

Professional Development Studies

Today's worker is faced not only with ever-increasing technological challenges, but also with the need for applied instruction in a variety of skills, ranging from customer service to personal success issues such as time management. The Professional Development Studies Department houses short, topic- and performance-based workplace learning courses designed to help employers and employees succeed.

Coordinator & Office

Diane Hollems, *Dean* (Wake Center, Room 1, ext. 8281)
Shelly Dixon, *Professional Development Center Coordinator* (Wake Center, Room 2, ext. 8283)

Courses Offered

PRO 100 — Professional Office Skills

(0.3)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Interpersonal communication skills, accountability and an ability to look for alternative solutions all assist in successfully fulfilling one's role in helping departments accomplish their annual performance measures.

PRO 101 — Working with Difficult Behaviors

(0.5)

Skills Advisories: Eligibility for ENG100 and ENG 103

Participants examine how values and behaviors influence others and understand that how one acts and reacts can reduce conflict and strengthen relationships in the workplace.

PRO 102 — Sharpening Your Business Writing Skills

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Development of effective and professional writing skills requires understanding proper business tone and formatting, along with organizing information for written communications, including letters, memos and e-mail.

PRO 103 — Time Management: Key to Personal Success

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants identify personal goals and priorities and the difference between "urgent" and "important," while exploring various time-saving techniques, ensuring that important things get done on time.

PRO 104 — Interpersonal Communications: Developing Effective Work Relationships

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants gain understanding of effective speaking and listening skills and analyze non-verbal communication cues, while understanding barriers that prevent effective communication.

PRO 105 — Problem-Solving and Decision-Making

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants gain understanding of problem-solving and decision-making techniques and apply these techniques, either individually or as part of a team.

PRO 106AB — Leadership Skills for Today's Workforce

(A-0.5 / B-1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants explore principles of effective leadership in today's workforce, while performing a 360-degree evaluation of their own leadership practices, resulting in a personal application plan.

PRO 107 — Ethics and Integrity in the Workplace

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants gain confidence to make the right decisions in accordance with organizational values and norms, while promoting ethical behavior among co-workers.

PRO 108 — Report, Proposal and Technical Writing

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Practice-based seminar for those who want to improve their skills in writing reports, board letters, memos, proposals and other professional and technical communications.

PRO 109 — Dollars and Sense of Preventing Workplace Injuries

(0.3)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants receive the latest ergonomic information to assist managers and supervisors in recognizing the ergonomic needs of employees, thus preventing work injuries and/or reducing lost time.

PRO 110AB — Project Management

(0.5 [A] and 1.0 [B])

Skills Advisories: Eligibility for ENG 100 and ENG 103

The ability to design, manage and implement innovative projects is a universal skill necessary for managers of all levels in organizations. On successful completion of this course, the student is able to determine the feasibility of a project and then plan and manage that project, from beginning to end.

PRO 111 — Process Improvement and Control

(1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn to identify causes of problems before trying to solve them, while increasing efficiency in workflow by reducing cycle time, errors and duplication of work.

PRO 112 — Fundamentals of Supervision

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn to balance management expectations with customer relations and needs of co-workers, while winning trust and respect. Supervisory theoretical principles with practical application covered.

PRO 113 — Introduction to Employment Law

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Overview of employment laws: due process, sexual harassment, discrimination, ADA, FSLA, FMLA and Equal Opportunity explanations of the effective use of local government's probation, EPRs and disciplinary processes.

PRO 114 — Motivating Employees for a More Effective Workforce

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn what motivates people and how to use this knowledge to attract and retain top employees with creative reward and recognition programs.

PRO 115 — Making Teams Work

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Designed for teams of 6 to 7 people seeking to strengthen the team bond and in preparing to work on a specific team project.

PRO 116 — Leading Teams: The Effective Facilitator

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants interested in building and maintaining effective teams learn how to use teams to encourage innovation, communication, and increase employee involvement.

PRO 117 — Dealing with Organizational Change

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants enhance their ability to deal positively and effectively with organizational change. Understanding the change cycle allows participants to utilize their inner resources to manage each stage.

PRO 118 — The Business of Local Government

(0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

New employees cover local governmental missions, values and goals. Description of local governmental services includes appreciation of diversity, ethics, worker benefits and quality customer service.

PRO 119 — Relating to Others in the Workplace: Identifying Personality Styles and Behaviors (0.3)

Skills Advisories: Eligibility for ENG 100 and ENG 103

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.

PRO 120 — Performance Measurement: Improving Organizational Outcomes (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn to design, write and evaluate recurring performance measures tied to budgetary program cost centers, while learning the use of different kinds of performance measures.

PRO 121 — Coaching Skills to Improve Employee Work Performance (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Motivating and assessing the performance of employees. Coaching techniques to solve workplace problems and energize employees.

PRO 122 — Training of Trainers (3.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants enhance their presentation and leadership skills, build collaborative relationships with other units, and become training resources for their departments, while increasing professional growth opportunities.

PRO 123AB — Powerful Presentations: Getting Your Point Across (A-0.5 / B-1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Designed for employees who provide formal presentations before boards, commissions and the public, who want to enhance presentation skills and to use visuals and handouts effectively.

PRO 124 — Don't Waste My Time! Keys to Effective, Efficient Meetings (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Proven techniques to lead or facilitate effective meetings, assuring individual participation, group decision-making and action taken on decisions, while removing barriers and time-wasters.

PRO 125 — Conflict Resolution (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn the conflict cycle and benefits of proactivity as a conflict management tool. Communication techniques are practiced to enhance skills for negotiation of mutually beneficial outcomes.

PRO 126 — Labor-Management Relations (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Overview of current labor-management issues for supervisors, managers and executives, as well as available resources to assist in the collaborative process.

PRO 127 — Principles of Policy Development (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Concepts of current policy and procedures development and their implementation by today's changing governmental organizations.

PRO 128 — Building Strength through Diversity (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants gain an understanding of the elements and dimensions of culture to meet the challenges and integrate the strengths of cultural differences in the workplace.

PRO 129 — Principles of Strategic Planning (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants learn to develop a strategic plan and lead in the planning process, as well as discuss the role of ethical behavior in the plan and process.

PRO 130 — Interviewing and Hiring the Best (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants enhance hiring skills, as well as discuss legal issues related to the interview and application process. Job analysis also explained.

PRO 131 — Monitoring and Evaluating Employee Performance (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants enhance their skills and expand the number of tools that can be used in monitoring and evaluating employee performance.

PRO 132 — Facilitator Institutes Foundations (1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants establish group facilitation skills and acquire techniques to assure that group meetings are efficient and effective in the decision-making process.

PRO 133 — Supervisor Institute (1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Participants establish supervisory leadership skills and acquire techniques to enhance communications, motivate staff, and facilitate change within an organization.

PRO 134 — Budgeting Processes (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Strategies that work beyond basic budgeting. Learn to allocate resources effectively, avoiding “shortfalls.” Practice budgeting strategies for cutbacks and growth. Planning for an economically healthy organization.

PRO 135 — Strategic Communication (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning techniques for effective communication in e-mail, the hallway, impromptu speaking, managing anxiety, and other workplace situations.

PRO 136AB — Successful Negotiation (A-0.5 / B-1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Techniques of successful negotiating and conflict management. How to positively apply power and influence in the negotiating process. Gaining skills to apply in situations where all parties experience positive outcomes.

PRO 137 — Mentoring Techniques (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

With the need for succession planning, this course builds on both personal and career growth. How to properly mentor others for success, and the importance of “rolodexing” throughout your career.

PRO 138 — Personal Planning (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning to evaluate where one is in a career. How to identify opportunities and evaluate skills, interests, as well as identify needed training for a chosen career path.

PRO 139AB — Workplace Innovation (A-0.5 / B-1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning to create an environment for creativity and innovation, while managing fear of change. Techniques for linking change, growth and fluidity with fun, excitement and a future.

PRO 140 — Managing Priorities (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Too much to do and not enough time or resources? Learning to avoid crises, procrastination, missed deadlines, over-meeting and unnecessary interruptions.

PRO 141AB — Using Good Judgment (A-0.5 / B-1.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning to establish a guideline for decision-making, and evaluating the impact of long- and short-term decisions; and how to use good judgment in dealing with others.

**PRO 142 — Transitioning to Management
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning to develop a unit's short- and long-term goals, mission and standards, as well as how to coordinate between departments and work with employees.

**PRO 143 — Supervisor's Institute II
(1.0)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Developing leadership skills needed at the supervisory level, while practicing and maximizing communication strategies to deal with challenging situations.

**PRO 144 — Assertion Skills
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learning assertion theory, techniques and rationale for integrating assertive behavior in the workplace.

**PRO 150 — Concepts and Principles for
Exceptional Customer Service
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Teaches the participant valuable tips on how to connect with the customer and provide the "desired" response, both in person and on the telephone.

**PRO 151 — Business Basics: Looking for a
Great Work Attitude
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Good business etiquette and attitude are essential for maintaining one's job and moving ahead. Punctuality, positive communication and workplace taboos are discussed.

**PRO 152 — Handling Criticism and Difficult
People in the Workplace
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Receiving criticism and encountering difficult people are part of every job. Learn how to keep cool under fire, respond calmly, and deal with negative or aggressive co-workers.

**PRO 153 — Supervision: Developing
Skills for Success
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Designed for the first-time supervisor, with an emphasis on the functions of management, involving planning, organizing, leading, active listening and controlling.

**PRO 154 — Concepts and Principles for
Dealing with Stress
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learn how to identify what is causing stress; stress management; and how to cope through "mental fitness," time management, prioritizing and working smarter.

**PRO 155 — Working Together: Concepts &
Techniques for Dealing with Teamwork and
Cultural Diversity in the Workplace
(0.5)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

The workplace is increasingly diverse and team-oriented. Learn leadership, decision-making, problem-solving skills, and how to get along with everyone in the workplace.

**PRO 156 — Sexual Harassment
in the Workplace
(0.3)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Teaches participants the definition of sexual harassment and how to tell when it is happening, as well as steps to follow when dealing with harassment.

**PRO 157 — Concepts and Techniques for
Personal Money Management
(0.3)**

Skills Advisories: Eligibility for ENG 100 and ENG 103

Learn about developing a personal spending plan, estimating expenses, the importance of staying on a budget, how to develop credit, and the pitfalls of credit cards.

PRO 160A–D — Rethinking Leadership: Covey’s Seven Habits of Highly Effective People (0.5-2.0)

Skills Advisories: Eligibility for ENG 100 and ENG 103

The evolution of leadership through current post-modern models. Focus on applying principles of effectiveness to empower individuals, groups and organization leaders to meet daily challenges.

PRO 161ABC — Topics in Fund Development (0.5)

Skills Advisories: Eligibility for ENG 100

Concepts and principles of effective fundraising and sustained fund development are presented, as well as roles and responsibilities of fund developers.

PRO 162 — Principles of Board Development (0.5)

Skills Advisories: Eligibility for ENG 100

Concepts and principles of effective board development, including roles and responsibilities of board members.

PRO 163A — Covey’s 7 Habits for Managers (0.5)

Skills Advisories: Eligibility for ENG 100

Using the management applications of Covey’s 7 Habits, provides managers with the tools to take initiative, resolve conflicts, and unleash the talents of their teams.

PRO 163B — Covey’s 7 Habits for Managers (1)

Skills Advisories: Eligibility for ENG 100

Using the management applications of Covey’s 7 Habits, provides managers with the tools to take initiative, resolve conflicts, and unleash the talents of their teams.

PRO 163C — Covey’s 7 Habits for Managers (1.5)

Skills Advisories: Eligibility for ENG 100

Using the management applications of Covey’s 7 Habits, provides managers with the tools to take initiative, resolve conflicts, and unleash the talents of their teams.

PRO 163D — Covey’s 7 Habits for Managers (2)

Skills Advisories: Eligibility for ENG 100

Using the management applications of Covey’s 7 Habits, provides managers with the tools to take initiative, resolve conflicts, and unleash the talents of their teams.

PRO 163D — Covey’s 7 Habits for Managers (2)

Skills Advisories: Eligibility for ENG 100

Using the management applications of Covey’s 7 Habits, provides managers with the tools to take initiative, resolve conflicts, and unleash the talents of their teams.

PRO 164 — Personal Accountability (0.5)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Empowering oneself to take responsibility for situations, be proactive, communicate positively, and look for alternative solutions.

PRO 165AB — Covey’s Leadership (1-2)

Skills Advisories: Eligibility for ENG 100 and ENG 103

In today’s competitive and rapidly evolving environment, great leaders are expected to achieve success. Explores and develops the skill set and characteristics that make a great leader, and demonstrates how this translates into great teams and superior results in the business environment.

PRO 167AB — Proposals and Presentations (0.5-1)

Skills Advisories: Eligibility for ENG 100 and ENG 103
Course Advisories: COMP 136A

Exploration of how to communicate strategically to maximize the chance that your project is accepted and successful. Topics include business proposals; writing for executives; informal conversations; elevator pitches; strategy and politics; formal PowerPoint presentations; and how to know when each type of communication is appropriate.

**PRO 168 — Thrive and Survive at Work
(0.5)***Skills Advisories: Eligibility for ENG 100 and ENG 103*

Focuses on the qualities that employers desire in employees and what it takes to thrive and survive in the workplace. Attitude, communication and work ethics are stressed.

**PRO 170 — Teaching Seminar
(3)**

Comprehensive orientation to teaching at Santa Barbara City College, as well as information on pedagogy, support services, teaching with technology, and the mission of the community college.

**PRO 171 — Teaching and Learning Online
(3)**

Participants acquire a comprehensive understanding of what is needed to teach online. They become skilled at applying the pedagogy of active learning, adept at teaching with technology, and learn to incorporate the major findings of student success research into their course design and content.

**PRO 201/BUS 201 — Introduction to
Entrepreneurship
(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101*

The role of entrepreneurial businesses in the United States and the impact on the national and global economies. Students identify and develop a current business start-up concept in a field of their choice; identify characteristics necessary for a successful entrepreneur; and evaluate the skills and commitment necessary to successfully operate an entrepreneurial venture. The challenges and rewards of entrepreneurship as a career choice are also addressed.

**PRO 202/BUS 202 — Entrepreneurship:
Opportunity Analysis****(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101 and/or BUS 201/PRO 201.*

Opportunity analysis helps to identify and qualify opportunities, gather facts for data-based decisions, ask pertinent questions, and improve decision-making to initiate new ventures. Upon successful completion of this course, the student should be able to identify and assess opportunities, either internally or externally, for new initiatives, enterprises or economic ventures.

**PRO 203/BUS 203 — Developing
Customers/Markets****(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H or
ENG 110GB**Course Advisories: BUS 101*

Examines key marketing variables, including market analysis, branding, strategic positioning, market segmentation, and the strategic and tactical execution of a marketing plan. Students develop marketing strategies to improve sales performance, close rates, customer loyalty and retention, and competitive advantage.

**PRO 204/BUS 204 — Small Business
Management****(2) F, S — CSU***Skills Advisories: Eligibility for ENG 110 or ENG 110H
Course Advisories: BUS 101*

The principles needed to operate and manage a small business. Designed for those who may eventually own a business. Emphasis on developing skills for managing, operating and controlling systems, such as quality control, inventory management, planning and scheduling, project management, and human resource management.

PRO 205/BUS 205 — Managing the Numbers

(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Course Advisories: BUS 101

Introduces small business accounting and financial statement literacy required to measure and analyze performance and improve decision-making. Includes an overview of the record-keeping process, the use of manual and computerized applications, such as QuickBooks, and internal control procedures necessary to safeguard and protect business assets.

PRO 206/BUS 206 — Managing Capital

(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Course Advisories: BUS 101

Explores the financial issues that affect the creation of an entrepreneurial venture, including financing/funding, cash flow management, forecasting and debt management. Students investigate methods for raising start-up capital and operating funds through a variety of sources, including SBA loans, bank financing, personal financing, business angels, venture capital funds and institutional investors.

PRO 207/BUS 207 — Entrepreneurship Law

(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H or ENG 110GB

Course Advisories: BUS 101

Examines the legal and tax implications involved in the creation of a new business, including forms of business ownership, employment law, contracts, commercial leases, reporting requirements, intellectual property and bankruptcy.

BUS 208/PRO208 — Business Plan Development

(2) F, S — CSU

Skills Advisories: Eligibility for ENG 110 or ENG 110H

Course Advisories: BUS 101

Students develop an original idea for a new venture and write a market-ready, comprehensive business plan to accomplish it. Examines a variety of entrepreneurial issues in the business planning process, including concept testing, product development, marketing, management, financing and ongoing operations.

PRO 290 — Work Experience in Professional Development Studies

(1-4)

Skills Advisories: Eligibility for ENG 100 and ENG 103

Consists of supervised employment for students whose career objectives, course of study and employment complement each other. Students must accomplish specific course objectives.

PRO 292 — Service Learning Experience (0.5-4) — CSU

Skills Advisories: Eligibility for ENG 100 and ENG 103

Consists of community-based volunteer experience, plus two scheduled office hours and other conference hours. Supervised volunteerism of students with the goal of experiential learning, improved self-esteem and career awareness acquired in community and public service settings. Volunteer positions need not be related to students' educational goals or college major. Students follow agencies' policies, rules and regulations; write learning objectives; keep a record of time worked; complete a student data sheet; and secure agency supervisor's evaluation at the end of the semester.