

Accelerated Adult Education  
Without Compromise

## Spring 2012 Class Schedule

14350 North 87th Street, # 185  
Scottsdale, AZ 85260

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### SHORT-TERM CLASSES AND WORKSHOPS

# SAVE



## Become a More Valuable Employee

From <http://www.administrativejobs.com/articles/what-skills-make-you-a-more-valuable-employee-4399-article.html>

### Setting Yourself Apart from the Rest

Owning a broad range of skills is the most important step to opening up your career path and broadening your career opportunities. In today's economic environment, simply having a job doesn't cut it. Having the ability to get a job, and having skills that set you apart from the rest of the crowd, is far more crucial.

**Communication.** Above and beyond all, communication skills are in highest demand by employers. Having the ability to express yourself clearly is a vital and indispensable trait. People with good communication skills are frequently viewed as more intelligent by others, and while this is not necessarily the case, it's a natural human perception that could ultimately make all the difference in the world when it comes to building your career.

**Interpersonal skills** make up the whole of what we project to the others around us, both physical and behavioral; they are the attitude and manners with which we conduct ourselves when dealing with co-workers and customers. The ability to get along with a variety of personality types, and to do so with tact and propriety, is key.

Neither of these two all important skills come pre-wired in the human brain. Both are learned, instilled by the various influences of our formative years. Fortunately, both can be learned. If you think your communication or interpersonal skills need work, it's likely they do. The great news is, it's never too late to learn something new. Many employers offer career development tools to their employees as a method of retaining and building a well-rounded workforce, but even if this isn't something that's offered at your

current place of employment, avenues for personal enrichment are always available.

Sometimes despite our best efforts, we discover that we may be best suited for a different work environment. If you find yourself in this position, it could be time to perform a career assessment. It's important to see this step not as an admission of failure, but rather as a way of discovering your true potential. There are many websites that offer tests and free career assessment tools that just might open doors you never knew existed.

Always keep in mind that growth and development are as important to your personal fulfillment as they are to your career. One of the basic human needs is to constantly learn and explore. Embrace that need, and reap the benefits it's sure to have on your personal and professional life.



### Accelerated Credit Programs:

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



### Non-Credit Programs & Workshops:

- \* **Fastrack Computers** Hands-on training in our lab .....page 7
- \* **Business Training** Get up to speed in just a few hours...page 7
- \* **Pharmacy Technician** 12-week program on-campus ..page 7
- \* **Ed2Go and Gatlin** Online career training ..... page 8

A dream is just a dream. A goal is a dream with a plan and a deadline.  
Harvey Mackay

Many classes available both online and on-campus.



## Why make an appointment for academic advisement?

You will save time and be more successful!

Business Institute students are strongly encouraged to make an appointment with our advisor to discuss career and academic goals. Call Michelle at 480.425.6911

### During your advisement appointment, your advisor will:

- Provide comprehensive information and answer your questions.
- Process or update your student information.
- Assist in creating academic goals.
- Create a personalized academic plan.
- Assist you with registering for classes.
- Get to know you and your individual needs.

### Four strategies to help you reach your academic goals:

**Believe in yourself!** Today's students face many challenges. Our programs are designed for you. Hundreds of people like you have reached their goals at the Business Institute.

**Learn about campus resources and use them.** Meet with your advisor, use the library, visit a counselor or the tutoring center, go to the computer lab and more!

**Know your strengths and weaknesses.** The Business Institute offers a variety of online and on-campus classes. Review the information at [www.sccbi.com](http://www.sccbi.com) and choose the format that is right for you.

**Manage your time.** Carve out time in your daily schedule for academics and let your family and friends know you are unavailable during those time periods. Start your assignments early in the week and budget more time than you think you'll need.

## Programs Offered @ the BI

### CREDIT PROGRAMS

<b>Business Fastrack 5-week classes</b>	<b>page 4</b>
<b>Business Express 8-week classes</b>	<b>page 3</b>
<b>Business Topics</b>	<b>page 6</b>
<b>Fastrack Entrepreneur 2 and 4-week classes</b>	<b>page 5</b>
<b>Retail Management and Marketing</b>	<b>page 6</b>

### NON-CREDIT WORKSHOPS

<b>Business Training Workshops</b>	<b>page 7</b>
<b>Computer Workshops</b>	<b>page 7</b>
<b>Pharmacy Technician Training</b>	<b>page 7</b>
<b>Social Media and Digital Photography Workshops</b>	<b>page 7</b>

### ACCOUNTING

ACC110 Understanding and Using Accounting Systems	page 4
ACC121 Income Tax Preparation	3

### GENERAL BUSINESS

GBS120 Workplace Communication Skills	page 4
GBS126 Writing Resumes	6
GBS131 Business Calculations	3
GBS132 Personal and Family Financial Security	6
GBS151 Introduction to Business	3
GBS200 Understanding the Business Environment	4
GBS205 Legal, Ethical, and Regulatory Issues in Business	3
GBS233 Business Communication	3
GBS261 Investments I	3

### INTERNATIONAL BUSINESS

IBS201 International Studies for Business	page 4
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### MANAGEMENT

MGT101 Techniques of Supervision	page 3
MGT109 Development of Professional Skills and Standards	4
MGT122 Health Care Supervision	6
MGT126 Customer Service Skills and Strategies	4
MGT127 Managing and Leading for Competitive Advantage	4
MGT175 Business Organization and Management	3
MGT179 Utilizing the Human Resources Department	4
MGT251 Human Relations in Business	3
MGT253 Owning and Operating a Small Business	4
MGT275 Office Management and Procedures	6

### MARKETING

MKT101 Introduction to Public Relations	page 3
MKT109 Introduction to Fashion Merchandising	6
MKT151 Display and Visual Merchandising	6
MKT200 Retail Buying	6
MKT210 Applied Marketing Strategies	4
MKT263 Advertising Principles	3
MKT267 Principles of Salesmanship	6
MKT268 Merchandising	6

### SMALL BUSINESS MANAGEMENT

SBS200 Small Business Operations	page 5
SBS202 Small Business Bookkeeping and Tax Preparation	5
SBS203 Financing and Cash Management for a Small Business	5
SBS204 Small Business Marketing and Advertising	5
SBS210 Tax Planning and Preparation	5
SBS213 Hiring and Managing Employees	5
SBS214 Small Business Customer Relations	5
SBS215 Managing Stress in Small Business	5
SBS218 Establishing an Import/Export Business	5
SBS220 Internet Marketing for Small Business	5

### SOCIETY AND BUSINESS

SBU200 Society and Business	page 4
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### TOTAL QUALITY MANAGEMENT

TQM200 Leadership for Front-Line Employees	page 6
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### Log in to your Maricopa Official Email account

The Business Institute, SCC and MCCC use the Maricopa email accounts to send official information on your classes, financial aid, schedule changes and other important messages.

Students taking online classes at the BI also use the Maricopa email. Go to [my.maricopa.edu](http://my.maricopa.edu) and click on the MCCC Student Email Login to get started!!

# Business Express

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.

## ACC121 INCOME TAX PREPARATION 3 CREDITS / 8 WEEKS

Preparation of and practical experience in preparing individual federal income tax returns using computer software. Prerequisites: None.

@ SCC MAIN	THR. 2/9-4/5 6:30-9:30PM	# 41377
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## GBS131 BUSINESS CALCULATIONS 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 2/13-4/16	# 35937
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## GBS151 INTRODUCTION TO BUSINESS 3 credits / 8 weeks

Characteristics and activities of current local, national, and international business. An overview of economics, marketing, management and finance.

ONLINE	MON. 1/23-3/26	# 34161	@ CAMPUS	DAYTIME SECTION M/W 2/27-4/25 9:00-10:30AM	# 35939
	MON. 2/13-4/16	# 34162		TUE. 2/7-4/3 6:30-9:30PM	# 34227
	MON. 3/5-5/7	# 34163			

## 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.

**NOTE: For GBS205 only, online classes are 5 weeks and on-campus classes are 5 weeks or 8 weeks.**

ONLINE	<b>5-WEEKS</b> MON. 1/23-2/27	# 34166	@ CAMPUS	<b>5-WEEKS</b> WED. 2/8-3/7 6-10PM	# 34228
	MON. 2/13-3/26	# 34167		<b>8-WEEK DAYTIME</b> T/R 2/21-4/19 10:45-12:15PM	# 35943
	MON. 3/19-4/23	# 34168			
	MON. 4/2-5/7	# 34169			
@ SCC MAIN CAMPUS	<b>5-WEEKS</b> THR. 1/26-2/23 6-10PM AP294	# 37008		<b>8-WEEKS</b> THR. 3/1-4/26 6:30-9:30PM	# 34229

## GBS233 BUSINESS COMMUNICATION 3 CREDITS / 8 WEEKS

Internal and external business communications including verbal and nonverbal techniques. Prerequisites: ENG101 or ENG107 with grade of 'C' or better or permission of department.

ONLINE	MON. 1/23-3/26	# 34170	@ CAMPUS	WED. 2/22-4/18 6:30-9:30PM	# 34230
	MON. 2/13-4/16	# 34171			
	MON. 3/5-5/7	# 34172			

## GBS261 INVESTMENTS I 3 CREDITS/8 WEEKS

Evaluation of various investment forms including study of inflation, taxation, government securities, stocks and bonds, real estate and retirement plans.

ONLINE	MON. 2/13-4/16	# 34282
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## MGT101 TECHNIQUES OF SUPERVISION 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 1/23-3/26	# 34175
	MON. 3/5-5/7	# 35675

## MGT175 BUSINESS ORGANIZATION & MANAGEMENT 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 1/23-3/26	# 34187
	MON. 3/5-5/7	# 34272

## MGT251 HUMAN RELATIONS IN BUSINESS 3 CREDITS / 8 WEEKS

Analysis of motivation, leadership, communications, and other human factors. Cultural differences that may create conflict and affect morale individually and within organizations.

ONLINE	MON. 2/13-4/16	# 34156
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## MKT101 INTRODUCTION TO PUBLIC RELATIONS 3 CREDITS / 8 WEEKS

Emphasizes public relations techniques used both within and outside the business organization, including operation of a PR counseling firm.

ONLINE	MON. 1/23-3/26	# 34193
	MON. 3/5-5/7	# 34194

## MKT109 INTRODUCTION TO FASHION MERCHANDISING 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 1/23-3/26	# 35951	@ CAMPUS	DAYTIME SECTION T/Th 2/21-4/19 9:00-10:30AM	# 37341
				THR. 3/22-5/10 6:30-9:30PM	# 37213

## MKT151 DISPLAY AND VISUAL MERCHANDISING 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 2/13-4/16	# 35958	@ CAMPUS	THR. 2/16-4/12 6:30-9:30PM	# 37332
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## MKT200 RETAIL BUYING 3 CREDITS / 8 WEEKS

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

ONLINE	MON. 3/5-5/7	# 35960	@ CAMPUS	MON. 3/19-5/7 6:30-9:30PM	# 37343
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## MKT263 ADVERTISING PRINCIPLES 3 CREDITS / 8 WEEKS

Introduces the advertising function within business including media study, creative strategies, and advertising campaigns.

ONLINE	MON. 2/13-4/16	# 34196	@ CAMPUS	TUE. 3/20-5/8 6:30-9:30 PM	# 34275
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## MKT267 PRINCIPLES OF SALESMANSHIP 3 CREDITS / 8 WEEKS

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.

ONLINE	MON. 3/5-5/7	# 35953	@ CAMPUS	MON. 3/19-5/7 6:30-9:30PM	# 37338
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## MKT268 MERCHANDISING 3 CREDITS / 8 WEEKS

Surveys structure and operation of retail organizations. Emphasizes merchandising to include price, location, time, promotion, and quantity.

ONLINE	MON. 3/5-5/7	# 34197
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Allow 2-3 weeks for textbook delivery from online vendors. Required books listed at the SCC Bookstore web site.

# 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. Each 5-week on-campus course meets once weekly 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. Both a one-year Certificate and a two-year Associate degree program are available. 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 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 1/23-2/27	# 34150	@ CAMPUS	MON. 1/30-3/5 6-10PM	# 34225
	MON. 2/13-3/26 MON. 4/2-5/7	# 34151 # 34152			

## GBS120 WORKPLACE COMMUNICATION SKILLS 3 CREDITS / 5 WEEKS

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

ONLINE	MON. 1/23-2/27	# 34153	@ CAMPUS	TUE. 4/10-5/8 6-10PM	# 34157
	MON. 2/13-3/26 MON. 4/2-5/7	# 34154 # 34155			

## GBS200 UNDERSTANDING THE BUSINESS ENVIRONMENT 3 CREDITS / 5 WEEKS

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

ONLINE	MON. 1/23-2/27	# 34164
	MON. 4/2-5/7	# 35673

## GBS205 LEGAL, ETHICAL, AND REGULATORY ENVIRONMENT OF BUSINESS 3 CREDITS

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.

ONLINE	5-WEEKS MON. 1/23-2/27 MON. 2/13-3/26 MON. 3/19-4/23 MON. 4/2-5/7	# 34166 # 34167 # 34168 # 34169	@ CAMPUS	5-WEEKS WED. 2/8-3/7 6-10PM	# 34228
				8-WEEKS DAYTIME SECTION T/R 2/21-4/19 10:45A-12:15P	# 35943
				8-WEEKS THR. 3/1-4/26 6:30-9:30PM	# 34229
@ SCC MAIN CAMPUS	5-WEEKS THR. 1/26-2/23 6-10PM AP294	# 37008			

## IBS201 INTERNATIONAL STUDIES FOR BUSINESS 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 3/19-4/23	# 34173	@ CAMPUS	WED. 2/8-3/7 6-10 PM	# 34231
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## MGT109 DEVELOPMENT OF PROFESSIONAL SKILLS & STANDARDS 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 1/23-2/27	# 34176	@ CAMPUS	TUE. 3/20-4/17 6-10PM	# 34179
	MON. 2/13-3/26 MON. 4/2-5/7	# 34177 # 34178			

## MGT126 CUSTOMER SERVICE SKILLS & STRATEGIES 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 3/19-4/23	# 34182
	MON. 4/2-5/7	# 35948

## MGT127 MANAGING/LEADING FOR COMPETITIVE ADVANTAGE 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 2/13-3/26	# 34183	@ CAMPUS	TUE. 2/7-3/6 6-10PM	# 34273
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## MGT179 UTILIZING THE HUMAN RESOURCES DEPARTMENT 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 3/19-4/23	# 34185
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## MGT253 OWNING & OPERATING A SMALL BUSINESS 3 CREDITS

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

ONLINE	5 WEEKS MON. 1/23-2/27 MON. 2/13-3/26 MON. 3/19-4/23 MON. 4/2-5/7	# 34188 # 34189 # 34190 # 34191	@ SCC MAIN	5 WEEKS THR. 3/1-4/5 6-10PM	# 34305
			@ CAMPUS	8 WEEKS DAYTIME SECTION M/W 2/27-4/25 10:45A-12:15P	# 36132
				5 WEEKS WED. 4/11-5/9 6-10PM	# 37212

## MKT210 APPLIED MARKETING STRATEGIES 3 CREDITS / 5 WEEKS

Examines the principles and terminology utilized in the marketing/function and their value/application in the operation of a business. Focuses on marketing planning, segmentation, positioning, targeting and aspects of international marketing. Reviews product development, pricing, promotion, distribution and careers in marketing.

ONLINE	MON. 3/19-4/23	# 35683	@ CAMPUS	WED. 3/21-4/18 6-10PM	# 34195
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## SBU200 SOCIETY AND BUSINESS [G/SB] 3 CREDITS / 5 WEEKS

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.

ONLINE	MON. 1/23-2/27	# 34198	@ SCC MAIN	THR. 4/12-5/10 6-10PM	# 34200
	MON. 3/19-4/23 MON. 4/2-5/7	# 34199 # 35687			



# 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 2 CREDITS / 4 WEEKS

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.

@ CAMPUS	TUE. 1/31-2/21 6:30-9:30PM	# 34233	@ CAMPUS	MON. 3/19-4/9 6:30-9:30PM	# 35686
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## SBS202 SMALL BUSINESS BOOKKEEPING & TAX PREP. 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	THR. 2/2-2/9 6:30-9:30PM	# 34234
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## SBS203 FINANCING/CASH MGMT. FOR SMALL BUSINESS 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	THR. 3/1-3/8 6:30-9:30PM	# 34235	@ CAMPUS	MON. 4/16-4/23 6:30-9:30PM	# 37214
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## SBS204 SMALL BUSINESS MARKETING & ADVERTISING 2 CREDITS/4 WEEKS

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.

@ CAMPUS	TUE. 3/20-4/10 6:30-9:30PM	# 34236
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## SBS210 TAX PLANNING AND PREPARATION 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	THR. 2/16-2/23 6:30-9:30PM	# 34277
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## SBS213 HIRING & MANAGING EMPLOYEES 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	THR. 3/22-3/29 6:30-9:30PM	# 34237
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## SBS214 SMALL BUSINESS CUSTOMER RELATIONS 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	TUE. 2/28-3/6 6:30-9:30PM	# 34238
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## SBS215 MANAGING STRESS IN SMALL BUSINESS 1 credit / 2 weeks

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.

@ CAMPUS	THR. 4/19-4/26 6:30-9:30PM	# 34280
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## SBS218 ESTABLISHING AN IMPORT/EXPORT BUSINESS 1 CREDIT / 2 WEEKS

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.

@ CAMPUS	THR. 4/5-4/12 6:30-9:30PM	# 34239
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## SBS220 INTERNET MARKETING FOR SMALL BUSINESS 2 CREDITS/4 WEEKS

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.

@ CAMPUS	TUE. 4/17-5/8 6:30-9:30PM	# 34240
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## Resources for Business Institute and SCC students:

**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.  
<http://www.scottsdalecc.edu/admissions/pay-my-bill/payment-plan>

**Ask a Librarian**

Live chat available 24/7, 365 days. Link available at SCC home page.

**facebook**

Google us  
SCC Business Institute + Facebook



# 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]
MGT253	Owning and Operating a Small Business [3]
MKT109	Introduction to Fashion Merchandising [3]
MKT151	Display and Visual Merchandising [3]
MKT200	Retail Buying [3]
MKT210	Applied Marketing Strategies [3]
MKT267	Principles of Salesmanship [3]
MKT268	Merchandising [3]

## GBS120 WORKPLACE COMMUNICATION SKILLS 3 CREDITS / 5 WEEKS

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

ONLINE	Mon. 1/23-2/27	# 34153	@ CAMPUS	Tue. 4/10-5/8 6-10PM	# 34157
	Mon. 2/13-3/26	# 34154			
	Mon. 4/2-5/7	# 34155			

## GBS131 BUSINESS CALCULATIONS 3 CREDITS / 8 WEEKS

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.

ONLINE	Mon. 2/13-4/16	# 35937
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## MGT101 TECHNIQUES OF SUPERVISION 3 CREDITS / 8 WEEKS

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.

ONLINE	Mon. 1/23-3/26	# 34175
	Mon. 3/5-5/7	# 35675

## MGT253 OWNING & OPERATING A SMALL BUSINESS 3 CREDITS / 5 WEEKS

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

ONLINE	5 WEEKS Mon. 1/23-2/27 Mon. 2/13-3/26 Mon. 3/19-4/23 Mon. 4/2-5/7	# 34188 # 34189 # 34190 # 34191	@ SCC MAIN	Th. 3/1-4/5 6-10PM	# 34305
			@ CAMPUS	8 WEEKS DAYTIME SECTION M/W 2/27-4/25 10:45A-12:15P	# 36132
					Wed. 4/11-5/9 6-10PM

## MKT109 INTRODUCTION TO FASHION MERCHANDISING 3 CREDITS / 8 WEEKS

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.

ONLINE	Mon. 1/23-3/26	# 35951	@ CAMPUS	DAYTIME SECTION T/Th 2/21-4/19 9:00-10:30AM	# 37341
				Th. 3/22-5/10 6:30-9:30PM	# 37213

## MKT151 DISPLAY AND VISUAL MERCHANDISING 3 CREDITS / 8 WEEKS

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.

ONLINE	Mon. 2/13-4/16	# 35958	@ CAMPUS	Th. 2/16-4/12 6:30-9:30PM	# 37332
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## MKT200 RETAIL BUYING 3 CREDITS / 8 WEEKS

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

ONLINE	Mon. 3/5-5/7	# 35960	@ CAMPUS	Mon. 3/19-5/7 6:30-9:30PM	# 37343
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## MKT210 APPLIED MARKETING STRATEGIES 3 CREDITS / 5 WEEKS

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.

ONLINE	Mon. 3/19-4/23	# 35683	@ CAMPUS	Wed. 3/21-4/18 6-10PM	# 34195
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## MKT267 PRINCIPLES OF SALESMANSHIP 3 CREDITS / 8 WEEKS

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.

ONLINE	Mon. 3/5-5/7	# 35953	@ CAMPUS	Mon. 3/19-5/7 6:30-9:30PM	# 37338
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## MKT268 MERCHANDISING 3 CREDITS / 8 WEEKS

Surveys structure and operation of retail organizations. Emphasizes merchandising to include price, location, time, promotion, and quantity.

ONLINE	Mon. 3/5-5/7	# 34197
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## Business Topics

Accelerated, practical courses designed for professional growth or personal interest. Assignments due weekly.

## GBS126 WRITING RESUMES 1 CREDIT / 3 WEEKS

Planning, organizing, and writing a professional resume. Focus on presentation skills including format and language.

ONLINE	Mon. 2/6-2/27	# 34159	Mon. 4/9-4/30	# 35936
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## GBS132 PERSONAL & FAMILY FINANCIAL SECURITY 3 CREDITS / 8 WEEKS

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

ONLINE	Mon. 2/6-4/9	# 34160
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## MGT122 HEALTH CARE SUPERVISION 3 CREDITS / 5 WEEKS

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.

ONLINE	Mon. 4/2-5/7	# 34180
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## MGT275 OFFICE MANAGEMENT & PROCEDURES 3 CREDITS / 5 WEEKS

Covers basic administrative office services and systems, including analysis and management of operations, information systems, human resources, and facilities design.

ONLINE	Mon. 2/20-4/2	# 34192
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## TQM200 LEADERSHIP FOR FRONT-LINE EMPLOYEES 2 CREDITS / 4 WEEKS

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

ONLINE	Mon. 3/19-4/16	# 34201
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# Non-Credit Programs - On Campus Workshops

Our workshops are designed for ambitious adults whose schedule requires a non-traditional approach to education. Develop the skills you need quickly in our intensive, hands-on workshops. Books/materials included in fee. For more information or to register, contact Julie Alden. Phone: 480 425.6904.



These intensive 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 Applications Level I** This class is designed to cover the basic entry level computer skills. Topics include Windows, Word, Excel, PowerPoint and Outlook. Prerequisites: None but must have working knowledge of computer basics such as Computer Fundamentals. Fees include book/materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Mon/Wed	8AM-1PM	1/23-2/1	# 37397	\$245
	Tue	8AM-1PM	2/14-3/6	# 37398	\$245
	Tue/Thr	12-5PM	4/17-4/26	# 36180	\$245

**Computer Applications Level II** This class is designed to cover the intermediate level computer skills. Topics include Windows, Word, Excel, PowerPoint and Outlook. Prerequisites: None but must have working knowledge of computer basics such as Computer Fundamentals. Fees include book/materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Mon/Wed	8AM-1PM	2/6-2/15	# 37403	\$245
	Tue	8AM-1PM	3/20-4/10	# 36196	\$245
	Tue/Thr	12-5PM	5/1-5/10	# 36181	\$245

**Computer Fundamentals** 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. Fees include book/materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	8AM-1PM	1/17-1/19	# 37367	\$135
	Mon/Wed	6-8:30PM	2/6-2/15	# 37368	\$135
	Mon/Wed	8AM-1PM	3/19-3/21	# 37369	\$135

**Excel 2007 Level 1** 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: Computers Fundamentals or equivalent experience. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	5-9PM	3/20-3/22	37382	\$125

**Excel 2007 Level 2** 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 2007: L1 or equivalent experience. Fees include book/materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	5-9PM	3/27-3/29	37383	\$125

**Outlook 2007** An overview of Microsoft's powerful email, contact management, task and appointment setting software. Covers sending and receiving email, managing contacts, setting tasks in the to-do list and setting and confirming appointments in the calendar tool. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	8AM-12PM	2/7-2/9	36103	\$125

**QuickBooks 2010 / Level 1** 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. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	6-9PM	1/31-2/9	# 36102	\$165
	Mon/Wed	9AM-12PM	3/26-4/4	#36192	\$165
	Mon/Wed	8AM-11AM	4/23-5/2	# 36193	\$165

**QuickBooks 2010 / Level 2** 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. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue/Thr	6-10PM	2/14-2/16	# 37404	\$125
	Mon/Wed	8AM-12PM	5/7-5/9	# 36194	\$125

**Keep In Touch With Social Media** Go beyond email! Learn the tips and tricks you need to harness the power of the social media - Facebook, twitter, YouTube, Flickr, Blogs, and more. Keep in touch friends and family using innovative tools to share photos, family updates, important announcements, invitations, meet new people, or network for your career. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Wed.	5-9PM	2/22	37405	\$55
	Thr.	8AM-12PM	4/5	36183	\$55

**Digital Photography-From Camera to Computer and Beyond** Learn the most popular tips and tricks to take the best digital photos. The first two hour session will take the mystery out of composition, lighting, personal vs. scenic photography, and day/night issues. After this session you will understand the basics of taking great photos with even the most basic digital camera. The second session runs four hours and you will use FREE software transform your own digital photos into digital masterpieces. Finally, you will learn how to post your print your photos, post them online and even where to order custom items like calendars and mugs. Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue.	6-9PM	2/28-3/6	37407	\$55
	Wed	5-8PM	4/4-4/11	31682	\$55

**Market Your Business Using Social Media** Does your business need big marketing results on a shoestring budget? Social media may be your answer! Learn how to utilize free and low-cost social media platforms provided by Facebook, twitter, YouTube, Flickr and LinkedIn to reach your target market, interact with potential customers, and personalize your brand. Learn how to use widgets, blogs, personal pages, and other tips to exploit the power of social media. Your next customer may be only a click-away! Fees include book or materials.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Mon.	5-9PM	3/19	37406	\$99
	Wed	8AM-12PM	4/18	36191	\$99

## Pharmacy Technician Training



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

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Mon/Wed	6-9PM	1/30-4/30	# 35809	\$915
	Tue/Thr	9AM-12PM	2/14-5/10	# 35810	\$915

## Arizona General Contractor - License Examination



This course is designed to prepare students to pass the Arizona General Contractors Licensing exam as prescribed by the Arizona Registrar of Contractors. The program covers both the Business Operations and Trade portions of the exam. This course is recommended for anyone seeking to obtain General Contractor Class B, B-1, B-2, B-3, KB-1 and KB-2 licensing.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Mon. thru Thr.	4-10PM	2/13-2/16	# 37363	\$299

## Arizona - Life & Health Insurance License Examination



This course designed to prepare students to pass the Life & Health Insurance exam. Classes consist of face-to-face instruction of lessons designed to increase comprehension and accelerate understanding of the study areas required by the insurance department. Runs for 3 consecutive days and includes a final practice exam.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue. thru Thr.	8AM-5PM [Tue/Wed] [8AM-12PM Thr]	2/21-2/23	# 37365	\$149

## Arizona - Property & Casualty Insurance License Examination



This course designed to prepare students to pass the Property & Casualty Insurance exam. Classes consist of face-to-face instruction of lessons designed to increase comprehension and accelerate understanding of the study areas required by the insurance department. Runs for 3 consecutive days and includes a final practice exam.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	Tue. thru Thr.	8AM-5PM [Tue/Wed] [8AM-12PM Thr]	2/14-2/16	# 37364	\$149

## Real Estate Sales Licensing Course



Basics of real estate principles including introduction to the profession and license law, definition of real property, rights and interests in property, ownership, contracts, real estate economics, financing and foreclosure, land use, and legal descriptions, escrow and title, water right, and commissioner's rules. THIS COURSE SATISFIES THE EDUCATION REQUIREMENT OF THE ARIZONA DEPARTMENT OF REAL ESTATE.

@ CAMPUS	Days	Times	Dates	Class #	Fee
	WEEK 1 - Mon. thru Fri.	8AM-6PM	2/27-3/8	# 37366	\$299
	WEEK 2 - Mon. thru Thr.	8AM-6PM			



The Business Institute  
specializes in accelerated  
adult learning.

## Learning at the Business Institute is Affordable, Effective, Efficient & Flexible.

**Affordable**-Tuition is only \$76 per credit for Maricopa County residents\*. Financial aid is available for qualified students. [\*Apache, Greenlee, and Santa Cruz counties are considered out-of-county.]

**Non-Credit Workshops:** Start at \$55 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

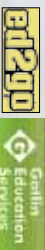
**Non-credit training on-campus at the Business Institute:**

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

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

**Recareering Workshops**-Prepare for the Arizona licensing exams: General Contractor, Life & Health Insurance, Property & Casualty Insurance and Real Estate.

**Non-credit, online career training:**



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

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

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