



Scottsdale Community College

BUSINESS INSTITUTE

Accelerated Adult Education Without Compromise

2010-2011 Class Schedule

2010: Summer & Fall
2011: Spring

Who wants short-term classes and low, [no...really low] tuition?

Still only \$71 per credit. Talk about an economic stimulus...



New online and on-campus classes starting every week.

SAVE



Accelerated Credit Programs:

- * **Business Fastrack** 5-week classes online or on-campus.....page 4-5
- * **Business Express** 8-week classes online or on-campuspage 2-3
- * **Fastrack Entrepreneur** 2- or 4-week classes on-campuspage 6
- * **Retail Management Certificate** online classespage 7
- * **Business Topics** short-term classes online or on-campuspage 2



Non-Credit Programs & Workshops:

- * **Fastrack Computers** Hands-on training in our lab.....page 5
- * **Pharmacy Technician** 12-week program on-campus. page 5
- * **Ed2Go, Gatlin and ProTrain** Online career training...page 5
- * **SuperStar Assistant** Interactive Workshops.....page 7



Starting Credit Classes...

Getting started with classes at the Business Institute is easy. Just contact Michelle.



Business Topics

These accelerated, practical courses are designed for professional growth or personal interest. Assignments are due weekly.

#1. Advisement:

All new students are strongly urged to contact our Academic Advisor, Michelle Rose to:

- * Provide an overview of the collegiate process.
- * Develop a plan to reach educational and life goals.
- * Share class and program information.
- * Complete all necessary paperwork.

Registration assistance and schedule-building is available by appointment.

Phone: 480-425-6911

Email: michelle.rose@sccmail.maricopa.edu

#2. Complete admission paperwork:

New SCC students must complete a Student Information form available at www.sccbi.com. Make a copy of appropriate residency documentation. For more information on residency see <http://www.maricopa.edu/prop300/> Fax forms and documentation to 480-425-6901. A representative will contact you within 48 hours to verify your information has been received.

#3. Build a schedule and register for classes:

Once your student information is in the system, review the class schedules at www.sccbi.com to select classes.

Register Online: Register for classes online at www.My.Maricopa.edu. Click on 'First Time Users Start Here'. Set up your MEID and Student ID number. Keep this information for your records. For assistance contact the SCC Help Desk 480.423.6274.

Register by Fax: Complete the Registration Form available at www.sccbi.com and fax to the Business Institute 480-425-6901. A representative will contact you within 48 hours to verify your information has been received.

Pay Tuition and Fees:

You have access to your account information at www.my.maricopa.edu. View charges due and make payments electronically.

Purchase Textbooks:

Textbooks are required for all classes at the Business Institute. Books are available at the SCC main campus bookstore [9000 E. Chaparral Rd.] or order from the SCC web site www.scottsdalecc.edu. You may also choose to buy from online vendors if allowances are made for shipping time.

Financial Aid:

Financial aid is available for qualified students. For timely results those interested should start the application as soon as possible at: www.fafsa.ed.gov/. For more information, call our Financial Aid office at 480-423-6549 or visit www.scottsdalecc.edu/financial/index.html.



Starting your online class:

Instructions for starting your online class are at www.sccbi.com. Click on 'Online Classes Enter Here'.

One week prior to your course start date, follow all posted instructions including contacting your instructor by email. Contact Michelle with any questions at 480-425-6911.

GBS126 WRITING RESUMES

Planning, organizing, and writing a professional resume. Focus on presentation skills including format and language. 1 credit /3 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	14217	FALL '10	54579	SPRING '11	50619
	6/1-6/21		9/13-10/4		2/7-2/28	
					4/11-5/2	
						52714

GBS132 PERSONAL & FAMILY FINANCIAL SECURITY

Principles and practices of personal and family financial planning, includes savings, budgeting, credit, buying versus renting and general principles of consumerism. 3 credits/8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	14219	FALL '10	54581	SPRING '11	50620
	6/1-7/26		9/13-11/8		2/7-4/11	

MGT122 HEALTH CARE SUPERVISION

Initial course for health care supervisors who are technically competent in a health care field and who are responsible for supervision of other health care workers. 3 credits/5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	-	FALL '10	54587	SPRING '11	50641
	-		10/4-11/8		4/4-5/9	

MGT275 OFFICE MANAGEMENT & PROCEDURES

Covers basic administrative office services and systems, including analysis and management of operations, information systems, human resources, and facilities design. 3 credits/5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	-	FALL '10	65564	SPRING '11	50654
	-		9/13-10/18		2/21-4/4	

TQM200 LEADERSHIP FOR FRONT-LINE EMPLOYEES

Management concepts and their application for the front-line employee. Covers planning, goal-setting, problem-solving, motivation, time management, adaptability, flexibility and dependability. 2 credits/ 4 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	-	FALL '10	54627	SPRING '11	50663
	-		10/4-11/1		3/21-4/18	



Business Express

Our most popular general business classes in a convenient 8-week format. Ideal for the busy, motivated student. Each 3 credit class has assignments due weekly using Microsoft Office software [Word, Excel, PowerPoint].

GBS131 BUSINESS CALCULATIONS

Review of basic arithmetic and application of mathematics to business problems: percentages, simple and compound interest, bank statements, depreciation, business sales discounts and markups, and the basics of financial statements. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10	-	FALL '10	67754	SPRING '11	52715
	-		10/4-11/29		2/14-4/18	
@ BI	Term	Dates	Class #	Day	Time	Room
	SPRING '11	3/3-4/28	52717	Thr.	6:30-9:30PM	BI TBA



Business Express

[CONTINUED]

Our most popular general business classes in a convenient 8-week format. Ideal for the busy, motivated student. Each 3 credit class has assignments due weekly using Microsoft Office software [Word, Excel, PowerPoint].

GBS151 INTRODUCTION TO BUSINESS

Characteristics and activities of current local, national, and international business. An overview of economics, marketing, management and finance. **3 credits / 8 weeks** **NEW! Daytime classes!**

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/1-7/26	14161	8/30-10/25	54403	1/24-3/28	50621
	6/7-8/2	14163	9/13-11/8	54405	2/14-4/18	50622
			10/4-11/29	54583	3/7-5/9	50623
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/22-11/10	54613	Wed.	6:30-9:30PM	BI 1
		10/11-12/6	65909	Mon./Wed.	9-10:30 AM	BI 3
	SPRING '11	2/28-4/27	52728	Mon./Wed.	9-10:30 AM	BI 3
		3/22-5/10	50696	Tue.	6:30-9:30PM	BI 3

GBS205 LEGAL/ETHICAL/REGULATORY ENVIRONMENT OF BUSINESS

Legal theories, ethical issues and regulatory climate affecting business policies and decisions. Includes overview of torts, cyberlaw, investor protection, regulatory agencies, court systems, criminal conduct, product liability, property law, business organization, environmental law, employment law. **3 credits**. NOTE: For GBS205 only, online classes are 5 weeks and on-campus classes are 5 weeks or 8 weeks. **NEW! Daytime classes!**

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	5/17-6/21	20057	8/23-9/27	54411	1/24-2/28	50627
	6/1-7/6	14213	9/13-10/18	54413	2/14-3/28	50628
	6/14-7/19	14215	10/4-11/8	54415	3/21-4/25	50629
	6/28-8/2	14269	10/25-11/29	54417	4/4-5/9	50630
ON-CAMPUS @ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/7-10/5	54501	Tue. [5 wks.]	6:00-10:00P	BI 3
		10/5-12/2	65919	Tue/Thri[8 wks.]	9-10:30AM	BI 3
		10/7-12/9	54715	Thr. [8 wks.]	6:30-9:30PM	BI 3
		10/28-12/9	54735	Thr. [5 wks.]	6:00-10:00P	AP294 @ SCC
	SPRING '11	2/9-3/9	50697	Wed. [5 wks.]	6-10PM	BI 4
		2/22-4/21	52737	Tue/Thri[8 wks.]	10:45AM-12:15PM	BI 4
		3/3-4/28	50698	Thr. [8 wks.]	6:30-9:30PM	BI 3

GBS233 BUSINESS COMMUNICATION

Internal and external business communications including verbal and nonverbal techniques. Prerequisites: ENG101 or ENG107 with grade of 'C' or better or permission of department. **3 credits / 8 weeks**. **NEW! Daytime classes!**

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/1-7/26	14221	8/30-10/25	54419	1/24-3/28	50631
	6/7-8/2	14249	9/13-11/8	54421	2/14-4/18	50632
			10/4-11/29	54585	3/7-5/9	50633
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/22-11/10	54615	Wed.	6:30-9:30PM	BI 4
		10/11-12/6	65910	Mon./Wed.	10:45A-12:15P	BI 4
	SPRING '11	2/22-4/21	52739	Tue/Thr	9-10:30AM	BI 3
		2/23-4/20	50699	Wed.	6:30-9:30PM	BI 3

GBS261 INVESTMENTS I

Evaluation of various investment forms including study of inflation, taxation, government securities, stocks and bonds, real estate and retirement plans. **3 credits/8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14253	9/13-11/8	54691	2/14-4/18	50751
			10/4-11/29	54719		
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/19-12/7	54693	Tue.	6:30-9:30PM	BI 3

MGT101 TECHNIQUES OF SUPERVISION

Overview of the foundations of supervision and how to get things done within an organization through other people. The functions of planning, organizing, staffing, motivating, and controlling presented. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14225	8/30-10/25	54425	1/24-3/28	50636
			10/4-11/29	54427	3/7-5/9	52252
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/19-12/7	65547	Tue.	6:30-9:30PM	BITBD

MGT175 BUSINESS ORGANIZATION & MANAGEMENT

Covers basic principles of managing quality and performance in organizations. Covers management functions: planning, organizing, leading, and controlling. Emphasizes continual improvement, ethics, and social responsibility. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14233	8/30-10/25	54593	1/24-3/28	50649
			10/4-11/29	54595	3/7-5/9	50741
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/18-12/6	65554	Mon.	6:30-9:30PM	BI 4

MGT251 HUMAN RELATIONS IN BUSINESS

Analysis of motivation, leadership, communications, and other human factors. Cultural differences that may create conflict and affect morale individually and within organizations. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14255	9/13-11/8	54599	2/14-4/18	50616
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/18-12/6	65559	Mon.	6:30-9:30PM	BI 1
	Spring '11	2/17-4/14	52775	Thr.	6:30-9:30PM	BI 4

MKT101 INTRODUCTION TO PUBLIC RELATIONS

Emphasizes public relations techniques used both within and outside the business organization, including operation of a PR counseling firm. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14239	8/30-10/25	54607	1/24-3/28	50655
			10/4-11/29	54609	3/7-5/9	50656

MKT263 ADVERTISING PRINCIPLES

Introduces the advertising function within business including media study, creative strategies, and advertising campaigns. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14257	9/13-11/8	54619	2/14-4/18	50658
			10/4-11/29	65567		
@ BI	Term	Dates	Class #	Day	Time	Room
	Spring '11	3/21-5/9	50744	Mon.	6:30-9:30PM	BI 3

MKT268 MERCHANDISING

Surveys structure and operation of retail organizations. Emphasizes merchandising to include price, location, time, promotion, and quantity. **3 credits / 8 weeks**.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14259	9/13-11/8	54621	2/14-4/18	50659

See latest schedules at www.sccbi.com.



Business Fastrack

Fastrack is an accelerated series of 11 integrated, practical courses designed to develop the skills and aptitudes needed in business. The program meets once per week for 4 hours. Online courses are held entirely online for 5 weeks. Materials and assignments are posted online for study at your convenience. Both a one-year Certificate and a two-year Associate degree program are available. We build on your previous work. Project-based assignments have clear application on the job. Each class is 3 credits.

Integrated Skill Development

- *Effective communication skills: oral and written.*
- *Leadership development and team building.*
- *Efficient use of Microsoft Office software.*
- *Effective time management and prioritization.*
- *Enhanced problem-solving.*
- *Increased self-confidence and creativity.*

Business Fastrack Certificate 33 credits

ACC110 Understanding and Using Accounting Systems
GBS120 Workplace Communication Skills
GBS200 Understanding the Business Environment
GBS205 Legal, Ethical, & Regulatory Environment of Business
IBS201 International Studies for Business
MGT109 Development of Professional Skills and Standards
MGT126 Customer Service Skills and Strategies
MGT127 Managing and Leading for Competitive Advantage
MGT179 Utilizing the Human Resources Department
MGT253 Owning and Operating a Small Business
MKT210 Applied Marketing Strategies

ACC110 UNDERSTANDING & USING ACCOUNTING SYSTEMS

Develops basic accounting skills including analyzing and journalizing transactions, comprehension of the balance sheet, income statement, and equity and cash flow statements. Explores usage of specialized journals and subsidiary ledgers in a computerized system. Studies the impact of various transactions on an enterprise, including payroll, receivables, payables, inventory, cash and credit card receipts. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	5/17-6/21	14159	8/23-9/27	54387	1/24-2/28	50610
	6/14-7/19	14265	9/13-10/18	54389	2/14-3/28	50611
			10/25-11/29	54391	4/4-5/9	50612
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	11/9-12/7	54393	Tue.	6-10PM	BI 4
	SPRING '11	1/31-3/7	50694	Mon.	6-10PM	BI 4

GBS120 WORKPLACE COMMUNICATION SKILLS

Reviews planning, organization, development, and evaluation of written/oral communication in business settings, including informative and persuasive messages. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/1-7/6	14211	8/23-9/27	54395	1/24-2/28	50613
	6/28-8/2	14267	9/13-10/18	54397	2/14-3/28	50614
			10/25-11/29	54399	4/4-5/9	50615
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/9-10/7	54401	Thr.	6-10PM	BI 4
	SPRING '11	1/27-2/24	52713	Thr.	6-10PM	@SCC AP294
		4/12-5/10	50617	Tue.	6-10PM	BI 4

GBS200 UNDERSTANDING THE BUSINESS ENVIRONMENT

Provides an overview of the external environmental factors affecting business policies and decisions; economic, legal, regulatory, political, social, cultural, and ethical. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/14-7/19	14165	8/23-9/27	54407	1/24-2/28	50624
			10/4-11/8	54409	3/21-4/25	50625
				4/4-5/9	52250	
@ BI	Term	Dates	Class #	Day	Time	Room
	SPRING '11	3/23-4/20	50626	Wed.	6-10PM	BI TBD

GBS205 LEGAL, ETHICAL, AND REGULATORY ENVIRONMENT OF BUSINESS

Legal theories, ethical issues and regulatory climate affecting business policies and decisions. Includes overview of torts, cyberlaw, investor protection, regulatory agencies, court systems, criminal conduct, product liability, property law, business organization, environmental law, and employment law. 3 credits. NOTE: For GBS205 only, online classes are 5 weeks and on-campus classes are 5 weeks or 8 weeks. **NEW! Daytime classes!** CONTINUED ==>>

GBS205 LEGAL, ETHICAL, AND REGULATORY ENVIRONMENT OF BUSINESS [CONT]

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	5/17-6/21	20057	8/23-9/27	54411	1/24-2/28	50627
	6/1-7/6	14213	9/13-10/18	54413	2/14-3/28	50628
			10/4-11/8	54415	3/21-4/25	50629
			10/25-11/29	54417	4/4-5/9	50630
ON-CAMPUS @ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/7-10/5	54501	Tue. [5 wks.]	6:00-10:00P	BI 3
		10/5-12/2	65919	Tue/Thr [8 wks.]	9-10:30AM	BI 3
		10/7-12/9	54715	Thr. [8 wks.]	6:30-9:30PM	BI 3
		10/28-12/9	54735	Thr. [5 wks.]	6:00-10:00P	AP294 @ SCC
ON-CAMPUS @ BI	Term	Dates	Class #	Day	Time	Room
	SPRING '11	2/9-3/9	50697	Wed. [5 wks.]	6-10PM	BI 4
		2/22-4/21	52737	Tue/Thr [8 wks.]	10:45AM-12:15PM	BI 4
		3/3-4/28	50698	Thr. [8 wks.]	6:30-9:30PM	BI 3

IBS201 INTERNATIONAL STUDIES FOR BUSINESS

Provides an overview of the major issues faced by managers in international business. Focuses on cultural sensitivity issues and applying concepts of real-world business situations through case studies and experiential exercises. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/14-7/19	14223	9/13-10/18	54423	3/21-4/25	50634
			10/25-11/29	54759		
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/4-11/1	65545	Mon.	6-10PM	BI TBD
	SPRING '11	2/9-3/9	50700	Wed.	6-10PM	BI TBD

MGT109 DEVELOPMENT OF PROFESSIONAL SKILLS & STANDARDS

Explores the skills and qualities necessary to develop and maintain a successful professional life. Topics include management/leadership skill development, effective job search, image development, career advancement, gender issues, professional conduct, time/financial management, and human relations. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/28-8/2	14227	8/23-9/27	54429	1/24-2/28	50637
			9/13-10/18	54431	2/14-3/28	50638
			10/25-11/29	54433	4/4-5/9	50639
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/14-10/12	54617	Tue.	6-10PM	BI TBD
	SPRING '11	3/1-4/5	50640	Tue.	6-10PM	BI 4

MGT126 CUSTOMER SERVICE SKILLS & STRATEGIES

Explores strategies to help improve job performance and develop a service-oriented philosophy. Uses practical training concepts and techniques to demonstrate how superior customer service can lead to competitive advantage and profitability in business. Focuses on both internal and external customers. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/14-7/19	14229	9/13-10/18	54435	1/24-2/28	50642
			10/25-11/29	54437	3/21-4/25	50643
				4/4-5/9	52743	
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/14-11/18	65551	Thr.	6-10PM	BI TBD
	SPRING '11	3/23-4/20	50644	Wed.	6-10PM	BI 4

MGT127 MANAGING/LEADING FOR COMPETITIVE ADVANTAGE

Practical training in the development of skills and expertise necessary to achieve organizational goals, with and through people. Examines functions and work activities that result in a more productive and harmonious workforce. 3 credits / 5 weeks. CONTINUED ==>>

Non-Credit Programs



Our workshops are designed for ambitious adults whose schedule requires a non-traditional approach to education. Go to www.sccbi.com for info and schedules!

today's competitive business environment. Each 5-week on-campus course is available for 24/7 access. Since there are no scheduled meetings to attend you can learn at your own pace and help you develop new skills which deliver immediate value at

MGT127 MANAGING/LEADING FOR COMPETITIVE ADVANTAGE [CONTINUED]

ONLINE	Dates	Class #	Dates	Class #	Dates	Class #
	SUMMER '10 6/14-7/19	14231	FALL '10 10/4-11/8	54589	SPRING '11 2/14-3/28	50645
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10 SPRING '11	11/8-12/6 1/25-2/22	54591 50742	Mon. Tue.	6-10PM 6-10PM	BITBD BI 4

MGT179 UTILIZING THE HUMAN RESOURCES DEPARTMENT

Provides the opportunity to learn how to appropriately utilize the human resources department within an organization in order to improve job performance. Topics include staffing, training and development, manpower planning, compensation and benefits, federal labor laws and why people seek outside representation. **3 credits / 5 weeks.**

ONLINE	Dates	Class #	Dates	Class #	Dates	Class #
	SUMMER '10 6/14-7/19	14235	FALL '10 10/4-11/8	54597	SPRING '11 3/21-4/25	50647
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10 SPRING '11	9/9-10/7 2/8-3/8	54439 52774	Thr. Tue.	6-10PM 6-10PM	BITBD BI 3

MGT253 OWNING & OPERATING A SMALL BUSINESS

Starting, organizing and operating a small business, including location, finance, management processes, advertisement and promotion, credit, inventory control and ethics. **3 credits / 5 weeks.**

ONLINE	Dates	Class #	Dates	Class #	Dates	Class #
	SUMMER '10 5/17-6/21 6/1-7/6 6/14-7/19	14271 14237 20058	FALL '10 8/23-9/27 9/13-10/18 10/4-11/8 10/25-11/29	54601 54603 54605 54441	SPRING '11 1/24-2/28 2/14-3/28 3/21-4/25 4/4-5/9	50650 50651 50652 50653
@ SCC	Term	Dates	Class #	Day	Time	Room
	FALL '10 SPRING '11	9/23-10/21 3/3-4/7	54721 50774	Thr. Thr.	6-10PM 6-10PM	@SCC AP294 @SCC AP294

MKT210 APPLIED MARKETING STRATEGIES

Examines the principles and terminology utilized in the marketing/function and their value and application in the day-to-day operation of a business. Focuses on marketing planning, market segmentation, positioning, targeting and aspects of international marketing. Reviews product development, pricing, promotion and distribution and explores careers in marketing. **3 credits / 5 weeks.**

ONLINE	Dates	Class #	Dates	Class #	Dates	Class #
	SUMMER '10 6/14-7/19	14241	FALL '10 9/13-10/18 10/25-11/29	54443 54749	SPRING '11 3/21-4/25	52260
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10 SPRING '11	9/8-10/6 3/21-4/18	54503 50657	Wed. Mon.	6-10PM 6-10PM	BITBD BITBD

SBU200 SOCIETY AND BUSINESS [G/SB]

The study and scientific inquiry of issues and demands placed on business enterprise by owners, customers, government, employees and society. Included are social, ethical, and public issues and analysis of the social impact of business responses. **3 credits / 5 weeks.**

ONLINE	Dates	Class #	Dates	Class #	Dates	Class #
	SUMMER '10 6/1-7/6 6/28-8/2	14243 20059	FALL '10 8/23-9/27 10/4-11/8 10/25-11/29	54623 54625 54753	SPRING '11 1/24-2/28 3/21-4/25 4/4-5/9	50660 50661 52264
@ SCC	Term	Dates	Class #	Day	Time	Room
	SPRING '11	4/14-5/12	50662	Thr.	6-10PM	@ SCC AP294



Online Career Training

Affordable, self-paced, online certificate programs and individual courses designed to develop the skills for today's in-demand careers.

- * Business and Professional
- * Cisco Certification Programs
- * ComTIA Certification Programs
- * Environmental Safety & Health
- * Financial Services
- * Green/Renewable Energy
- * Healthcare and Fitness
- * Homeland Security & Bio-Terrorism
- * Hospitality and Gaming
- * IT Certification Bundles
- * IT Security & Networking
- * Legal & Workplace Compliance
- * Management and Corporate
- * Media and Design
- * Microsoft Certification Training
- * Music Industry
- * Programming & Web Development
- * Software Development
- * Trade & Industrial Programs
- * Video Game Design & Development
- * Skilled Trades and Industrial

Visit www.sccbi.com for more info on non-credit training options.



A comprehensive 72 hour, 12-week program prepares participants to enter the field and take the Pharmacy Technician Certification Board's (PTCB) exam.

Visit www.sccbi.com for more info and schedules.



Join us for these interactive workshops designed just for administrative professionals. Perfect for seasoned professionals, those re-careering, and current job seekers!

- Day 1 - 'Star Power' Professional Image and Attitude
- Day 2 - Making it Happen! - Planning, Prioritizing, & Organizing
- Day 3 - Exceptional Business Communication
- Day 4 - Dealing with Customers, Co-workers, & Other Characters



These intensive 8, 12, or 16-hour workshops give you hands-on training in today's most important business software. We can help you choose the best workshop to meet your needs.

Computer workshops will return in Spring 2011 with new workshop titles and prices. Visit www.sccbi.com to see our schedules.



Fastrack Entrepreneur

Stay focused on the bottom line with 2- and 4-week small business courses. These accelerated classes provide practical and timely information to help small business owners and managers achieve success. Whether starting a new company or increasing the value of an existing one, these classes take small business to the next level.

Just what you need!

- Complete the entire certificate or take several classes a la carte. The choice is yours!
- These accelerated, practical classes deliver the just-in-time information that fuels small business.
- Network with other local small business owners and managers.

Certificate in Small Business Management

24 credits

GBS120	Workplace Communication Skills [3]
GBS205	Legal, Ethical, & Regulatory Issues in Business [3]
MGT109	Developing Professional Skills & Standards [3]
MGT251	Human Relations in Business [3]
SBS200	Small Business Operations [2]
SBS202	Small Business Bookkeeping and Tax Prep [1]
SBS203	Financing & Cash Mgmt. for Small Business [1]
SBS204	Small Business Marketing and Advertising [2]
SBS213	Hiring and Managing Employees [1]
SBS214	Small Business Customer Relations [1]
SBS218	Establishing an Import/Export Business [1]
SBS220	Internet Marketing for Small Business [2]
Restricted Elective: Any SBS course 1 or 2 credits to complete 24 credits.	

SBS200 SMALL BUSINESS OPERATIONS

In-depth analysis of, and individual plan development for, the "day-to-day" problems encountered in the operation of a small business. Includes the development of a business operations plan including finance, purchasing, production scheduling, maintenance, shipping / receiving, personnel management and insurance/risk management requirements. 2 credits / 4 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	9/9-9/30	54505	Thr.	6:30-9:30PM	BI 1
	SPRING '11	2/1-2/22	50702	Tue.	6:30-9:30PM	BI 1
		3/21-4/11	52263	Mon.	6:30-9:30PM	BI 4

SBS202 SMALL BUSINESS BOOKKEEPING & TAX PREP.

Introduces accounting and record-keeping with emphasis on practical use of financial data for the successful management of a small business. Develops an understanding of the accounting cycle and preparation of financial statements. Includes section on tax consequences and preparation. Designed for the non-financially oriented owner/manager. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	9/7-9/14	54629	Tue.	6:30-9:30PM	BI 1
		11/29-12/6	65597	Mon.	6:30-9:30PM	BI 3
	SPRING '11	2/3-2/10	50703	Thr.	6:30-9:30PM	BI 1
		4/18-4/25	50745	Mon.	6:30-9:30PM	BI 4

SBS203 FINANCING/CASH MGMT. FOR SMALL BUSINESS

Planning for and meeting the financial needs of the small business including cash flow planning, identification of financial needs and sources, equity and debt financing, and preparation of loan packages. Participants complete a financial plan, with cost controls, sales revenue, expense allocation, and inventory cost. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	10/5-10/12	54631	Tue.	6:30-9:30PM	BI 1
	SPRING '11	3/3-3/10	50704	Thr.	6:30-9:30PM	BI 1

SBS204 SMALL BUSINESS MARKETING & ADVERTISING

Introduction to strategies and methods including business image, target market analysis, and customer buying behavior profile. Analysis and selection of advertising/business promotion methods and timing. Design an individual marketing/advertising/promotion plan. 2 credits/4 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	10/7-10/28	54633	Thr.	6:30-9:30PM	BI 1
	SPRING '11	3/22-4/12	50705	Tue.	6:30-9:30PM	BI 1

SBS210 TAX PLANNING AND PREPARATION

Explores the areas of tax planning and preparation essential to small business operation. Includes tax requirements and forms, special tax topics affecting business decisions, tax planning techniques, and common tax problems for the small business. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	9/21-9/28	54639	Tue.	6:30-9:30PM	BI 1
	SPRING '11	2/17-2/24	50746	Thr.	6:30-9:30PM	BI 1

SBS213 HIRING & MANAGING EMPLOYEES

Methods and techniques for managing employees in a small business. Includes supervisor's role, leadership styles, interpersonal communications, staff planning, employee work styles, techniques for handling problem employees, and employee motivation. Focuses on real life situations to enable the business owner to gain high performance from their employee team. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	10/19-10/26	54635	Tue.	6:30-9:30PM	BI 1
	SPRING '11	3/24-3/31	50706	Thr.	6:30-9:30PM	BI 1

SBS214 SMALL BUSINESS CUSTOMER RELATIONS

Developing / improving customer relations for the small business. Planning / delivering quality customer service. Includes topics on attitude of employees, customer perceptions and motivations, handling customer dissatisfaction, and developing customer, supplier, vendor, and distributor loyalty. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	11/2-11/9	54637	Tue.	6:30-9:30PM	BI 1
	SPRING '11	3/1-3/8	50707	Tue.	6:30-9:30PM	BI 1

SBS215 MANAGING STRESS IN SMALL BUSINESS

Explores the common causes of stress related to the operation of a small business. Includes discussion of the physiological and psychological effects of stress, and specific methods for dealing with the small business owner or manager stresses in business and personal life. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	11/30-12/7	54695	Tue.	6:30-9:30PM	BI 1
	SPRING '11	4/21-4/28	50749	Thr.	6:30-9:30PM	BI 1

SBS218 ESTABLISHING AN IMPORT/EXPORT BUSINESS

Basic marketing and management techniques for exporting and importing. Includes researching viability of an import/export business, marketing an export or securing a product for import, and implementing the transaction. 1 credit / 2 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	11/16-11/23	54507	Tue.	6:30-9:30PM	BI 1
	SPRING '11	4/7-4/14	50708	Thr.	6:30-9:30PM	BI 1

SBS220 INTERNET MARKETING FOR SMALL BUSINESS

Topics include: examples of successful marketing on the Internet; availability of Internet services; necessary hardware and software for marketing on the Internet; determining products/services appropriate for Internet marketing; budget constraints and on-going operations of the Internet site. 2 credits/4 weeks.

	Term	Dates	Class #	Day	Time	Room
@ BI	FALL '10	9/13-10/4	65602	Mon.	6:30-9:30PM	BI 1
		11/4-12/9	54509	Thr.	6:30-9:30PM	BI 1
	SPRING '11	4/19-5/10	50709	Tue.	6:30-9:30PM	BI 1

What's New?

We are constantly creating and updating our programming to meet community and student need. Get on our email list or visit our web site at www.sccbi.com regularly to see what's new!



Retail Management and Marketing Certificate Program

This program is designed to train students for careers in the retail clothing business: selling, merchandising and buying. The program requirements include components of management, communications, merchandise presentation, and small business development.

Did you know...?

- In the U.S., retail spending accounts for about 1/3 of gross domestic product.
- It's estimated that online shopping will account for 8% of total retail sales by 2014.
- All the classes needed for the Retail Certificate are available at the Business Institute.

Retail Management & Marketing Certificate

30 credits

GBS120	Workplace Communication Skills [3]
GBS131	Business Calculations [3]
MGT101	Techniques of Supervision [3]
MGT251	Human Relations in Business [3]
MGT253	Owning and Operating a Small Business [3]
MKT109	Introduction to Fashion Merchandising [3]
MKT151	Display and Visual Merchandising [3]
MKT200	Retail Buying [3]
MKT267	Principles of Salesmanship [3]
MKT268	Merchandising [3]
MKT210	Applied Marketing Strategies [3]

GBS120 WORKPLACE COMMUNICATION SKILLS

Reviews planning, organization, development, and evaluation of written/oral communication in business settings, including informative and persuasive messages. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/1-7/6	14211	8/23-9/27	54395	1/24-2/28	50613
	6/28-8/2	14267	9/13-10/18	54397	2/14-3/28	50614
			10/25-11/29	54399	4/4-5/9	50615
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/9-10/7	54401	Thr.	6-10PM	BI 4
	SPRING '11	1/27-2/24	52713	Thr.	6-10PM	@SCC AP294
		4/12-5/10	50617	Tue.	6-10PM	BI 4

GBS131 BUSINESS CALCULATIONS

Review of basic arithmetic and application of mathematics to business problems: percentages, simple and compound interest, bank statements, depreciation, business sales discounts and markups, and the basics of financial statements. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	-	-	10/4-11/29	67754	2/14-4/18	52715
@ BI	Term	Dates	Class #	Day	Time	Room
	SPRING '11	3/3-4/28	52717	Thr.	6:30-9:30PM	BI TBA

MGT101 TECHNIQUES OF SUPERVISION

Overview of the foundations of supervision and how to get things done within an organization through other people. The functions of planning, organizing, staffing, motivating, and controlling presented. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14225	8/30-10/25	54425	1/24-3/28	50636
			10/4-11/29	54427	3/7-5/9	52252
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	10/19-12/7	65547	Tue.	6:30-9:30PM	BI TBD

MGT253 OWNING & OPERATING A SMALL BUSINESS

Starting, organizing and operating a small business, including location, finance, management processes, advertisement and promotion, credit, inventory control and ethics. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	5/17-6/21	14271	8/23-9/27	54601	1/24-2/28	50650
	6/1-7/6	14237	9/13-10/18	54603	2/14-3/28	50651
	6/14-7/19	20058	10/4-11/8	54605	3/21-4/25	50652
			10/25-11/29	54441	4/4-5/9	50653
@ SCC	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/23-10/21	54721	Thr.	6-10PM	@SCC AP294
	SPRING '11	3/3-4/7	50774	Thr.	6-10PM	@SCC AP294

MKT109 INTRODUCTION TO FASHION MERCHANDISING **NEW!**

Explores the various levels and specialized segment of the fashion industry, the principles of fashion, the fundamentals of merchandising apparel, consumers' influence on demand and marketing activities. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	-	-	9/13-11/8	67755	2/14-4/18	52777
@ BI	Term	Dates	Class #	Day	Time	Room
	SPRING '11	3/22-5/10	52778	Tue.	6:30-9:30PM	BI TBD

MKT151 DISPLAY AND VISUAL MERCHANDISING **NEW!**

An examination of the principles of design including line, color, balance, and texture as they relate to the display of merchandise. Participation in displays, field trips, and individual projects. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	-	-	-	-	2/14-4/18	52858

MKT200 RETAIL BUYING **NEW!**

Examines management/buyer role in investment, pricing, planning, controlling sales and inventories. Any BPC/CIS spreadsheet course recommended. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	-	-	-	-	3/7-5/9	52861

MKT267 PRINCIPLES OF SALESMANSHIP **NEW!**

Analyzes and applies the steps and techniques used in personal selling. Highlights the role of the professional sales representative and his/her functions as they relate to the company's mission and customer expectations. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	-	-	-	-	3/7-5/9	52809

MKT268 MERCHANDISING

Surveys structure and operation of retail organizations. Emphasizes merchandising to include price, location, time, promotion, and quantity. 3 credits / 8 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/7-8/2	14259	9/13-11/8	54621	2/14-4/18	50659

MKT210 APPLIED MARKETING STRATEGIES

Examines the principles and terminology utilized in the marketing/function and their value and application in the day-to-day operation of a business. Focuses on marketing planning, market segmentation, positioning, targeting and aspects of international marketing. Reviews product development, pricing, promotion and distribution and explores careers in marketing. 3 credits / 5 weeks.

	Dates	Class #	Dates	Class #	Dates	Class #
ONLINE	SUMMER '10		FALL '10		SPRING '11	
	6/14-7/19	14241	9/13-10/18	54443	3/21-4/25	52260
			10/25-11/29	54749		
@ BI	Term	Dates	Class #	Day	Time	Room
	FALL '10	9/8-10/6	54503	Wed.	6-10PM	BI TBD
	SPRING '11	3/21-4/18	50657	Mon.	6-10PM	BI TBD

My.Maricopa.edu

New and continuing students can do class search, registration, records management, and schedule building.

Short on tuition cash?

Check out eCashier for convenient installment payments.
www.scottsdalecc.edu/ecashier/





The Business Institute
specializes in accelerated
adult learning.

Accelerated Adult Learning Without Compromise.

Affordable. Effective. Efficient. Flexible.

Affordable-Tuition remains only \$71 per credit for Arizona residents. [Apache, Greenlee, and Santa Cruz counties are considered out-of-county.] Undergrad tuition at state and private universities now starts at \$250 + per credit. Financial aid is available for qualified students.

Non-Credit Workshops: Are affordably priced and include books/materials.

Effective-Business professionals facilitate real-world projects and hands-on experience which gives immediate value at work or on the job market.

Efficient-Accelerated, accredited classes from two to eight weeks in duration. Most are available online and on-campus at the Business Institute.

Non-credit workshops bring you up-to-date in just a few hours. Prepare for the jobs of tomorrow with non-credit career training.

Flexible-Choose the options that fit your lifestyle:

- Credit or non-credit
- On-campus or online
- Business or computer classes
- Day or evening
- Career training or personal growth

Non-credit training at the Business Institute:

Pharmacy Technician-12-week program prepares you for certification in this in-demand career.

SuperStar Assistant-learn the professional polish and soft skills crucial in today's service-oriented office.

Non-credit, online career training:

- *Geo Certification Programs
- *GamTIA Certification Programs
- *Environmental Safety & Health
- *Financial Services
- *Green/Renewable Energy
- *Healthcare
- *Homeland Security & Bio-Terrorism
- *IT Certification Bundles
- *IT Security & Networking
- *Legal & Workplace Compliance
- *Microsoft Certification Training
- *Music Industry
- *Programming & Web Development
- *Trade & Industrial Programs
- *Video Game Design & Development
- *Many more course titles available.