

Professional Development Studies

Program Description

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.

Program Student Learning Outcomes

1. Explain key workplace principles and practices and apply them in an organizational context.
2. Define, analyze and solve workplace-related problems and issues.
3. Demonstrate the skills and behaviors that organizational members need to contribute to effective and efficient organizations.
4. Utilize best practices of workplace behavior to support the optimal operation of organizations.

Department Offices

Shelly Dixon, *Professional Development Center Director* (Wake Campus, (805) 683-8283)

Melissa Moreno, *Dean*
(Wake Campus, Rm. 1, ext. 8292)

Faculty

Susan Block (BC-208, ext. 2390)

Jill Scala (BC-116, ext. 3793)

Professional Development Studies Courses

PRO 100 — Professional Office Skills

(0.3)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture

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 101AB — Working with Difficult Behaviors (0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 102AB — Sharpening Your Business Writing Skills

(0.5 [A], 1.0 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture/18 lecture

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 103AB — Time Management: Key to Personal Success

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 104ABC — Workplace Communication (0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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

PRO 105AB — Problem-Solving and Decision-Making

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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

PRO 106ABCD — Leadership Skills for Today's Workforce

([A] 0.3, [B] 0.5, [C] 1.0, [D] 2.0)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture/36 lecture

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

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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

PRO 108ABC — Report, Proposal and Technical Writing

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 — Preventing Workplace Injuries

(0.3)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture

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 110ABCD — Project Management

(0.3 [A], 0.5 [B], 1.0 [C], 2.0 [D])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture/36 lecture

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 111AB — Process Improvement and Control
(0.5 [A], 1.0 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture/18 lecture

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 — Supervisor and Manager Skills
(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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 113ABC — Legal Issues in the Workplace
(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 114AB — Motivating Employees

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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

PRO 115AB — Making Teams Work

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

How to foster teamwork and help your workgroup function better when you are not in charge.

PRO 116AB — Leading Teams:

The Effective Facilitator

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

Team leaders interested in building and maintaining effective teams learn to use teams to encourage innovation, communication and employee involvement.

PRO 117ABC — Dealing with Organizational Change

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 118ABC — The Business of Local Government

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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

PRO 119AB — Personality Styles at Work

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

Participants learn to design, write and evaluate recurring performance measures.

PRO 121 — Coaching Skills

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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

PRO 122ABC — Training of Trainers

(0.5 [A], 1.0 [B], 3.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture/18 lecture/5.4 lecture

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 123ABC — Powerful Presentations

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 124AB — Effective and Efficient Meetings

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 125ABC — Conflict Resolution

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 103

Hours: 9 lecture

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

PRO 127 — Policy Development

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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

PRO 128AB — Diversity
(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 5.4 lecture/9 lecture

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 129AB — Strategic Planning
(0.5 [A], 1.0 [B])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 9 lecture/18 lecture

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 130AB — Interviewing
(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 5.4 lecture/9 lecture

Participants enhance interviewing skills, as well as discuss legal issues related to the interview and application process.

PRO 131AB — Monitoring and Evaluating Employee Performance
(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 5.4 lecture/9 lecture

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 103
Hours: 18 lecture

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 103
Hours: 18 lecture

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

PRO 134ABC — Budgeting Processes
(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 5.4 lecture/9 lecture/18 lecture

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 103
Hours: 9 lecture

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

PRO 136AB — Successful Negotiation
(0.5/1.0)

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 9 lecture/18 lecture

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 137AB — Mentoring Techniques
(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 5.4 lecture/9 lecture

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 138ABCD — Personal Planning
(0.5 [A], 1.0 [B], 2.0 [C], 3.0 [D])

Skills Advisories: Eligibility for ENG 100 and 103
Hours: 9 lecture/18 lecture/36 lecture/54 lecture

Learning to evaluate a career. How to identify opportunities and evaluate skills, interests and identify needed training for chosen career path.

PRO 139ABC — Workplace Innovation

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 103

Hours: 9 lecture

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

(0.5 [A], 1.0 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture/18 lecture

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 142AB — Transitioning to Management

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 103

Hours: 18 lecture

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

PRO 144A — Assertive Communication

(0.3)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture

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

PRO 144B — Assertion Skills

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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

PRO 150AB — Exceptional Customer Service

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 151AB — Attitude for Success

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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

PRO 152AB — Criticism and Difficult People

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 103

Hours: 9 lecture

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

PRO 154AB — Dealing with Stress

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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 — Generations at Work and Effective Teamwork

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

The workplace is increasingly diverse and team-oriented. Learn how to best utilize and work with all the different generations in our current workforce.

PRO 156 — Sexual Harassment

(0.3)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture

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 157ABC — Money Management

(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture/18 lecture

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 — Covey’s Seven Habits

(0.5-2.0)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture/36 lecture

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

Hours: 9 lecture

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

Hours: 9 lecture

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

PRO 163ABCD — Covey’s 7 Habits for Managers
(0.5 [A], 1.0 [B], 1.5 [C], 2.0 [D])

Skills Advisories: Eligibility for ENG 100

Hours: 9 lecture/18 lecture/27 lecture/36 lecture

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 164AB — Personal Accountability

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

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

PRO 165AB — Covey’s Leadership

(1.0 [A], 2.0 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 18 lecture/36 lecture

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 167ABC — Proposals and Presentations
(0.3 [A], 0.5 [B], 1.0 [C])

Skills Advisories: Eligibility for ENG 100 and 103

Course Advisories: COMP 136A

Hours: 5.4 lecture/9 lecture/18 lecture

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 168A — Business Etiquette to Thrive and Survive

(0.3)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture

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

PRO 168B — Thrive and Survive at Work

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

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 169A — Growing Your Business

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

How to grow your business to the next level. Distribution strategy, budgeting, pricing, competition and employee issues are covered.

PRO 169B — Growing Your Business

(1.0)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 18 lecture

Techniques for current small business owners and entrepreneurs to grow their business. Topics covered: distribution strategies, projections, finance, competition, pricing and employees.

PRO 169C — Growing Your Business

(2.0)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 36 lecture

How to grow your business to the next level. Topics covered: distribution strategies, budgets and projections, competition, target market, pricing, positioning and employee issues. Optimal corporate structure, capital structure and legal considerations are also covered.

PRO 170 — Teaching Seminar

(3)

Hours: 5.4 lecture

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)

Hours: 54 lecture

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 172AB — Positive Workplace Politics and Ethical Influence

(0.3 [A], 0.5 [B])

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 5.4 lecture/9 lecture

Learn constructive workplace political behavior and ethical influence to create more win-win situations, unblock barriers to change, create greater “buy-in” on key projects, produce more organizational cohesion and speed up decision-making.

PRO 180 — Strategic Sales

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

Everyday consumers and businesses must buy products this course helps you plan the appropriate sales strategy to match your product and customer base so they choose your product over that of your competitors.

PRO 182 — Developing Online Sales Channels

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

Develop channels and learn tools to increase product visibility and gain additional customers and sales using web-based content including webinars.

PRO 184 — Inside Sales - Selling From Your Desk

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

More and more sales are now being done “inside” with salespersons contacting perspective buyers using the phone and email. Learn how to maximize this revenue source and increase the effectiveness of “inside” sales.

PRO 186 — Customer Validation and Minimally Viable Product

(0.5)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 9 lecture

How do you know if your product really fits what the customer needs and that your business idea is one that can be repeated and scaled to be profitable? Use customer feedback to define your product and determine the ability to grow the revenue and scale it to be profitable.

PRO 290 — Work Experience in Professional Development Studies

(1-4)

Skills Advisories: Eligibility for ENG 100 and 103

Hours: 18 lecture/72 lecture

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 103

Hours: 30-240 lab

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.