

SCC Business Institute

Spring 2010 Schedule

Accelerated Adult Education Without Compromise

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Top Skills Employers Want

Paraphrased from: <http://www.resumebear.com/blog/index.php/2009/05/21/top-skills-employers-want-and-new-graduates-lack/>

It's important that you are knowledgeable in your field. Your GPA is indicative of what you have learned in your field. More than half of employers recognize this by screening applicants by GPA, using a cutoff of 3.0. Add an internship or work experience in your field and you show an employer that you've tested your new knowledge.

However, employers say other skills and abilities help job seekers stand out from the crowd of degree-holders. They want new hires who will fit in with co-workers and into the workplace, and are able to get the job done.

Unfortunately—and ironically—the very qualities employers look for are the qualities they find lacking in many new graduates. Employers say new graduates lack face-to-face communication skills, especially writing skills. They say many students tend to lack presentation skills, teamwork skills, and overall interpersonal (gets along well with others) skills.

Employers also note that new grads tend to lack a good work ethic. Some say students have trouble with time management and are unable to multitask in order to meet deadlines. Some new hires do not have realistic expectations for their new positions: they are not loyal to the organization and they want to climb the ladder overnight. Other employers say new hires lack professionalism: they lack maturity and knowledge of business etiquette, including how to dress appropriately.

Employers rank the importance of skills/qualities

1. Communication skills
2. Strong work ethic
3. Teamwork skills (works well with others)
4. Initiative
5. Analytical skills
6. Computer skills
7. Flexibility/adaptability
8. Interpersonal skills (relates well to others)
9. Problem-solving skills
10. Technical skills

In This Issue...

Accelerated online and on-campus offerings starting every week!



Credit Programs:

- * **Business Fastrack** 5-week classes online or on-campus..... page 4-5
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- * **Fastrack Entrepreneur** 2-or 4-week classes on-campuspage 3
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Non-Credit Programs & Workshops:

- * **Fastrack Computers** Hands-on training in our labpage 7
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- * **Ed2Go and ProTrain** Online career trainingpage 2 & 7

Spring 2010 Schedule - Credit Classes



Business Express

Our most popular general business classes in a convenient 8-week online format. Ideal for the busy, motivated student, each class has assignments due weekly. All are 3 credits.

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/29	48666	3/8-5/10	48670
2/22-4/26	48668		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/23-5/11	48838	Tue.	6:30-9:30PM

GBS205 Legal/Ethical/Regulatory Environment of Bus.

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. See Business Fastrack for GBS205 5-week, online classes.**

ON-CAMPUS			
Dates	Class #	Day	Time
2/10-3/10	48840	Wed. [5 wks.]	6-10PM
3/4-4/29	48842	Thr. [8 wks.]	6:30-9:30PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/29	48688	3/8-5/10	48692
2/22-4/26	48690		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/24-4/21	48844	Wed.	6:30-9:30PM

GBS261 Investments

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

ONLINE			
Dates	Class #	Dates	Class #
2/22-4/26	48968		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/22-5/10	55799	Mon.	6:30-9:30PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/29	48698	3/8-5/10	55731

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/29	48728	3/8-5/10	48942

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/18-4/15	48944	Thr.	6:30-9:30PM

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.**

ONLINE	
Dates	Class #
2/22-4/26	48654

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/29	48742	3/8-5/10	48744

MKT263 Advertising Principles

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

ONLINE	
Dates	Class #
2/22-4/26	48750

ON-CAMPUS @ the Business Institute

Dates	Class #	Day	Time
3/22-5/10	48952	Mon	6:30-9:30PM

MKT268 Merchandising

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

ONLINE	
Dates	Class #
2/22-4/26	48752



Business Topics

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

GBS126 Writing Resumes

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

ONLINE	
Dates	Class #
2/8-3/1	48660

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.**

ONLINE	
Dates	Class #
2/8-4/12	48664

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.**

ONLINE	
Dates	Class #
4/5-5/10	48710

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.**

ONLINE	
Dates	Class #
2/22-4/5	48740

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.**

ONLINE	
Dates	Class #
3/22-4/19	48760

Online Career Training

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



- * Cisco Certification Programs
- * Healthcare
- * Microsoft Certification Training
- * ComTIA Certification Programs
- * Homeland Security & Bio-Terrorism
- * Music Industry
- * Environmental Safety & Health
- * IT Certification Bundles
- * Programming & Web Development
- * Financial Services
- * IT Security & Networking
- * Trade & Industrial Programs
- * Green/Renewable Energy
- * Legal & Workplace Compliance
- * Video Game Design & Development

Spring 2010 Schedule - Credit Classes



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. Complete the entire certificate, or take a few classes a la carte-the choice is yours.

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/2-2/23	48852	Tue.	6:30-9:30PM
3/22-4/12	55766	Mon.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/4-2/11	48854	Thr.	6:30-9:30PM
4/19-4/26	48954	Mon.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/4-3/11	48856	Thr.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/23-4/13	48858	Tue.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/18-2/25	48956	Thr.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/25-4/1	48860	Thr.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/2-3/9	48862	Tue.	6:30-9:30PM



My.Maricopa.edu

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

Short on tuition cash!

Don't wait to register? Check out eCashier for convenient installment payments.
www.scottsdalecc.edu/ecashier/

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/27-4/29	48962	Thr.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/8-4/15	48864	Thr.	6:30-9:30PM

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.**

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/20-5/11	48866	Tue.	6:30-9:30PM

Frequently Asked Questions for Credit Classes:

1) Is the Business Institute accredited?

The Business Institute is an extension of Scottsdale Community College which is accredited through the North Central Higher Learning Commission.

2) How much do classes cost?

Tuition at the Business Institute is \$71 per credit for Arizona residents. [Residents of Apache, Greenlee, and Santa Cruz counties pay the out-of-county tuition rate.]

3) How do online classes work?

The online class web site includes reading and assignment information. Students communicate with instructors through e-mail. Assignments are sent to instructors as e-mail attachments. Instructors provide additional class information, feedback on assignments, and are available to assist students with questions.

4) How do I start my online class?

Online students should start with the Business Institute web site, www.scbi.com. Detailed instructions for starting online classes including instructor contact information and links to the class web sites are found by clicking on 'Online Classes Start Here' located on the left of the page.

5) Can I mix online and on-campus classes?

Definitely! You are welcome to take advantage of both offerings for increased flexibility.

6) Do the programs offered by the Business Institute transfer to the universities?

Yes! There are many transfer opportunities available to degree graduates.

7) Do classes require group work?

On-campus classes have group components that correlate with the materials. Online classes do not utilize groups but require students to work independently.

Spring 2010 Schedule - Credit Classes



Business Fastrack

Fastrack is an accelerated series of 11 integrated, practical courses designed to develop the skills and aptitudes needed in today's competitive business environment. Both a one-year Certificate and a two-year Associate degree program are available.

We build on strengths and help you develop new skills which deliver immediate value at work. Instructors are chosen for their real-world expertise and facilitation skills. Project-based assignments have clear application on the job.

Classes are scheduled for adults. Each 5-week on-campus course meets once per week for 4 hours. Online courses are held entirely online for 5 weeks. Materials and assignments are posted for 24/7 access. Since there are no scheduled meetings to attend you can study at your convenience. Each class is 3 credits.

Integrated Skill Development

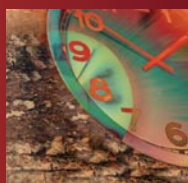
- **Effective communication skills: oral and written.**
- **Leadership development and team building.**
- **Efficient use of Microsoft Office software.**
- **Effective time management and prioritization.**
- **Enhanced critical thinking and problem-solving.**
- **Increased self-confidence and creativity.**

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

Just in time!

We now offer credit & non-credit programs.



Flexible, affordable options to get the skills you need to compete in the workplace. Brush up your skills to go back to work or enter a new field.

Visit www.sccbi.com for more info.

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48642	4/5-5/10	48646
2/22-4/5	48644		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/1-3/8	48834	Mon.	6-10 PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48648	4/5-5/10	48652
2/22-4/5	48650		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/13-5/11	48656	Tue.	6-10 PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48672	3/22-4/26	48674

ON-CAMPUS			
Dates	Class #	Day	Time
1/28-2/25	55713 @ SCC	Th.	6-10 PM
3/24-4/21	48676 @ BI	Wed.	6-10 PM

GBS205 Legal/Ethical/Regulatory Environment of Bus.

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 / 5 weeks.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48678	3/22-4/26	48682
2/22-4/5	48680	4/5-5/10	48684

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/10-3/10	48840	Wed. [5 wks.]	6-10 PM
3/4-4/29	48842	Thr. [8 wks.]	6:30-9:30PM

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!

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.**

ONLINE	
Dates	Class #
3/22-4/26	48694

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/10-3/10	48846	Wed.	6-10 PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48700	4/5-5/10	48704
2/22-4/5	48702		

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/2-4/6	48706	Tue.	6-10 PM

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.**

ONLINE			
Dates	Class #	Dates	Class #
1/25-3/1	48712	3/22-4/26	48714

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/24-4/21	48716	Wed.	6-10 PM

MGT127 Managing/Leading for Competitive Advantage

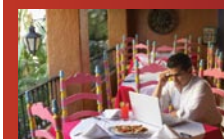
Practical training in the development of skills and expertise necessary to achieve organizational goals, with and through people. Examines functions and work activities that result in a more productive and harmonious workforce. **3 credits / 5 weeks.**

ONLINE	
Dates	Class #
2/22-4/5	48718

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/26-2/23	48948	Tue.	6-10 PM

Convenient online enrollment!

My.Maricopa.edu



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

Spring 2010 Schedule - Credit Classes

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 #		
3/22-4/26	48724		
ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/9-3/9	48730	Tue.	6-10 PM

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 #
1/25-3/1	48732	3/22-4/26	48736
2/22-4/5	48734	4/5-5/10	48738
ON-CAMPUS			
Dates	Class #	Day	Time
3/4-4/8	49048 @ SCC	Thr. [5 wks.]	6-10 PM

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 #
3/22-4/26	48746
ON-CAMPUS @ the Business Institute	
Dates	Class #
2/1-3/8	48748

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 #
1/25-3/1	48754	3/22-4/26	48756
ON-CAMPUS			
Dates	Class #	Day	Time
4/15-5/13	48758 @ SCC	Thr.	6-10 PM

On-Demand Education Direct to Your Desktop.

Online classes start every few weeks with materials posted on the web for 24/7 access at home or on the road. There are no set meeting times so you can study at your convenience.



Starting Credit Classes...

New students:

Advisement:

All new students are strongly urged to contact our Program Advisor, Jessica Morris 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

E-mail: jessica.morris@sccmail.maricopa.edu

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.

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. Complete the Registration Form available at www.sccbi.com and fax to the Business Institute. Or register for classes online directly from www.sccbi.com or at www.My.Maricopa.edu.

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 Bookstore at the SCC main campus [9000 E. Chaparral Rd.] or order from the SCC web site www.scottsdalect.edu. Click on the 'Students' link, then 'Bookstore'. You may also choose to buy from online vendors if allowances are made for shipping time.

Continuing students:

Fax:

Continuing students may complete the Registration Form available at www.sccbi.com. Fax form to 480-425-6901. A representative will contact you within 48 hours to verify your information has been received.

Online:

Online admission and registration is available 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.

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 Bookstore at the SCC main campus [9000 E. Chaparral Rd.] or order from the SCC web site www.scottsdalect.edu. Click on the 'Students' link, then 'Bookstore'. You may also choose to buy from online vendors if allowances are made for shipping time.



Starting your online class:

Instructions for starting your online class are at www.sccbi.com. Click on 'Online Classes Enter Here' located at the left of the screen. One week prior to your course start date, follow all instructions including contacting your instructor by e-mail. Contact Jessica with any questions at 480-425-6911.

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.gov/. For more information, call our Financial Aid office at 480-423-6549 or visit www.scottsdalect.edu/financial/index.html.



Flexible, Affordable, & Relevant

The Business Institute offers accelerated, practical programs and coursework, which deliver immediate value on the job.

- * Choose online or on-campus...or both!
- * Credit classes or Non-credit workshops available.
- * Business, computer, or career training.
- * Accelerated credit classes in 2- to 8-week delivery.
- * On-campus non-credit workshops get you up to speed in just a few hours.
- * Tuition is still \$71 per hour for credit classes.
- * Non-credit workshops include books and materials.

Spring 2010 Schedule - Non-Credit Workshops



Business Savvy

These non-credit workshops are designed to give you the just-in-time information you need in a concise 3-, 4-, or 6-hour format. Fees include books/materials.

Business Writing Crash Course

4 hours \$49

Become a more compelling communicator! This four-hour workshop delivers tangible tools and techniques to help you improve clarity and effectiveness in all your written business communications. You'll learn tips, tricks, methods, and skills for organizing your thoughts and effectively getting them on paper (or screen). You'll discover ways to take the stress out of writing and how to reduce mistakes and make sure your ideas are understood. Includes hands-on exercises.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/28	56858	Thr.	5:30-9:30 PM

Creative Marketing on a Shoestring

4 hours \$49

Competition for new customers is increasing every day. You need a proven marketing system that will help generate demand for your products and services. This workshop will give you the building blocks to create an effective marketing strategy without breaking the bank. Learn innovative ideas that you can use immediately.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/10	56859	Wed.	5:30-9:30 PM

Debt Busters: Reclaim Your Financial Future

4 hours \$49

Discover how to create a personal action plan for eliminating financial stresses. Getting out of debt and staying out is part of wise money management. This workshop will show you ways to stretch your dollars, identify the real sources of debt in your life, create a debt-reduction plan, and start saving. You will learn simple, straightforward strategies to handle debt and start looking forward to a sound financial future.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/2-2/4	56860	Tue./Thr..	6-8 PM

Financial Analysis for Entrepreneurs

4 hours \$49

Understanding how to analyze business financial information and make informed decisions is a must-have skill for any entrepreneur. This workshop is designed specifically for small business owners and/or their employees who have no formal accounting or financial training. Learn about the financial analysis tools and techniques to properly assess how your business is performing so you can make better decisions. You'll never feel intimidated by financial statements, reports, forms, or spreadsheets again. Includes hands-on exercises.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/28	56863	Thr.	5:30-9:30 PM

How to Design Effective Newsletters, Brochures, and Ads

4 hours \$49

Designing a printed piece that people actually notice can be challenging! If you are working with a graphic designer, or managing the project, or creating a design yourself, this workshop will help you: add interest to any topic, learn the core skills of good design, guide readers where you want them to go, and how to hit visual hot buttons. You'll also evaluate examples of real-world design to help learn what works and what doesn't. You'll leave with fresh, new ideas that you can use on your next project. Note: this workshop is conceptual. It does not provide computer software training.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/3	56866	Wed.	5:30-9:30 PM

Introduction to Investment Strategies

6 hours \$69

To take control of your financial future. Sometimes getting started with investing is the most difficult step. Learn the basics of investing to empower yourself to make your own choices. This workshop includes basic investment principles and will teach you methods for assessing which types of investment instruments may be best for your particular situation. You will learn the basic investing terminology, how to design and manage a portfolio, understand 401(k) or other retirement plans and the fundamentals of stocks, bonds, mutual funds. Eliminate the confusion and identify ways to invest with confidence!

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/23	56867	Sat.	9 AM-3:30 PM

Investing in Tough and Uncertain Times

4 hours \$49

The financial markets can be as confusing as they are volatile. During tough times, it's hard to know where to turn. Should you convert your portfolio to something more conservative? Should you wait patiently or be more pro-active? This workshop will help you clear through the confusion and identify ways to invest with confidence, even in an era of uncertainty.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/3	56868	Wed.	5:30-9:30 PM

Out of This World Customer Service

4 hours \$49

Happy customers mean repeat business. With the advent of the internet, customers have many purchase options. You have to be prepared not only to satisfy and serve every customer, but to deliver beyond expectations. Learn unbeatable strategies to improve your company's service. You'll discover methods for resolving difficult issues, handling unpleasant customers, and how to blow people away with high levels of quality service.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/17	56870	Wed.	5:30-9:30 PM

Personal and Household Budgeting: Making Your Money Work

4 hours \$49

Improper money management can lead to major problems such as credit issues, bankruptcy and even divorce. In this workshop you will learn the tools necessary to manage and control your personal finances. Discover a simple and sensible process of developing (and sticking to!) a personal budget and spending plan.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/18	56871	Thr.	5:30-9:30 PM

Time to Shine: Increasing Your Value At Work

3 hours \$39

Today's companies need creative, intelligent, and strategic employees. Competition can be fierce for the continually decreasing number of promotions and job openings. This workshop will help you learn ways to bolster your reputation and differentiate yourself from your colleagues and coworkers. There is no better way to advance in your career than by increasing your value to your employer and the more value you create, the more will get in return—both financially and through job security.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/25	56874	Thr.	6-9 PM

Web Design How-To

6 hours \$69

Good web design doesn't just happen. It takes dedicated planning to decide upon the theme, headlines, graphics, and text of a page. Whether you are creating your own web site or managing a designer, this workshop is a must. You will learn methods to catch the reader's eye and elicit a strong response. This workshop will show you how to plan powerful web content that effectively conveys your message, how to identify needs and challenges for the reader, ways to improve clarity and ease of scanning, and how to build effective headings, paragraphs and segments. Note: this workshop is conceptual. It does not provide computer software training.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/26	56876	Tue.	5:30-9:30 PM



Prepare Today for 21st Century Careers!

Pharmacy Technician Training

This 12-week program, will prepare you to take the board exam and enter this dynamic field. Both both day and evening programs are available at the Business Institute. Visit www.sccbi.com for more info.

Visit our web site www.sccbi.com for current class schedules, course descriptions and program news. While you're there, check out the other accelerated credit and non-credit programs offered by the Business Institute.



Spring 2010 Schedule - Non-Credit Workshops



Fastrack Computer Workshops

These non-credit workshops offer hands-on experience on individual computers in our state-of-the-art lab. Facilitators focus on the information you need in concise 8-, 12-, or 16-hour formats. Fees include books/materials.

Access 2007: Beginning 8 hours \$135

Access can help you organize your address book, client base, mailing lists and various types of group files for home business or both. Prerequisites: Beginning Computers 101 or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/23-3/25	56773	Tue./Thr.	8 AM-12 PM

Access 2007: Intermediate 8 hours \$135

Learn the multiple functions of Access, including: Working with queries, forms, and reports; formatting forms and reports; working with macros; and other advanced topics. Prerequisites: Access 2007: Beginning or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/30-4/1	56774	Tue./Thr.	8 AM-12 PM

Beginning Computers 101 8 hours \$135

An introduction to the computer and software. Topics include understanding hardware and software, introduction to Windows, working with programs and files, and exploring the Internet.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/19 & 1/26	56775	Tue.	8 AM-12 PM
2/10 & 2/17	56776	Wed.	12-4 PM
3/27	56777	Sat.	8 AM-5 PM
4/13-4/15	56778	Tue. & Thr.	5-9 PM

Computer Skills For The Workplace 16 hours \$245

This class is designed to cover the basic entry level computer skills. Topics include Windows, Word, Excel and PowerPoint.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/22-3/3	56779	Mon. & Wed	8 AM-12 PM
3/23-4/1	56780	Tue. & Thr.	5-9 PM
4/6-4/15	56781	Tue. & Thr.	8 AM-12 PM

Dreamweaver CS3 16 hours \$275

Use a visual step-by-step approach for learning this popular graphic web site design package. Learn smart design principles Fireworks and Flash skills will also be covered, to create a dynamic web site. Prior Windows experience helpful. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/12-3/5	56782	Fri.	8 AM-12 PM
4/10 & 4/17	56783	Sat.	8 AM-5 PM

eBay: Beginning 8 hours \$135

Learn to effectively buy/sell merchandise by utilizing eBay. You will learn how to use eBay's web site to register, search, bid, and sell items for fun & profit. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/23	56784	Sat.	8 AM-5 PM
3/2 & 3/9	56786	Tue.	8 AM-12 PM

Excel 2007: Beginning 8 hours \$135

Fundamental spreadsheet features and functions. Learn the basics of creating a worksheet with text, numbers, and mathematical formulas. Explore techniques to edit, format and print workbooks. Prerequisites: Beginning Computers 101 or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/16 & 2/23	56787	Tue.	5-9 PM
2/20	56788	Sat.	8 AM-5 PM

Excel 2007: Intermediate 8 hours \$135

Designed for those familiar with Excel. Work with formulas and functions such as the IF function and payment function. Learn how to sort and filter; work with tables and objects. Discover the basics of pivot tables and macros. Prerequisites: Excel: Beginning or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/27	56790	Sat.	8 AM-5 PM
3/2 & 3/9	56789	Tue.	5-9 PM

Office Suite 2007 8 hours \$135

Microsoft Office 2007 overview. Topics include word processing, database management and operating system commands. Prerequisites: Beginning Computers 101 or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/12-4/14	56792	Mon. & Wed	8 AM-12 PM

Photoshop CS3 16 hours \$275

Learn this image-editing program that lets you retouch photographs, merge and edit color images, and create collages or original artwork. Practical for all users who are interested in producing images for online and print media. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
3/6 & 3/13	56794	Sat.	8 AM-5 PM

PowerPoint 2007 8 hours \$135

Learn to use one of today's most popular programs for presentation graphics. If you talk to groups, enhance your ability to communicate and engage your audience through the power of technology. Prerequisites: Beginning Computers 101 or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/22 & 2/24	56795	Mon. & Wed.	5-9 PM

Microsoft Project 8 hours \$135

Learn to use Project to help you manage a full range of tasks and projects. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
4/3	56796	Sat.	8 AM-5 PM

QuickBooks 2007: Beginning 12 hours \$195

Learn the basics of this business accounting package. Covers inventory, invoices, accounts receivable/payable, payments, bank transactions, check register, reports, graphs, tracking sales tax, and payroll. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/19-1/28	56797	Tue. & Thr.	1-4 PM
1/30 & 2/6	56800	Sat.	9 AM-3 PM
3/22-3/31	56801	Mon. & Wed.	5-8 PM
4/20-4/27	56802	Tue. & Thr.	8 AM-12 PM

QuickBooks 2007: Intermediate 8 hours \$135

This workshop will explore the following topics: Customizing forms; using other QuickBooks accounts; creating reports; creating graphs tracking and paying sales tax; completing payroll; estimating, time tracking and job costing. Prerequisites: Prior completion of QuickBooks or comparable experience required.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/2-2/4	56804	Tue. & Thr.	12-4 PM
2/13	56808	Sat.	8 AM-5 PM
5/3-5/5	56810	Mon. & Wed.	5-9 PM

Windows XP: Beginning 8 hours \$135

Learn to use menus, toolbars, and dialog boxes; create, save, copy, and manage files. Prerequisites: Beginning Computers 101 or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/16-2/18	56811	Tue. & Thr.	8 AM-12 PM

Word 2007: Beginning 8 hours \$135

Designed for those with little or no knowledge of Word. You will learn to create, edit, format, save, and print documents. Discover how to copy and paste, use tabs, indents, bullets, numbers, headers and footers, and change document layouts. Prerequisites: Beginning Computers 101 or equivalent experience and prior Windows experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
1/21 & 1/28	56813	Thr.	5-9 PM
2/24 & 3/3	56814	Wed.	12:30-4:30 PM

Word 2007: Intermediate 8 hours \$135

Designed for those familiar with Word. Learn to create columns and tables, add graphics, WordArt, and various drawing objects, work with templates, themes and styles; perform mail merge. Prerequisites: Word: Beginning or equivalent experience.

ON-CAMPUS @ the Business Institute			
Dates	Class #	Day	Time
2/4 & 2/11	56815	Thr.	5-9 PM
3/24 & 3/31	56816	Wed.	12:30-4:30 PM



New for Spring... SuperStar Assistant!

Join us for these interactive workshops designed just for administrative professionals:

- 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

Perfect for seasoned professionals, those re-careering, and current job seekers!



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. [Madre, Greenlee, and Santa Cruz counties are considered out-of-county.] Compare this with state and private universities...a savings from 300-7000%! Financial aid is available for qualified students.

Non-Credit Workshops: Start at \$49 which includes 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:

Computers-hands-on workshops for the most popular software programs.

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:

- *Cisco Certification Programs
- *CamTIA 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.