

CERTIFICATE CATALOG



CAREER

SKILLS

INSTITUTE

Business

Design

Technology

Career Skills Institute (CSI)

Business • Design • Technology



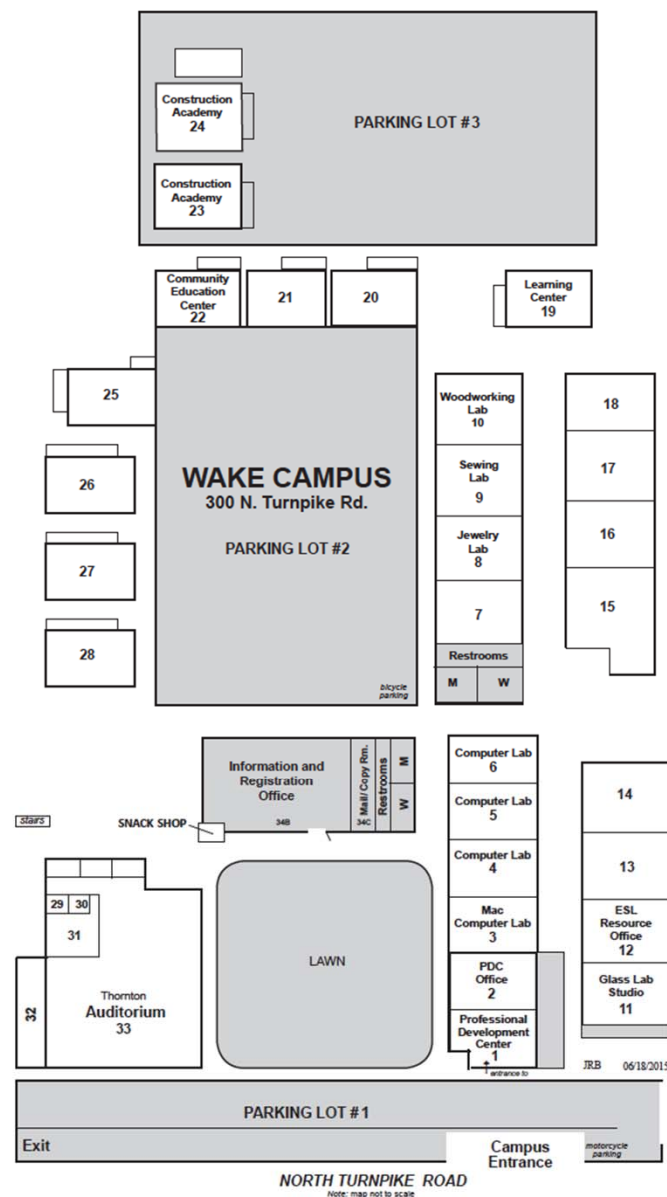
SANTA BARBARA CITY COLLEGE

offers this noncredit certificate program to provide you the training you need to get a job, advance in your job and/or provide you the skills you need to grow your business. These career skills courses are packaged to enable you to earn a certificate and a digital badge demonstrating you have mastered new skills.

This catalog lists more than 25 certificates covering the areas of business, design and technology. Whether you need to brush up on the art of negotiation or to better understand branding or design basics, we have the coursework and certificates to meet that need.

Invest in your professional development and learn the skills you need today. Apply and register now.

See you at SBCC!





Business

TRAINING for Today!



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.



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 Technology Age

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.



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.



TRAINING for Today!



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.

Hi Impact Presentations and Proposals for the Workplace

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.



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.



TRAINING for Today!



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 relationships requires streamlining marketing focus through creating recognizable global social media marketing. Understanding the tools of research to produce a universal brand via social media ignites a climate of safety for an effective business and customer relationship.

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.



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 Technology Age

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.



BASIC IMAGING

The Basic Digital Imaging Certificate enables students to develop image editing, file organization, and design project skills that make them more employable.

Adobe Lightroom Essentials

MAT NC010 | 8 Hours

Students will learn the basics of the Lightroom software, learning to both manage libraries of files, and to increase the quality of their photos and videos using editing techniques. The course will focus on the library module of the program, with an emphasis on importing and organizing photos, surveying images, and using the interface. Additionally, the course introduces the develop module, which allows students to edit files both individually and in groups.

Introduction to Adobe Illustrator

MAT NC009 | 8 Hours

Students will work with Illustrator basic techniques to create and edit vector imagery. The course covers a variety of drawing techniques that are used digital illustration and the graphic design industry.

Photoshop Overview

GDP NC005 | 10 Hours

This introductory course offers an overview of Photoshop tools and functionality to discover the creative potential of image editing. Students will become familiar with the Photoshop window, tools and main menu bar. The class will cover opening and saving files, image compositing and collage, selections, layer and image correction.



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 ladder.

Digital Cameras, Digital Photos

PHOT NC001 | 10 Hours

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.

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.

Introduction to Adobe Illustrator

GDP NC010 | 25 Hours

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.

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 practice new skills in a lab setting.



TRAINING for Today!

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 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.



GREEN DOCUMENTS: DOCUMENTS FOR THE ENVIRONMENT

This certificate is designed for individuals who are looking for “green” alternatives to paper documents. Students will learn how to create new documents that can be digitally form filled, signed, secured, distributed and archived electronically. Includes instruction on how to prepare images for use in both digital, web and print based documents.

Preparing Digital Images

GDP NC052 | 8 Hours

Think one size fits all when it comes to using images in your documents? Then think again. In this course you will learn about pixels, image size, and resolution. Understand how the “intent” determines image resolution. Additionally you will learn how to use Photoshop to perform basic photo editing and how to save to the appropriate file format for the intended use. Additionally students will learn how to manage and archive digital libraries.

Save a Tree, Go Paperless!

GDP NC051 | 8 Hours

Students will learn how to create secure forms and interactive documents for electronic distribution using Adobe Acrobat Pro. Includes securing forms (passwords, view/print privileges, and digital signatures) and distribution.



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.



TRAINING for Today!



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.

Email for Beginners

COMP NC041 | 10 Hours

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

Optimizing Photos for Internet and Email

COMP NC042 | 10 Hours

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



BASIC OFFICE SOFTWARE SKILLS

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

Basic Outlook

COMP NC058 | 10 Hours

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

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.

Basic Spreadsheets for Beginners

COMP NC062 | 12.5 Hours

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.

Introduction to MS Excel

COMP NC063 | 9-10 Hours

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



TRAINING for Today!

Introduction to MS Word

COMP NC051 | 9-10 Hours

This class is an introduction to Microsoft Word functions for document creation including entering text, revising, formatting, previewing, and printing. Students will practice on a variety of documents.

Word Processing Basics for Beginners

COMP NC050 | 12.5 Hours

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; 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.



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.

Computers for Beginners

COMP NC022 | 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.

How to use a Computer Keyboard and Mouse for Beginners

COMP NC020 | 10 Hours

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

Introduction to Windows

COMP NC024 | 9-10 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.

Windows Basics

COMP NC023 | 10-12.5 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.



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 MAC OS X Level 1

COMP NC031 | 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 NC032 | 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.

Introduction to the Macintosh

COMP NC030 | 15-20 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.



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 NC081 | 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 NC080 | 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.



TRAINING for Today!



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.

Introduction to Hand-Held Devices

COMP NC070 | 10 Hours

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.

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.

Tech Talk: What's New in Computers and Technology

COMP NC071 | 25 Hours

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.



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 NC001 | 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 NC002 | 8 Hours

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