your ideas heard at meetings, sell yourself in an interview and organize any business presentation with clarity, brevity and impact. Emphasis is on current business presentation applications and supporting technology.

### Basic PowerPoint

COMP NC055 | 10 Hours

Student turn facts, figures and photos into a creative display of slides, outlines, graphs and multimedia, using Microsoft PowerPoint.

### High Impact Presentations and Proposals for the Work Place

PRO NC067 | 8 Hours

Apply advanced formatting, persuasion and delivery techniques to workplace situations. Get your ideas adopted, sell yourself in an interview, and organize with clarity.



## PROJECT MANAGEMENT

The Project Management Certificate enables students to develop the additional planning, idea generation and implementation skills to open up additional work and advancement opportunities. This certificate is also a gateway into other noncredit and credit programs, helping students develop workplace skills and training.

### Building High-Performance Teams

PRO NC015 | 8 Hours

Apply key team building skills needed in the workplace. Topics include stages of team development, team roles, supportive communication climate, meeting strategies, collaboration and critical problem-solving.

### Process Improvement

PRO NC011 | 8 Hours

Process improvement assessment methods and techniques to increase efficiency, improve quality and increase employee satisfaction and motivation.

### Project Management for Non-Project Manager

PRO NC010 | 8 Hours

Project management skills are important for all employees. Create an action plan applying the basic principles of project management to your workplace. Communicate with confidence.

### Innovation and Creativity

PRO NC039 | 8 Hours

How to create and innovate culture and techniques to promote workplace creativity.



## SALES TECHNIQUES

Students develop the sales techniques and skills to open up additional work and advancement opportunities in the area of sales.

### Closing Techniques to Win the Sale

PRO NC056 | 8 Hours

Learn closing techniques to address customers' emotional needs, get past the obstacles preventing them from buying, and build long-term customer relationships.

### Winning Sales Scripts

PRO NC057 | 8 Hours

Identify the key roles in the sales process and develop a script based sales strategy. Write and deliver face-to-face, voicemail and email sales messages to open and close sales transactions.



## STRATEGIC MARKETING

Students develop strategic marketing skills related to social media communication, planning and manipulation of goals.

### Business Branding

MKT NC002 | 10 Hours

A strong brand in business requires streamlining a marketing focus through creating recognizable global social media marketing.

### Promotional Marketing Tools

MKT NC001 | 10 Hours

Engagement in successful marketing through the creation and maintenance of product (tangible and intangible) brand awareness for organizational profitability.

### Marketing Maps

MKT NC003 | 10 Hours

Harnessing the position of products or companies in the mental mind map of a customer creates immediate recognition and purchases by target market customers.

### Mobile Marketing

MKT NC004 | 10 Hours

Connecting mobile marketing to your business creates innovative, efficient and exciting experiences between producers and consumers and is cost effective marketing. Engagement via mobile helps lead customers into emerging global markets.



## THRIVE AND SURVIVE IN THE WORKPLACE

The Thrive and Survive in the Workplace Certificate enables students to develop professional etiquette techniques and self-management strategies.

### Accountability

PRO NC064 | 8 Hours

Learn the skills needed to truly manage your own destination and performance in the workplace by becoming proactive and accountable.

### Championing Diversity in the Workplace

PRO NC028 | 8 Hours

Practical exploration, impact and application techniques for equity in the workplace to increase one's awareness of sexual identities, lifestyle attitudes, beliefs, values, work styles and more.

### Secrets of a Great Employee

PRO NC051 | 8 Hours

Discover secrets that make you an irreplaceable employee. Fuel your spirit and recession proof yourself with a renewed appreciation for professional effectiveness, satisfaction, and success.

### Professional Etiquette

PRO NC068 | 8 Hours

Learn the behavior, communication, and appearance needed for the professionalism to thrive and survive in the workplace.



## WORKPLACE ESSENTIALS

Students practice effective and professional business writing skills and apply proven time management tools, critical thinking techniques, and problem solving strategies to typical and atypical workplace issues. Students develop workplace effectiveness and training that will qualify them for jobs they may not previously been qualified and open advancement opportunities within a current job.

### Business Writing in the Technological World

PRO NC002 | 8 Hours

Students develop effective and professional business writing skills for electronic and hard-copy communication using business tone, organization and formatting, word choice and persuasion.

### Critical Thinking, Problem Solving and Decision Making

PRO NC005 | 8 Hours

Develop analytical thinking, decision making and problem solving techniques. Apply judgement and insight to break problems into component parts and apply deductive reasoning.

### Time Management

PRO NC003 | 8 Hours

Participants explore time management strategies and tools for effectively managing expanding workloads, shifting priorities, and increasing demands. Practice prioritizing by differentiating "Important" from "Urgent" activities.



## DIGITAL DESIGN BASICS

This certificate prepares students for entry-level graphic design work in print and online media and also provides a basis for expanded course work and career ladderding.

### 3 required

#### Photoshop

MAT NC003 | 25 Hours

Class teaches the basic tools and techniques for creating, enhancing and collaging images using Photoshop for the PC and Mac. Students will practices new skills in a lab setting.

#### Photoshop for Digital Photographers

PHOT NC002 | 25 Hours

Focuses on the capabilities of Photoshop for the PC and Mac, including advanced layering, composition and retouching techniques. Familiarity with Photoshop on the PC or Macintosh recommends.

#### Digital Design Techniques

GDP NC001 | 25 Hours

Students learn how to create flyers, brochures, logos and more using Illustrator, Photoshop and InDesign programs from the Adobe CS suite.

### Choose 1 elective

#### Introduction to Adobe Illustrator

GDP NC010 | 25 Hours | Elective

Students learn to create illustrations, logos, etc., using Illustrator from the Adobe CS suite. Completion of class assignments allows students to practice and demonstrate skills needed to design quality products.

#### Digital Cameras, Digital Photos

MAT NC001 | 10 Hours | Elective

Students learn the basics of photography, the features of digital cameras, how to take better digital photos, and how to correct common photo problems using photo editing software.

#### Introduction to Dreamweaver

MAT NC001 | 25 Hours | Elective

Students learn to create a professional Web site using HTML and CSS cascading style sheets. Basic knowledge of PC or Mac and internet navigation skills recommended.



## DIGITAL MAKER

This certificate will provide students with an understanding of digital design and manufacturing skills, and technology oriented content knowledge which will support expanded work opportunities.

### Design and Prototyping Workshop

DRFT NC001 | 16 Hours

Students learn the history of 3D printing, best practices, types of printers, materials, and application. Additionally students learn how to identify sources for 3D printers and software for rapid prototyping.

### Introduction to 3D Printing

DRFT NC002 | 16 Hours

Students turn design concepts into digital objects and examine multiple product fabrication processes through hands-on experience in the use of digital tools and visits to industry workshops.



## DIGITAL PRINTING: NEWSLETTERS AND MAGAZINES

The Digital Printing certificate introduces or updates skills needed to produce newsletters and magazines for digital print and electronic formats. Students are guided through the basic step-by-step processes of formatting exciting electronic publications using Adobe InDesign while working on a prototype of their own.

### Producing a Digital Magazine

GDP NC042 | 8 Hours

This course concentrates on applying essential techniques to format magazines and their covers using Adobe InDesign. Students are given guidance in creating a magazine.

### Producing a Digital Newsletter

GDP NC041 | 8 Hours

This course concentrates on applying basic skills in Adobe InDesign to format and produce newsletters for fixed and digital formats. Students are given guidance in creating a newsletter prototype while working in a computer lab facility.



## INFORMATION DESIGN

This certificate serves as an introduction to the production of information visualizations for contemporary media, a current area of design that harnesses these three essential skill sets.

### Information Design for Print

GDP NC031 | 8 Hours

Publications are increasingly using graphic visualizations to tell stories and quickly convey information. This course introduces students to the fundamentals of using data to create static visualizations.

### Interactive Information Design

GDP NC032 | 8 Hours

Interactivity allows users to gather deeper insights in data. Students will learn basic coding techniques in an easy to use coding environment that quickly enables the development of interactive visualizations.



## LEARN AND APPLY ADOBE ACROBAT TOOLS

Adobe Acrobat Professional to create PDF (portable document file) formats for all of your documents will make them globally acceptable without the need of compatible software applications, languages or computer hardware. View anything and everything on smart phones, tablets and computers—anywhere, anytime.

### Learn Adobe Acrobat Tools

GDP NC021 | 8 Hours

Through informative video tutorials and practical exercises, students will learn how to apply the practical application of Acrobat Professional to their business and personal lives. During the 8 hour course students will work with a variety of printed documents, graphic materials, and digital files to adapt them to PDF file formats for review, digital archiving, commenting and sharing.

### Apply Adobe Acrobat Tools

GDP NC022 | 8 Hours

Through informative video tutorials and practical exercises, students will learn how to apply the practical application of Acrobat Professional to their business and personal lives. During the 8 hour course, students will work with a variety of digital documents and learn how to convert them into interactive PDF forms to collect information, create cohesively branded digital portfolios, and add interactivity to existing informational materials such as manuals and newsletters.



## WEB DESIGNER

This certificate provides students with basic tools and techniques in Photoshop in order to create images, type and graphics for web design.

### Photoshop for Web Design

**MAT NC005 | 16 Hours**

This course provides students with basic tools and techniques in Photoshop to create images, type and graphics in web design.

### Responsive Web Design

**MAT NC007 | 16 Hours**

Discover how to design and structure your website content to be more readable and efficient on multiple devices using responsive website techniques and Dreamweaver's fluid grid layout framework and media queries.

### Web Coding Fundamentals

**MAT NC006 | 16 Hours**

Students learn how to write HTML, understand HTML5, and turn a design created in Photoshop into a website in Dreamweaver and learn to use jQuery to add interactivity to webpages.





### BASIC INTERNET SKILLS

Prepares adult learners in today's computerized environment to conduct basic academic and professional research, submit applications and tests online, communicate with instructors, registrars and potential employers via email and develop basic online research presentations. It will also enable students to participate in job specific training that is increasingly delivered in online formats.

#### 2 required

##### Email for Beginners

COMP NCO41 | 10 Hours

Basic introduction to e-mail including how e-mail works and its uses, setting up an e-mail account, reading and sending e-mail, and dealing with attachments.

##### Searching the Web

COMP NCO40 | 10 Hours

This course defines the Internet and teaches students how to search the Web and get the results they need. Students learn techniques and methods to narrow search results and troubleshoot difficult queries.

#### Choose 1 elective

##### Optimizing Photos for Internet and Email

COMP NCO42 | 10 Hours | Elective

Students learn to manipulate photos for efficient e-mailing or uploading to the internet. This class develops photo editing and basic internet skills for business or personal use.

##### Photoshop Overview

COMP NCO05 | 10 Hours | Elective

Offers an overview of Photoshop tools and functionality to discover the creative potential of image editing. Topics include opening and saving files, compositing and collage, selections, layers and image correction.



## BASIC OFFICE SOFTWARE SKILLS

Participants learn to navigate computer screens, format text, create simple presentations and spreadsheets and organize a variety of work tasks.

### 3 required

#### Basic PowerPoint

COMP NC055 | 10 Hours

This course teaches students to turn facts, figures, and photos into a creative display of slides, outlines, graphs, and multimedia using Microsoft PowerPoint.

#### Introduction to MS Word

COMP NC051 | 10 Hours

This class is an introduction to Microsoft Word functions for document creation including entering text, revising, formatting, previewing, and printing.

#### Introduction to MS Excel

COMP NC063 | 10 Hours

This class is an introduction to basics concepts and characteristics of Microsoft Excel, including basics of creating a spreadsheet, using formulas and functions, creating charts, and using the database feature.

### Choose 1 elective

#### Basic Outlook

COMP NC058 | 10 Hours | Elective

Students learn how to use Outlook for email and work task and calendar management to connect with colleagues, customers, family and friends.

#### Basic Spreadsheets for Beginners

COMP NC062 | 12.5 Hours | Elective

Class provides a slow-paced introduction to basic concepts and functions of Microsoft Excel. Topics include creating a spreadsheet, using formulas and functions and creating charts.

#### Word Processing Basics for Beginners

COMP NC050 | 12.5 Hours | Elective

Students will learn how to navigate the computer screen and compose and edit a short document. Class pace will allow students to become comfortable with the computer and editing techniques.



## BASIC MAC SOFTWARE SKILLS

Participants are able to navigate the MAC environment, format text, create simple presentations, advertisements and spreadsheets and organize a variety of work tasks.

### Introduction to the iPod and iTunes

COMP NC036 | 10 Hours

Students learn how to download music, videos, and podcasts and organize, play, and sync them to iDevices. Topics include iDevice applications, including calendars, contacts and games.

### Living the iLife

COMP NC037 | 25 Hours

Students learn how to use Apple's iLife suite of programs - iPhoto, iMovie HD, iDVD, Garage Band, and iWeb-to produce and distribute creative ideas through words, pictures, music or video.

### Microsoft Office for MAC

COMP NC035 | 20 Hours

Students learn how to use Apple's iLife suite of programs - iPhoto, iMovie HD, iDVD, Garage Band, and iWeb-to produce and distribute creative ideas through words, pictures, music or video.

# Technology



## BEGINNING COMPUTER SKILLS

Prepares students for entry-level office jobs such as counter clerks or receptionists, which have high employment potential in Santa Barbara County and California; in addition, a basic knowledge of computer functions and the Microsoft Windows environment help students in their academic progression as well as their professional advancement.

### 2 required

#### Computers for Beginners

COMP NCO22 | 9-12.5 Hours

Students with limited or no computer experience learn to perform basic tasks, including how to turn a computer on and off correctly, send and receive email, and navigate the internet. Course may be taught bilingually.

#### Introduction to Windows

COMP NCO24 | 10 Hours

This class is an introduction to the Windows Operating System. Students will explore Help, windows navigation and management, file management, desktop customization, and other Windows Operating System tools and applications.

### Choose 2 electives

#### How to Use a Computer Keyboard and Mouse for Beginners

COMP NCO20 | 10 Hours | Elective

This course gives students an orientation to the computer keyboard and mouse. No previous typing or computer experience is required.

#### Windows Basics

COMP NCO23 | 12.5 Hours | Elective

Students will explore Help, windows navigation and management, file management, desktop customization, and other Windows Operating System tools and applications.

#### Learn to Type

COMP NCO21 | 12.5 Hours | Elective

Course teaches the correct finger and wrist placement and keyboard reaches. Students can brushup on keyboard skills, increase speed, and learn techniques and strategies to prevent carpal tunnel syndrome.



## BEGINNING MAC SKILLS

Prepares students for entry-level jobs, such as counter clerks or receptionists, which have high employment potential in Santa Barbara County. A basic knowledge of computer functions and the MAC environment will also help students in their professional advancement, notably in the advertising industry.

### Introduction to the Macintosh

COMP NCO30 | 20 Hours

Basic Macintosh computer class designed for those with limited or no experience with computers. Students learn basic functions and how to perform simple computer tasks using Macintosh software.

### Introduction to MAC OS X Level 1

COMP NCO31 | 20 Hours

Students make, name, rename, and find files and folders in Mac OS. Students also learn how to operate popular Mac OS programs-Safari, Address Book, and iCal.

### Introduction to MAC OS X Level 2

COMP NCO31 | 20 Hours

Level 2 course reviews more Mac OS programs and provides an in-depth examination of Mac OS, including ways to adjust preferences and settings to customize the Mac. May be taught bilingually.



## BLOGGING FOR BUSINESS

The key to great blogging is to share valuable insight and information with the world. Great blogs become a trusted source of information for the company's customers. These courses take students through the planning process of creating a blog as part of a business marketing strategy, from defining the blog's goals and target audience, to creating high quality content, through the publication of the blog and use of success measurement tools.

### Create Compelling Content

COMP NCO81 | 8 Hours

Analyze your brand and your core audience to find your authentic voice and create content such as text and images that are relevant, valuable and engaging.

### Setting Up a Blog

COMP NCO80 | 8 Hours

Create a blog by defining its goal, analyzing the core audience, developing a content creation plan, choosing platform and hosting options, designing, writing and promoting your posts.

# Technology



## COMPUTER HARDWARE FUNDAMENTALS

Technology is a natural part of life today, integrated and embedded in all that we do. Students acquire competencies, skills and aptitudes necessary for employability and/or to progress in a chosen occupation. Satisfactory completion of specific learning objectives and class attendance are essential requirements of the program.

### 2 required

#### Keeping a PC Hard Disk Clean and Organized

CNEE NC103 | 10 Hours

Students learn to clean and optimize a PC hard disk drive, maximizing performance. Topics include techniques for garbage identification and the removal of malware.

#### Optimize and Upgrade Your PC

CNEE NC103 | 25 Hours

Students learn hardware and software tools and strategies to improve the productivity and increase the efficiency of PC systems. Course teaches how to optimize the PC's operation and how to upgrade memory, disk drives and other components at a reasonable cost to extend the life of a PC system or design and build an entirely new system. Topics also include how to rid a system of viruses and spyware and how to back up a system and valuable data.

### Choose 1 elective

#### Tech Talk: What's New in Computers and Technology

COMP NC071 | 25 Hours | Elective

This course explores the many practical questions that arise as computers, cell phones, eBooks, social networks, email, the internet and other technology become more central to our daily lives. This course may be taught bilingually.

#### Introduction to Hand-Held Devices

COMP NC070 | 10 Hours | Elective

This course teaches students the practical use of a variety of handheld computer devices and provides tips on how to use these devices effectively in a work environment.



## HARNESS THE CLOUD TO MAXIMIZE WORK PERFORMANCE

The Harness the Cloud to Maximize Work Performance Certificate enables students to develop a better understanding of uses of technology in the Cloud. Students utilize tools such as business apps, Google Drive and Cloud storage to facilitate the creating, managing, sharing, collaborating and backing up of information.

### Best Business Apps

COMP NCO11 | 8 Hours

Learn how to choose, install and sync apps to become more successful and productive in today's technologically-based workplace.

### How to Use Google Drive to Maximize Performance

COMP NCO12 | 16 Hours

Learn how to access the Google Drive. Learn to upload, download, share, link, collaborate and convert files, and use the additional features including Docs, Sheets, and Slides.

### The Best Cloud Backup Options to Protect Your Data

COMP NCO13 | 8 Hours

Assess data needs for back up, choose the appropriate cloud backup and create a backup plan.



## RESEARCH SPECIALIST

The Research Specialist Certificate enables professionals to identify information needs in the workplace, locate and evaluate credible information sources, and communicate their research clearly and efficiently to others. Each related course is designed and taught by a college librarian to improve the research skills required to be a leader in your field.

### Online Research Skills

LIBR NCO01 | 8 Hours

Learn Internet search skills and resources that your colleagues want to know! This course teaches advanced Internet research to yield relevant, credible sources.

### Presenting Research with Infographics

LIBR NCO02 | 8 Hours

Present information in a concise, memorable, cutting-edge format! This course teaches data visualization to communicate information clearly and efficiently.

# Technology



## SOCIAL MEDIA FOR BUSINESS

This set of courses takes students through the planning process of using social media as part of a business marketing strategy. They will analyze the ways in which business and nonprofits use social media marketing to engage customers in dramatically different ways from the past. Students will create a successful business presence on social media using the Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest business environments and learn how to use these tools to capture all of the benefits.

### Pinterest and Instagram for Business

COMP NCO16 | 8 Hours

Students learn to market and expand a brand using Pinterest and Instagram and use them in their marketing strategies to develop a loyal, enthusiastic customer base for their brand.

### YouTube for Business

COMP NCO18 | 8 Hours

Students learn to use YouTube to broadcast user/business-generated videos. Topics include creating a custom channel and building a following by uploading, editing and sharing videos that communicate a brand and engage an audience.

### Facebook for Business

COMP NCO14 | 8 Hours

Facebook is a powerful tool to grow and promote your business. Create effective profiles, groups, and ads. Learn how and what to post to achieve your goals.

### LinkedIn for Business

COMP NCO17 | 8 Hours

Students learn to use LinkedIn to develop business through relationship marketing. Topics include building a professional brand, marketing a company, showcasing credentials, getting business advice and reconnecting with former colleagues.

### Twitter for Business

COMP NCO15 | 8 Hours

Students learn to use LinkedIn to develop business through relationship marketing. Topics include building a professional brand, marketing a company, showcasing credentials, getting business advice and reconnecting with former colleagues.





# TRAINING for Today!



## MEDICAL ASSISTANT TRAINING

The Medical Assistant Training Program consists of three courses (MA IA, MA IB, and MA II). These courses include content related to front office administrative duties, back office clinical duties, and job readiness skills of a Medical Assistant. The program prepares students to work as entry level medical assistants in medical offices or clinics.

### Medical Assistant IA: Administrative and Clinical Skills Part One

AH NC005 | 88 Hours

First of a two-part course that prepares students for entry-level Medical Assisting. The Administrative (Front Office) component includes HIPAA including legal regulations, medical records, patient reception, and appointment scheduling. Clinical (Back Office) instruction includes: infection control, vital signs, diagnostic tests, assisting with primary/family and specialties (surgery, OB/GYN, and pediatrics). English 70 recommended for success. Course restricted to 98 repetitions.

### Medical Assistant 1B: Administrative and Clinical Skills Part Two

AH NC006 | 39 Hours

Second of a two-part course that prepares students to work as entry-level Medical Assistants. The Administrative (Front Office) component includes HIPAA and other legal regulations, medical records, patient reception, and appointment scheduling. Clinical (Back Office) instruction includes: infection control, vital signs, diagnostic tests, and assisting with primary/family and specialties (surgery, OB/GYN, and pediatrics). Course restricted to 98 repetitions.

### Medical Assistant II: Job Readiness and Field Work

AH NC007 | 160 Hours

This 160-hour course provides job readiness skills and hands-on experience as Medical Assistants in local medical clinics and offices. Under supervision, students will perform administrative and clinical procedures within the Medical Assistant Scope of Practice, preparing them for future employment. Eligibility requires successful completion of Medical Assistant IA and IB. Course restricted to 98 repetitions.



## PERSONAL CARE ATTENDANT

The Personal Care Attendant Program consists of two courses (PCA I and PCA II). These courses include content related to non-medically directed personal care and home management activities, including dementia and end-of-life care. The program prepares students to seek entry level Personal Care Attendant employment.

### Personal Care Attendant I: Basic Care

AH NC020 | 42 Hours

Introduces students to entry-level Personal Care Attendant skills. Students will be taught how to assist patients and families with non-medically directed personal care and home management activities. It will prepare students to seek entry-level Personal Care Attendant employment. Course restricted to 98 repetitions.

### Personal Care Attendant II: Dementia and End-of-Life Care

AH NC021 | 21 Hours

Focuses on dementia and end-of-life care. Topics include potential causes and successful strategies to deal with communication difficulties and problem behaviors, as well as activities that lead to successful care giving. End-of-life topics include advance planning, practical and emotional issues related to death and dying, and community resources for the support of families and caregivers. Course restricted to 98 repetitions.



## RESTORATIVE NURSE ASSISTANT

The Restorative Nurse Assistant Training Program consists of two courses (RNA Introduction and RNA Advanced). These courses include content related to mobility, performance of activities of daily living, aging effects on the five senses and management of cognitive deficit. The RNA Program prepares students to work as restorative assistants focusing on therapeutic modalities, exercise and rehabilitation management.

### Restorative Nurse Assistant - Introduction

AH NC030 | 40 Hours

Prepares licensed CNAs (Certified Nurse Assistants) to assist patients/residents in maintaining or promoting independence in the areas of mobility, range of motion, and the performance of activities of daily living. This course is the first in a two-part series leading to a SBCC Noncredit Educational Programs Certificate of Completion for Restorative Nurse Assistants. Course restricted to 98 repetitions.

### Restorative Nurse Assistant - Advanced

AH NC031 | 14 Hours

Advanced course for licensed CNAs reviewing the aging process on the five senses, restorative techniques for the therapeutic use of heat and cold, positioning and exercise, and management for cognitive deficit.



## GREEN GARDENER

The Green Gardener Program offers education, training, certification, and the promotion of participating gardeners and landscape contractors. This regional program trains gardeners in resource-efficient landscaping practices within Santa Barbara County. Upon completion of the course requirements, Green Gardeners will be included on the County of Santa Barbara's website.

### Green Gardener: Module 1

EH NC001 | 22.5 Hours

This course is designed for interested individuals who wish to develop knowledge and skills in order to pursue a career in sustainable landscaping. Participants become certified after completing the course requirements and passing exams.

### Green Gardener: Module 2

EH NC002 | 15 Hours

This class builds on the Green Gardener: Module 1 course, providing the landscape professional additional training in resource conservation, pollution prevention and sustainability.



## CONSTRUCTION TECHNOLOGY MODULE A

Introduction to residential construction includes four consecutive 4-week courses in framing, finish carpentry, electrical and plumbing, leading to Certificate. Prepares students for workforce and credit Construction Technology program.

### Construction Framing

**CT NC001 | 12 Hours**

This is a beginning course in residential construction framing (housebuilding). Take as a stand-alone course or as part of a 4-course series of construction classes. Topics include the framing of floors, walls, ceilings, and roofs, and job site safety.

### Construction Finish Carpentry

**CT NC002 | 12 Hours**

This is a beginning course in residential construction finish carpentry (housebuilding). Take as a stand-alone course or as part of a 4-course series of construction classes. Topics include introduction to hand and power tool use, scope of residential finish work, base/case, crown, closets, doors.

### Construction Electrical

**CT NC003 | 12 Hours**

This is a beginning course in residential construction electrical work. Take as stand-alone course or as part of a 4-course series of construction classes. Topics include intro to home electrical systems, electrical and job-site safety, tool use and materials identification.

### Construction Plumbing

**CT NC004 | 12 Hours**

This is a beginning course in residential construction plumbing. Take as a stand-alone course or as part of a 4-course series of construction classes. Topics include intro to home plumbing systems and materials, working with piping, installing fixtures, and trouble shooting.



## CONSTRUCTION TECHNOLOGY MODULE B

Continued introduction to residential construction includes four consecutive four-week courses in intermediate framing, intermediate finish carpentry, intermediate electrical, and construction measuring and estimating.

### Intermediate Construction Framing

CT NC011 | 12 Hours

Take as a stand-alone course or as part of a four-course series of construction classes. Offers more advanced topics in framing including rake walls, I-joists, roof trusses, horizontal openings, etc. Hands-on practice will use the typical tools of the trade.

### Intermediate Construction Finish Carpentry

CT NC012 | 12 Hours

Take as a stand-alone course or as part of a four-course series of non-credit construction classes. Offers more advanced topics in finish work including shelf design and install, cabinet install, and fireplace mantle trim. The course uses typical tools of the trade.

### Intermediate Construction Electrical

CT NC013 | 12 Hours

Intermediate course in constructional electrical work. Take as a stand-alone course or as part of a four-course series of construction classes. Offers more advanced topics in home electrical including circuit design, grounding issues, wire selection, etc. The course uses typical tools of the trade.

### Intermediate Construction Plumbing

CT NC014 | 12 Hours

A beginning course in residential construction math. Take as a stand-alone course or as part of a four-course series of construction classes. Topics include working with common, decimal, and carpenter fractions; using a standard tape measure; estimating material; and using a construction calculator.

Business

Design

Technology

Career





**TRAINING for Today!**

**WAKE CAMPUS**

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**SANTA BARBARA CITY COLLEGE**