FALL 2013 CATALOG

UCSB Extension strives to publish accurate information in the printed catalog, on the Web, and in all other media; however, all information (including fees, dates, locations, instructors, etc.) may be subject to change or correction in the event of an error.

Business & Management

Accounting

Corporate Taxation
(4.0 units)
Examine federal income tax law and regulations that are applicable to partnerships, corporations, and fiduciaries, as well as federal gift and estate tax principles, reorganizations, personal holding companies, and the accumulated earnings tax. Students explore regulations related to tax planning, covering timing of transactions, appropriate form of transactions, election of alternative tax methods available under the law, and settlement of tax controversies.

Linda King. B.S., Internal Revenue agent group manager, Internal Revenue Service, Santa Barbara

When: Thursday, 6:30pm-9:50pm, September 26-October 24
Saturday, 9am-12:20pm, September 28
Saturday, 9am-12:20pm, October 12
Saturday, 9am-12:20pm, November 2
Thursday, 6:30pm-9:50pm, November 7-21
(11 meetings)
Where: UCSB, Room 104, Modular 387
Fee: $515 if payment is received on or after September 18
Course #: ECON X27B-042

Global Economics
(4.0 units)
Multinational firms use strategic business techniques to operate in the global marketplace. This course introduces students to international financial management and provides the tools needed to address the economic challenges faced by multinational businesses and organizations. Topics include:
- Macroeconomic forces
- Global economy
- Central banks and banking relationships
- Money supply
- Global liquidity
- Foreign exchange
- Global investment risks
- Free trade
- Social economics
- Investing
- International taxation
- Private equity
- International corporations
- Financial markets
- Income imbalances
- Illegal economy
- Outsourcing
- Green economy
- World health

Andrew Vonnegut. Ph.D., president/owner, Delta Welding and Fabrication. Dr. Vonnegut has spent the last 15 years as a senior advisor in economic policy research, financial analysis, impact evaluation, and policy formulation. He recently returned to Santa Barbara after living abroad and bought a local structural and decorative steel fabrication company.

Note: This course is for international students. The course cannot be applied to the requirements for the Business Accounting or Professional Accounting certificates.

When: Tuesday, 6:30pm-9:50pm, October 1-December 10
(11 meetings)
Where: UCSB, location to be announced
Fee: $550 if payment is received on or after September 18
Course #: ECON X455.1-004

Income Taxes (Individual)
(4.0 units)
This course provides broad training in federal income tax law and the regulations of the Treasury Department as they pertain to the basic philosophy of taxation, determination of taxable income, allowable deductions, and gains and losses on sales and exchanges of property for the individual taxpayer. It also serves as an introduction to the federal taxation of partnerships and corporations. Emphasis is placed on the preparation of federal income tax returns and the ability to utilize varied references in dealing with tax accounting problems and tax planning.

Linda King. B.S., Internal Revenue agent group manager, Internal Revenue Service, Santa Barbara

Booz Allen Hamilton. Dr. Vonnegut's work included advising governments and companies in numerous counties including Turkey, Serbia, Montenegro, Egypt, Qatar, Lebanon, and the United Arab Emirates. His specialties are in economic policy research, financial analysis, impact evaluation, and policy formulation. He recently returned to Santa Barbara after living abroad and bought a local structural and decorative steel fabrication company.
Intermediate Accounting I

(4.0 units)
This is the first accounting course at the professional level for the student concentrating in accounting. It offers an intense examination of generally accepted principles related to the preparation of financial statements, with particular emphasis on balance sheet valuations and their relationship to income determination. It also covers the conceptual framework underlying financial accounting and introduces the concept of the time value of money and the application of present value techniques to accounting valuations. Participants study in-depth the valuation and disclosure issues associated with cash, receivables, inventory, property, plant, and equipment.

Maria R. Alamin, B.A., CPA, CIA, principal, Maria R. Alamin, CPA, Camarillo
When: Tuesday, 6pm-9:20pm, September 24-December 3 (11 meetings)
Where: UCSB Ventura Center, 3585 Maple St., Ventura
Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 11
Prerequisite: Principles of Financial Accounting VII or equivalent courses, or consent of instructor
Applicable Towards: Business Accounting, Professional Accounting
Course #: ECON X120A-058

Intermediate Accounting III

(4.0 units)
This course concludes studies begun in Intermediate Accounting II by focusing on more complex accounting topics in financial accounting, such as revenue recognition concepts, accounting methods for income taxes, pensions, leases, accounting changes, error analysis, and cash flow statements. It also provides a basic introduction to financial statement analysis.

Laurence C. Lander, M.S., CPA, principal, Laurence C. Lander, CPA, Santa Barbara
When: Wednesday, 6:30pm-9:50pm, September 25-December 4 (11 meetings)
Where: UCSB, Room 1231, Humanities and Social Sciences Building
Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 12
Prerequisite: Intermediate Accounting II, equivalent course, or consent of instructor
Applicable Towards: Business Accounting, Professional Accounting
Course #: ECON X120C-056

Principles of Financial Accounting I

(4.0 units)
This introductory course covers fundamental principles and procedures of financial accounting. It is designed to meet the needs of business students as well as those wishing to concentrate on accounting. Emphasis is on developing the technical procedures of the accounting cycle, including journalizing, posting, adjusting entries, closing procedures, and preparing the four financial statements (i.e., balance sheet, income statement, statement of cash flow, and statement of stockholders’ equity).

Mark Pasternak, B.A., CPA, principal, Mark Pasternak CPA, Santa Barbara
When: Tuesday, 6:30pm-9:30pm, September 24-December 10 (12 meetings)
Where: UCSB, Room 1215, Humanities and Social Sciences Building
Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 11
Applicable Towards: Business Accounting, Professional Accounting
Course #: ECON X140A-051

Business

Business Law

(4.0 units)
Explore the significance and growth of U.S. law, particularly as it relates to current trends in public policy, the marketplace, and its manifestation in important legal cases. Areas of discussion include contracts, securities, business organization, agency, sale of property, employment law, torts, and other topics.

Kristine McCardle, J.D., attorney, employment law consultant; member of the State Bar of California
When: Wednesday, 6:30pm-9:50pm, September 25-December 4 (11 meetings)
Where: UCSB, Room 1206, Humanities and Social Sciences Building
Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 12
Applicable Towards: Business Accounting, Paralegal Studies
Course #: BUSAD X108-052

Professional and Academic Computing Skills (PACS I)

(1.0 unit)
Professional and Academic Computing Skills I (PACS I) is a hands-on course for the development of skills required to use personal computer systems for educational, business, and personal applications. The software applications taught in this course are current and commonly found in the classroom and business environments. The skills learned in this course provide a solid foundation that can be applied to other future Windows- and Mac-based programs and equip the student with a strong base in computer skills for use in class work and well beyond. In addition to learning the use of the software, the course also provides for collaborative computing that is required in most academic and work environments today. Topics and hands on applications include:

- Word processing (Microsoft Word)
- Database management principles (Microsoft Access)
- Spreadsheet development (Microsoft Excel)
Strategic Business Development for the Global Marketplace
(4.0 units)
To be competitive in the global economy, businesses must incorporate integrated strategic business planning into their daily operations.
In this course, students create business plans for product concepts to be sold in the global marketplace. Students gain practical knowledge of the essential marketing and management tools required to compete successfully. Topics include:
- Creating the key components of a business plan
- Understanding and interpreting core corporate financial reports
- Researching and identifying potential market niches
- Targeting and persuading global customers
- Identifying and developing leadership and business communication skills needed to work across the cultures
The business plan focuses upon the systematic application of practical business development techniques and strategic planning for a selected product concept. This is a “hands-on” course to develop practical skills—students explore a comprehensive launch of a product concept in the global marketplace—from research of the competition to presentation of the final plan. At the conclusion of the course, students will present their business plans to an impartial panel of business experts.

Barry Schindelheim
When: Wednesday, 6:30pm-9:30pm, September 25-December 11
(12 meetings)
Where: UCSB, location to be announced
(www.extension.ucsb.edu)
Fee: $500 Early Bird Discount Fee
$560 if payment is received on or after September 12
Course #: BUSAD X411.1-001

Effective Recruitment, Selection, and Retention
(4.0 units)
Finding the right employees to fit an organization’s needs is a challenging task. This course examines concepts essential for effective staff recruitment, selection, and retention. Students also examine the diverse ways organizations view employees, and what organizational practices are effective to retain quality staff. Topics include:
- Recruitment techniques
- Job descriptions
- Assessment, including interviewing, testing, and background investigations
- Legal requirements
- Employee orientation
- Outplacement of staffing needs
- Staffing accountability
- Retention strategies
- Diversity in the workplace

Cindy Mayer, M.S., is the senior director of talent acquisition at Lynda.com, the local online learning company. She also serves as president of Workforce Strategies, a consulting firm that supports improved alignment of human capital with an organization’s strategic goals. Ms. Mayer’s areas of expertise include talent lifecycle, leadership capabilities, and human resource processes. Previously she served as vice president of recruitment for Disney ABC Television Group, executive director of staffing for AT&T, and vice president of IT staffing for SunTrust Banks, Inc.

When: Monday, 6pm-9:20pm, September 23-November 4
Monday, 6pm-9:20pm, November 18-December 9
(11 meetings)
Where: UCSB Ventura Center, 3585 Maple St., Ventura
Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 10
Prerequisite: Foundations of Human Resource Management or consent of instructor
Applicable Towards: Human Resource Management
Course #: BUSAD X450.41-030
**Elements of U.S. Human Resources Management**  
*(4.0 units)*  
This course is designed to provide international students with an understanding of the principles of human resources management found in the United States. Coursework introduces participants to the critical body of knowledge required of human resources managers, including:

- The strategic role of the human resources function in organizations and how it supports the business objectives
- Organizational cultures in the context of national cultures
- The regulated workplace in Americas and its similarities and differences to the EU and other world regions;
- Employee and management rights and workplace behaviors
- HR metrics and analytics
- The staffing value chain: recruitment, selection, on-boarding, and training and development
- Compensation and benefits in the U.S; similarities and differences
- Communication, listening, negotiation, mediation, and conflict resolution
- Workplace Safety; disaster preparedness and recovery
- Leadership, corporate ethics, and ethical behavior

Kathryn McKee, B.A., SPHR, president, Human Resources Consortia, Santa Barbara; former senior vice president, human resources, Standard Chartered First Interstate Bank Limited and First Interstate Bancorp. Ms. McKee’s previous assignments in human resources were at Mattel Toys and Twentieth-Century Fox Film Corporation. A graduate of UCSB and the Anderson School Executive Program, she received NHRA’s 1986 Member of the Year, PIHRA’s 1990 Award of Excellence in Human Resources, SHRM’s 1994 Award for Professional Excellence in Human Resources, and Santa Barbara Human Resource Association’s Member of the Year in 2004. Ms. McKee co-authored *Leading People Through Disasters,* and speaks on this and other human resource topics.

**Note:** This course is for international students. The course cannot be applied to the requirements for the Human Resource Management Professional Certificate.

**When:** Wednesday, 6:30pm-9:30pm, September 25-December 11  
*(12 meetings)*

**Where:** UCSB, location to be announced  
(www.extension.ucsb.edu)

**Fee:** $510 Early Bird Discount Fee  
$560 if payment is received on or after September 12

**Prerequisite:** There are no prerequisites for this course. Some business education and/or working experience is helpful.

**Course #:** BUSAD X450.13-004

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**Foundations of Human Resource Management**  
*(4.0 units)*  
An introduction to the strategic contribution of human resource management to the total business enterprise. This course provides an overview of basic human resource management functions: workplace law and regulations, human resource metrics and cost analysis, recruitment, total rewards, compensation and benefits, training and development, and organizational behavior. Also included in the overview are basic elements including understanding the functions of HRM within an organization, typical designs of HRM departments, the responsibilities and roles of HRM personnel, and an exploration of HRM as a career. Instruction lays a broader foundation for topics that are covered throughout the certificate:

- Ethics
- Motivational theories
- Needs assessments
- Contracts and request for proposals
- Communication
- Adult learning theories

Kathryn McKee, B.A., SPHR, president, Human Resources Consortia, Santa Barbara; former senior vice president, human resources, Standard Chartered First Interstate Bank Limited and First Interstate Bancorp. Ms. McKee’s previous assignments in human resources were at Mattel Toys and Twentieth-Century Fox Film Corporation. A graduate of UCSB and the Anderson School Executive Program, she received NHRA’s 1986 Member of the Year, PIHRA’s 1990 Award of Excellence in Human Resources, SHRM’s 1994 Award for Professional Excellence in Human Resources, and Santa Barbara Human Resource Association’s Member of the Year in 2004. Ms. McKee co-authored *Leading People Through Disasters,* and speaks on this and other human resource topics.

**When:** Tuesday, 6:30pm-9:30pm, September 24-December 10  
*(12 meetings)*

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**Legal Aspects of Employment Practice**  
*(4.0 units)*  
Human resource professionals encounter a variety of laws and policies governing their decisions. This course provides students with an overview of general human resource management practice, particularly as it relates to federal and state laws and regulations versus individual company policies. Participants analyze a variety of compliance strategies that influence the way companies use human resource departments to communicate and implement their policies. Topics include:

- Legal issues associated with hiring and dismissal practices
- Equal employment opportunity laws
- Individual rights guaranteed under state and federal law, including leaves of absence, workers compensation, and unemployment insurance
- Risk management and liability, including workplace safety
- Fair labor standards act and California overtime rules
- Role of ethics in implementing HRM policy

Rafael Gonzalez, J.D., attorney, Mullen & Henzel LLP, Santa Barbara  
**When:** Thursday, 6pm-9:20pm, September 26-November 21  
Thursday, 6pm-9:20pm, December 5-December 12  
*(11 meetings)*

**Where:** UCSB Ventura Center, 3585 Maple St., Ventura  
(www.extension.ucsb.edu)

**Fee:** $465 Early Bird Discount Fee  
$515 if payment is received on or after September 13

**Prerequisite:** Foundations of Human Resource Management or consent of instructor

**Applicable Towards:** Human Resource Management  
**Course #:** BUSAD X450.40-034

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Call to Enroll: (805) 893-4200
Managing Employee Compensation Programs
(4.0 units)
Competitive compensation is one of the major issues every organization must face in balancing productivity with cost. This course explores current concepts, approaches, and techniques that shape the development of compensation strategy, plans, and policy. Students also learn approaches for communicating compensation programs to employees and for monitoring the effectiveness of compensation policy. Topics include:

- Competitive salary analysis and labor market dynamics
- Salary administration, incentive plans, stock option programs, and deferred compensation
- Budgeting underlying the development of compensation programs
- Design of compensation packages
- Compensation theories

Heidi Lawhead, M.B.A., is a results-oriented human resources professional with over 15 years of broad-based human resources experience encompassing national, multi-site domestic, and international responsibilities in a variety of settings. She has broad experience in benefits, compensation, HR systems, diversity, employee relations, performance management, system and office security, training, safety and health programs, and federal and state compliance. Ms. Lawhead has a proven history of managing human resources with efficiency, compassion, ethics, and a sense of humor.

When: Wednesday, 6pm-9:20pm, September 25-December 4
(11 meetings)
Where: UCSB Ventura Center, 3585 Maple St., Ventura
Fee: $465 Early Bird Discount Fee
$615 if payment is received on or after September 12
Prerequisite: Foundations of Human Resource Management or Understanding the Numbers for Human Resource Professionals or consent of instructor
Applicable Towards: Human Resource Management
Course #: BUSAD X450.04-008

Understanding the Numbers for Human Resource Professionals
(4.0 units)
Business will always be a numbers game, and if you want to be an integral part of a company’s success, you need to be financially intelligent. To be a true business partner with senior management, human resource professionals must understand the basics of financial measurement and analysis, effectively control the financial impact of human resource strategies, and work to align the company’s strategy with human capital.

This course provides an introduction to accounting practices. Typical company financial statements are examined and discussed, including the balance sheet, the income statement, and the statement of cash flows. The course explores measurements of the productivity of all major human resource functions including staffing, compensation, training, and employee relations. Students are given tools that allow them to gauge the effectiveness of human resources and communicate with senior management in the quantitative language they understand.

When: Tuesday, 6pm-9:20pm, September 24-December 3
(11 meetings)
Where: UCSB Ventura Center, 3585 Maple St., Ventura
Fee: $615
Prerequisite: Foundations of Human Resource Management or consent of instructor
Applicable Towards: Human Resource Management
Course #: BUSAD X450.04-008

Marketing
Fundamentals of Technical Writing
(2.0 units)
Writers who work with computers, chemicals, scientific data, or clinical data have different needs than the casual business writer. This course goes beyond the basics of business writing to focus on the strategies, style, and format used in various types of technical writing such as research reports, grant proposals, review articles, and monographs. Important aspects of written technical communication such as document organization, selecting evidence, informing and persuading, understanding the audience, and references are stressed. Although a basic understanding of English grammar is assumed, the course covers writing fundamentals that apply specifically to technical writing such as tone, word choice, organization, and the use of visual aids.

Rebecca Anderson, Ph.D., has over 25 years experience in the pharmaceutical industry, both in project management and R&D administration. Dr. Anderson has delivered project management training to various professional organizations, and prior to working in industry, she held faculty positions at George Washington University and the University of Michigan. She currently works as a freelance scientific and technical writer.

When: Monday, 6:30pm-9:30pm, October 14-November 4
Monday, 6:30pm-9:30pm, November 18-November 25
(6 meetings)
Where: UCSB, Room 1206, Humanities and Social Sciences Building
Fee: $335 Early Bird Discount Fee
$350 if payment is received on or after October 1
Applicable Towards: Marketing
Course #: BUSAD X405-003
Global Marketing
(3.0 units)
Globalization is reaching a level of unprecedented growth. Within the last decade, world trade in merchandise and services grew at a rate of 140 percent. International marketing, the study of developing communications and conveying value across nations, is often aggressively pursued and yet misunderstood. Firms are increasingly aware of the major international business blunders, too often, that are associated with marketing mistakes. To succeed in a world of constant changes and lightning growth development, firms need to prepare themselves thoroughly and take a proactive response in marketing across borders.

This course explores the theory and practice of marketing on a global magnitude. Special emphasis is placed on knowledge about the increasingly important big and emerging markets (BEM). The ultimate goal is to provide students with the conceptual and analytical tools that will enable them to develop effective international marketing plans with the purpose of capturing global market opportunities while carefully avoiding the most common pitfalls in the world trade arena.

Anna Kwong, M.B.A., president, Santa Barbara Global Team Research (SBGTR), a not-for-profit organization that aims to increase awareness and knowledge of global opportunities for trade, education, alliance, and marketing. In this position, Ms. Kwong often organizes business and educational tours to Asia and holds public and private seminars focused on global marketing opportunities. She has been adjunct faculty for California Lutheran University, Santa Barbara City College, and the Brooks Institute of Photography.

When: Monday, 6:30pm-9:30pm, September 30-November 4
Monday, 6:30pm-9:30pm, November 18-December 9
(10 meetings)
Where: UCSB, Room 103, Modular 387
Fee: $415 Early Bird Discount Fee
$465 if payment is received on or after September 17

Applicable Towards: Marketing
Course #: BUSAD X409.11-002

Marketing in the 21st Century
(3.0 units)
Many factors affect marketing in the 21st century, including changing technologies, globalization, deregulation, and customer empowerment. In this course students learn about the latest technologies driving purchase decisions around the world. Whether it is blogs, Facebook, LinkedIn or Twitter, social platforms are doing more than creating buzz. As social networks grow, their power to shape consumer conversations and amplify word-of-mouth chatter is on the rise. This course covers concepts of social media marketing, current principles and best practices of Web marketing and Search Engine Marketing (SEM), a popular and ever-growing Web marketing application.

In this course students study current and emerging technological and social changes impacting marketing models in the United States and around the world. Students learn the core concepts of social media marketing, explore techniques for employing social media as a 21st century marketing tool, and present ways to develop strategy. Students learn how marketing on the Web can build powerful brand awareness, capture market share, attract shoppers, and enhance customer loyalty.

Amber J. Wallace, B.A., founder of Dowitcher Designs, a design studio specializing in Web and print communications including Web marketing. Ms. Wallace is coeditor of Allgeeks: Beyond the Digital Divide and works as a Web development counselor for Web Marketing Therapy. Her experience includes Web design, Web marketing, publishing, project management, and small business entrepreneurship.

When: Tuesday, 6:30pm-9:30pm, October 1-December 3
(10 meetings)
Where: UCSB, location to be announced (www.extension.ucsb.edu)
Fee: $415 Early Bird Discount Fee
$465 if payment is received on or after September 18

Applicable Towards: Marketing
Course #: BUSAD X402.2-001

Principles of Marketing
(4.0 units)
In today's highly competitive marketplace, effective marketing is a core requirement of any successful organization. A well conceived strategic marketing plan supported by effective execution is essential to profitable business growth and nonprofit success. This course, which provides an overview of marketing and the marketing process, is designed for those new to marketing or those trained in other disciplines. Learn to:

- Analyze the target audience and their needs
- Assess the environment and perform SWOT analysis
- Utilize marketing research techniques
- Differentiate your product or service with optimal positioning
- Develop compelling promotional programs
- Formulate effective pricing strategies
- Acquire cross-cultural marketing communication skills for the global marketplace

Course participants use these tools and ideas to create a strategic marketing plan for a product or service of their choice.

Cynthia A. Benelli, Ph.D., lecturer, Department of Economics, UCSB. Ms. Benelli has taught courses on competitive strategies, managerial accounting, and managerial economics, among others. She has received numerous fellowships for her research and received an Outstanding Teaching Assistant Award during her graduate studies.

When: Wednesday, 6:30pm-9:30pm, October 2-December 4
(10 meetings)
Where: UCSB, location to be announced (www.extension.ucsb.edu)
Fee: $415 Early Bird Discount Fee
$465 if payment is received on or after September 19

Applicable Towards: Marketing
Course #: BUSAD X409.65-008

Call to Enroll: (805) 893-4200
Professional Financial Planning

Principles of Professional Practice
(3.0 units)
This course provides a basic introduction to the business practices that are essential for financial planning. Topics include:

- Survey of the five components of financial planning: investments, tax planning, retirement planning, estate planning, and insurance
- Purpose, benefits, components, and responsibilities of a financial planner
- Introduction to the CFP Board's Financial Planning Practice Standards
- Ethics
- Budgeting
- Emergency fund planning
- Credit and debt management
- Function, purpose, and regulation of financial institutions
- Client attitudes and behavioral characteristics
- Educational funding
- Financial planning for special circumstances
- Characteristics and consequences of types of entities and property titling
- Financial services industry regulation requirements
- Business law
- Monetary settlement planning

Daniel Casey, M.B.A., CFP®, president, Westlake Financial Advisors LLC, Westlake Village

When: Monday, 6pm-9pm, September 23-November 4
Monday, 6pm-9pm, November 18-December 2
(10 meetings)

Where: UCSB Ventura Center, 3585 Maple St., Ventura
Fee: $415 Early Bird Discount Fee
$465 if payment is received on or after September 10

Applicable Towards: Professional Financial Planning
Course #: ECON X425.1-026

Risk Management in the Insurance Industry
(4.0 units)
An analysis of fundamental insurance practices and principles of risk management as they apply to financial planning. Topics include:

- Principles of insurance
- Analysis and evaluation of risk exposures
- Legal aspects of insurance
- Property and casualty insurance
- General business liability
- Health insurance
- Long-term care insurance
- Disability income insurance
- Life insurance
- Viatical settlements
- Insurance needs analysis and rationale
- Taxation of life, disability, and long-term care insurance
- Insurance policy selection
- Insurance company selection and due diligence
- Employee benefit plans
- Social Security, Medicare, and incapacity planning

Rob Zand, Ph.D., M.B.A., founder and owner, Zand Financial and Insurance Services, Northridge

When: Wednesday, 6:30pm-9:50pm, September 25-November 20
Wednesday, 6:30pm-9:50pm, December 4-December 11
(11 meetings)

Where: UCSB, location to be announced

Fee: $465 Early Bird Discount Fee
$515 if payment is received on or after September 12

Prerequisite: Principles of Professional Practice or Principles of Financial Analysis

Applicable Towards: Professional Financial Planning

Course #: ECON X425.3-024

Project Management

Introduction to Project Management
(3.0 units)
Project management has become an expected professional skill for managers and specialists in all disciplines. Driven by global competition and new technologies, the use of project management is expanding wherever organizations need to achieve performance objectives within scope, cost, and time constraints. For serious students of project management, this course provides a conceptual and operational foundation for further study. Topics include:

- Theoretical underpinnings of project management
- Project management put in a historical perspective
- Examples of successful and unsuccessful projects
- Working vocabulary of project management terms and acronyms
- Survey of project management knowledge areas

By completing this course, students are equipped with sufficient conceptual understanding to participate in subsequent in-depth courses in project management. In addition, students are able to put previous experiences in project management into a more systematic conceptual context.

Craig Whan, M.S., PMP, has served in senior project manager and program manager roles for both public and private sector entities for technology product development, client consulting, and technical support contracting. His experience includes leading large, complex, extended duration projects; recruiting, mentoring, and guiding project teams focused on performance metrics, mission success, and stakeholder satisfaction; and project communication skills emphasizing clarity and team empowerment through knowledge dissemination. He brings a diverse foundation in professional project management techniques and experience, including project initiation, earned value management, and managing projects under ISO 9001 quality management systems.

When: Tuesday, 6:30pm-9:30pm, October 1-November 26
(9 meetings)

Where: UCSB, Room 104, Modular 387

Enroll Online: www.extension.ucsb.edu
Fee: $435 Early Bird Discount Fee
$485 if payment is received on or after September 18

Applicable Towards: Project Management, Marketing

Course #: ENGR X452.01-019

Project Management Practicum
(3.0 units)

Practicum (noun): A course of study that involves the supervised practical application of previously studied theory.

As the capstone of the Project Management Professional Certificate Program, this course is intended primarily for students who have made significant progress in the program. The course objectives are to provide students with a realistic opportunity to review, synthesize, and apply their project management knowledge and skills from prior courses and experience. Students experience:

- Practical application of project management principles in a community project environment
- Actual incidences of problem solving, monitoring, control, and orderly project termination
- Team presentations of project status reports, project deliverables, and project change documents
- Negotiation and assessment meeting with community clients and stakeholders
- Team and management dynamics in the course of an actual project
- The satisfaction of contributing newly acquired knowledge and skills in a useful endeavor

Class sessions may include student presentations, brief lectures, discussion, client meetings, team task coordination, and project work session.

John Cushman, P.E., M.S.M.E., PMP, consultant, Technology Interface Consulting, Thousand Oaks

When: Saturday, 9am-4pm, October 5-October 19
Wednesday, 6pm-9pm, October 23
Saturday, 9am-4pm, October 26
(5 meetings)

Where: UCSB Ventura Center, 3585 Maple St., Ventura

Fee: $435 Early Bird Discount Fee
$485 if payment is received on or after September 22

Prerequisite: Introduction to Project Management and at least three additional courses in the certificate program, or consent of instructor

Applicable Towards: Project Management

Course #: ENGR X452.06-014

Quality and Risk Management for Project Managers
(3.0 units)

Quality and risk management issues are often associated with a project during its execution phase. This is because the best laid project plans and the most foresighted schedule estimates often tend to disintegrate over the course of project life cycles. This need not be. Anticipating quality and risk issues should be essential elements of project planning, as well as areas for effective monitoring and control. This course provides the tools to deal proactively with quality and risk issues before they are manifested. Topics include:

- Evaluating risks a project in terms of urgency and potential for growth
- Embedding quality into a project plan from the beginning
- Dealing with quality crises after they occur
- Applying various tools, such as decision analysis, diagnostics, process control charts, or flowcharting, in a project management context
- Assessing project risk in terms of probability and consequence of occurrence
- Interpreting risk-sensitive analysis
- Choosing contingent strategies to avoid, transfer, or mitigate risk
- Implementing quality training in a project team

In the context of a real-world case study, a variety of project management scenarios are explored, encouraging project management teams to develop viable preventive actions and contingency plans for minimizing risk and quality consequences to a project.

Scott Freau, B.A., PMP, IPMA-C. With over 20 years experience as a project management practitioner, consultant, and educator, Mr. Freau has delivered project management training to Fortune 500 companies including IBM and AT&T. He was a content contributor to the last three editions of PMI’s A Guide to the Project Management Body of Knowledge (PMBOK® Guide), as well as the

Fundamentals of Practical Project Management
Strategic Business

Professional and Academic Computing Skills (PACS I)  
(1.0 unit)

Professional and Academic Computing Skills I (PACS I) is a hands-on course for the development of skills required to use personal computer systems for educational, business, and personal applications. The software applications taught in this course are current and commonly found in the classroom and business environments. The skills learned in this course provide a solid foundation that can be applied to other future Windows- and Mac-based programs and equip the student with a strong base in computer skills for use in class work and well beyond. In addition to learning the use of the software, the course also provides for collaborative computing that is required in most academic and work environments today. Topics and hands on applications include:

- Word processing (Microsoft Word)
- Database management principles (Microsoft Access)
- Spreadsheet development (Microsoft Excel)
- Using and understanding Windows and Mac OS systems
- Computer concepts and file management

Keyboarding skills are not required, but are helpful.

Instructor to be announced

When: Friday, 9am-12pm, October 11-October 25  
(3 meetings)

Where: UCSB Campus, Phelps Hall, Room 1529, Gaviota Lab

Fee: $140

Course #: MICRO X405.1-001

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Professional and Academic Computing Skills (PACS II)  
(1.0 unit)

Professional and Academic Computing Skills II (PACS II) is a hands-on course for the development of skills required to use personal computer systems for educational, business, and personal applications. The software applications taught in this course are current and commonly found in the classroom and business environments. The skills learned in this course provide a solid foundation that can be applied to other future Windows- and Mac-based programs and equip the student with a strong base in computer skills for use in class work and well beyond. In addition to learning the use of the software, the course also provides for collaborative computing that is required in most academic and work environments today. Topics and hands on applications include:

- Principles of basic design (Introduction to Design for Non-Designers)
- Presentation development (Microsoft PowerPoint)
- Print -vs-digital documents (Acrobat)
- Image production (Photoshop)

Students should have familiarity with the keyboard and mouse.

Instructor to be announced

When: Friday, 9am-12pm, November 1-November 15

Where: UCSB Campus, Phelps Hall, Room 1529, Gaviota Lab
(3 meetings)

Fee: $140

Course #: MICRO X405.2-001

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Instructional Technology

Blended Learning Design: Theory and Practice  
(3.0 units)

This course is anchored in a close examination of current theoretical models of blended teaching and learning. The course experience models current practices, integrating live and delayed learning in particular sequences of live and online learning modes. Expect student-led discussions and presentations, guest speakers, and the emergence of a supportive community of inquiry and practice. Students progress through a series of requirements and challenges that guides each of them in designing a new, blended course or training module (with syllabus, sample materials, and an accompanying rationale) for an intended educational context.

Kim DeBacco, Ph.D. works in Instructional Development at UCSB. She is responsible for faculty, TA and educational development, including consulting on curriculum, synchronous instruction and assessment, materials development (online, CMS, handouts), and higher education research and teaching on blended instruction.

When: Saturday, 9am-1pm,  
September 28-December 7  
(11 meetings)

Where: UCSB, location to be announced  
(www.extension.ucsb.edu)

Fee: $360 Early Bird Discount Fee
$410 if payment is received on or after September 15

Course #: ED X323.2-001
Building Professional Learning Networks

(3.0 units)

In 2012, Secretary of Education Arne Duncan declared that August was “Connected Educator Month.” Learning to become a connected educator is a powerful professional development practice. Connected educators build Professional Learning Networks, participate in online communities of practice, and learn and share expertise on a global scale. The 2010 National Education Technology Plan recommends that teachers leverage social networking tools and participate in online communities of practice to tap into experts, problem solve, share best practices, and collaborate on the design and development of resources.

In this course, students are active participants in building their own Professional Learning Networks (PLN) using popular Web 2.0 tools (Google Reader, Diigo, Edmodo, Ning, Twitter). Students learn how to analyze and assess the effectiveness of these tools and determine which tools to use to meet particular professional goals. Students learn how to use PLNs to connect with educators around the world to share lesson plans, resources, and ideas, while also receiving feedback and advice. The class includes discussions on ethics, privacy, information literacy, and netiquette to help students think critically about using social media as a learning tool.

This course will be required for the Instructional Technology certificate to launch fall 2013.

Torrey Trust, Ph.D. candidate, Gevirtz Graduate School of Education, UCSB. Ms. Trust has extensive experience designing and researching professional learning networks. Most recently she is working as an instructional designer with Kalypso, a world premier innovation consulting firm. She has designed a database of tech tools to help teachers find free, online resources for students categorized by subject, grade level, and standard: K-12 Tech Tools. It has been viewed over 100,000 times by individuals in 140 countries around the world.

When: Tuesday, 5:45pm-8:45pm, October 1-December 3
(10 meetings)
Where: UCSB, location to be announced
(www.extension.ucsb.edu)
Fee: $360 Early Bird Discount Fee
$410 if payment is received on or after September 18
Course #: ED X323.3-002

Program Evaluation Tools and Analysis

(3.0 units)

This course provides an overview of the field of program evaluation, the various aspects of performing an evaluation (planning, collecting and analyzing information, and reporting), as well as various evaluation strategies (i.e., qualitative, quantitative, formative, summative), including evaluations using experimental and quasi-experimental designs. In addition, students will learn how to perform a methodological critique.

This course focuses on using technology to analyze different types of data collected for evaluation.

In this course students learn about needs assessments and logic models, enabling them to develop an understanding of the differences between formative, process, and summative evaluations. Students study methods that evaluators use to design rigorous evaluations (e.g., randomized experimental designs, quasi-experimental designs). They receive instruction on how to perform a methodological critique. Students practice qualitative and quantitative analyses with data collected from an evaluation through collection and analysis of actual or hypothetical data from a program of their choosing. In addition, students are provided with an opportunity to write an evaluation report with support and feedback from the instructor and his/her peers in the course.

Katherine Nilsen, Ph.D. candidate in education. Ms. Nilsen has extensive experience as a graduate student researcher on a number of projects including: the National Science Foundation (NSF) Pathways to Environmental Science Literacy (ESL) Grant Team; the Course, Curriculum, and Laboratory Improvement (CCLI) Grant Team; the Get Focused…Stay Focused! Program Evaluation Team; and the Hybrid Technology and Learning Team. She also has experience teaching technology and program evaluation courses at UCSB.

When: Monday, 5:45pm-8:45pm, September 30-November 4
Monday, 5:45pm-8:45pm, November 18-December 9
(10 meetings)
Where: UCSB, location to be announced
(www.extension.ucsb.edu)
Fee: $360 Early Bird Discount Fee
$410 if payment is received on or after September 17
Prerequisite: Students should have some familiarity with qualitative and quantitative methods as a prerequisite to this course. This course does not focus on teaching these methods (other than providing an overview of some methods), but rather focuses on using technology to analyze different types of data collected for evaluation.

Course #: ED X323.4-001

Specialized Academic English Studies

Communication for International Students

(4.0 units)

Success in university classes in the U.S. requires more than adequate oral and written English skills. This course is designed to help international students maximize the American university experience through guided, structured, interactive tasks and a deeper understanding of the culture and communication style of an American university, “the way we do, and say things around here.” By the end of the course, participants acquire skills that include:

- Strategies for effective oral presentations in the U.S.
- Methods to communicate more comfortably in private, public, and academic situations
- Practices in speaking and pronunciation that result in easier understanding for the native listener
- Ways to navigate student culture and an American university
- Tips for understanding challenging lectures and organizing note-taking
- Strategies for maximizing the benefits of pair work and group projects with native speakers
- Approaches for successful time management

Thomas Arnold, M.Ed., UCSB; Psychology Diploma, Free University of Berlin; Mr. Arnold taught EFL in Europe for 20 years before returning to California. He specializes in advanced grammar, English for academic purposes, and theme-based ESL instruction.

Call to Enroll: (805) 893-4200
OPTION 1

Note: Also available in a Monday and Wednesday afternoon class (see section 017)

When: Tuesday, 2pm-4:45pm, October 1
Tuesday, 2pm-4:30pm, October 8-November 5
Thursday, 2pm-4:30pm, October 10-November 7
Tuesday, 2pm-4:45pm, November 12-November 26
(14 meetings)

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Fee: $575 Early Bird Discount Fee
$625 if payment is received on or after September 17

Course #: LING X491.2-016

Introduction to Graduate Studies and the Application Process
(2.0 units)

Designed to introduce international students to graduate studies in the U.S., participants explore choices, form precise objectives, and develop academic fluency and critical thinking skills. Students become familiar with the application process for graduate school including specific requirements and timelines. The course provides guidance in key attributes for success in advanced study and research and an overview of teaching assistant requirements. Participants have opportunities to engage with faculty and students from UCSB graduate departments. Over the duration of the course, students build a portfolio to indicate steps taken toward readiness for graduate work. The course features one-to-one tutoring and guidance. Outside class test preparation for TOEFL (if needed) and GRE are strongly encouraged.

By the end of the course students will:

- Be aware of choices in graduate study in the U.S.
- Understand the admissions process and the requirements of different departments
- Improve academic fluency and critical thinking skills
- Create a clear statement of purpose that is distinct and compelling
- Develop graduate attributes and understand the importance of these values and assets.
- Prepare a personal portfolio to indicate readiness for graduate studies

Ingrid Bowman, M.A. Teaching, School for International Training; M.A. Political Science, Free University of Berlin. Ms. Bowman has over 15 years of international experience including teaching EFL in Hong Kong, Germany, Poland, and Austria. In addition, she led teacher training and curriculum projects in Tunisia as a Senior Language Fellow for the U.S. Department of State. Her areas of specialization include writing, student-centered learning, and materials and curriculum development.

When: Friday, 12pm-2pm, October 4-November 22
Friday, 12pm-2pm, December 6
(9 meetings)

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Fee: $525 Early Bird Discount Fee
$575 if payment is received on or after September 20

Course #: LING X482.6-004

Speaking Skills for the Global Marketplace
(4.0 units)

The business world is changing; technology connects us and geography is no longer relevant. The workplace requires new forms of communication, and English has become the international language of global business.

This class is open to both native and non-native English speakers. Participants from a variety of language backgrounds will learn together how to communicate effectively in the global marketplace. The course is offered to local professionals along with visiting economics, science, and technology students from Europe, China, and South America. Course participants learn to adapt their use of English to avoid misunderstandings and to decrease strain for the listener. Crosscultural business norms are also discussed.

Participants develop presentation skills and communication that is comprehensible and appropriate for international business. Oral skills include the art of the clear summary, negotiation and persuasion, crosscultural politeness skills, and the ability to work as part of a global team. Practice in oral presentations includes the *one-minute pitch* and a longer final presentation.

Steven R. Van Hook, Ph.D. Education, founder, Worldwide Media Relations, Santa Barbara; publisher, *All About Public Relations*. Mr. Van Hook has worked in news media, international management, economic development, marketing, public relations, and education for more than 20 years, with positions in Washington D.C., Moscow, and Kiev. His work in international media and with corporate clients includes CBS, BBC, and the New York Stock Exchange.

Note: This course provides a hybrid approach to learning. Students will split the time between nine classroom sessions and weekly participation in online course discussions practicing the vocabulary of global business.

When: Tuesday, 6:30pm-9:30pm, October 8-December 3
(9 meetings)

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Fee: $575 Early Bird Discount Fee
$625 if payment is received on or after September 24

Course #: LING X491.4-006
Writing for Science and Technology
(4.0 units)

The content of this intensive academic English course introduces participants to prominent research at UCSB. The University has been home to five Nobel Laureates and continues to develop critical research in the areas of physics, engineering, communication technology, nanotechnology, and sustainability. Participants develop specialized English skills with a particular emphasis on writing, through an exploration of research in these areas. The course focuses on the style of English commonly used in scientific and technological communities for academic publications, seminars, and in social communication. The course is open to students from all disciplines.

By the end of the course, students will:
- Gain familiarity and develop a perspective on prominent UCSB research in science and technology
- Demonstrate an awareness of specialized uses of English for communication in the scientific community
- Increase academic vocabulary and key terms through attention to high frequency words and collocation patterns
- Show ability to paraphrase, summarize, and simplify scientific content for a general audience
- Begin to develop a written style of academic report and journal writing with appropriate citation and avoidance of plagiarism
- Prepare and deliver a final written report and oral presentation on a UCSB research topic of choice

Robin Corcos, B.A. (Law), M.A. (TEFL), has over 25 years of ESL/EFL experience including teacher training, course/curriculum development, and program management. He has lived and worked in Africa, the Middle East, Europe, and Asia and has presented at international conferences and published numerous professional articles. Mr. Corcos is particularly interested in how writing and oral communication are structured at the higher academic levels of the sciences, medicine, and the law.

Note: This course provides a hybrid approach to learning. Students split the time between nine classroom sessions, one public lecture, and written participation in online course discussions after the public lecture and each speaker event.

OPTION 1
When: Monday, 6:30pm-9:30pm, September 30-November 4
Monday, 6:30pm-9:30pm, November 18-December 2
(9 meetings)
Where: UCSB, location to be announced
(www.extension.ucsb.edu)
Fee: $575 Early Bird Discount Fee
$625 if payment is received on or after September 16
Course #: LING X491.3-010

OPTION 2
When: Wednesday, 6:30pm-9:30pm, October 2-December 4
(10 meetings)
Where: UCSB, location to be announced
(www.extension.ucsb.edu)
Fee: $575 Early Bird Discount Fee
$625 if payment is received on or after September 18
Course #: LING X491.3-009

Teacher Education
Child Life: Introduction to Theory and Practice
(4.0 units)

The profession of child life was created to help children and their families deal with the physical and emotional effects of coping with illness, injury, disability, and hospitalization. Dealing with these challenges can cause children to be fearful, confused, and feel isolated, possibly inhibiting their natural development. Child life specialists are trained professionals who use their knowledge of child development and developmentally appropriate interventions to educate, prepare, and support children and their families through illness, treatment, and recovery.

This online seminar course is designed for those interested in learning more about the profession of Child Life and aspects of pediatric healthcare. Topics covered include Child Life theoretical foundations, assessment, preparation, play, coping, the therapeutic relationship, family-centered care, documentation, grief and loss, and the role of Child Life within the interdisciplinary medical team. Attention is given to understanding children and teens in the context of their development as it relates to interventions in medical settings. Interest in or pursuit of Child Life certification is not required.

**NOTE: This course is taught by a CCLS. Upon successful completion of the course a Child Life Course Verification Form will be issued.

Belinda Hammond, president and director of Child Life Connection, a local organization that creates and maintains therapeutic play programs in Tri-County hospitals. Ms. Hammond is a certified Child Life Specialist. She is a Ph.D. candidate at UCSB specializing in disabilities and risk studies and holds an M.A. in Education Psychology/Early Childhood Education with a specialization in play therapy.

Note: **ED X370.2 IS OFFERED AS AN INTERACTIVE ONLINE COURSE.
When: September 30-December 6
Fee: $460 Early Bird Discount Fee
$510 if payment is received on or after September 17
Course #: ED X370.2-001
Teaching English to Speakers of Other Languages

Teaching Language Skills, Part B  
(TESOL Teaching Practicum 2)  
(3.0 units)

This is the second of two practicum courses required for the TESOL Professional Certificate Program. In this course, students gain practical teaching experience and increase their confidence in a real ESL/EFL classroom. Students plan to teach ESL or EFL lessons in the four language skills (reading, writing, listening, speaking) under the supervision of an experienced instructor.

Instruction includes developing skills-based lesson plans and appropriate classroom materials. Trainees complete tasks based on their analysis of the four language skill areas, classroom observations, and reflection on their own teaching. At the end of the course, students will be able to:

- Prepare and teach reading, writing, listening, and speaking to ESL or EFL learners
- Evaluate their own lessons in a real classroom through written observations, reflective tasks, and discussion during feedback sessions
- Evaluate other trainees’ or teachers’ lessons in a real ESL or EFL classroom through written observations, reflective tasks, and discussion in feedback sessions

Students should choose either a daytime or evening session of the Group Practice Model.

Group Practice Model: Trainees work as a small supportive team in a pre-arranged location under the guidance of a UCSB Extension instructor. They plan and teach ESL students, complete peer observation tasks, and discuss feedback in a seminar style setting.

One-to-One Preceptor Model: Trainees teach with the guidance of a UCSB Extension course instructor and an approved external preceptor. Trainees attend a scheduled orientation and a follow-up class with the UCSB Extension instructor, and submit assignments to the course instructor throughout the practicum. Trainees complete their observation and teaching practice under the supervision of a pre-approved preceptor in the preceptor’s own ESL or EFL class. The schedule is arranged with the preceptor. This option is for students continuing for two quarters.


Note: Students must contact program director before enrolling in this Preceptor Option.

Students must have submitted their Application for Candidacy for the TESOL Professional Certificate Program. Non-native English speakers must demonstrate satisfactory command of spoken English in an oral interview prior to the start of the course.

When: Monday, 5:30pm-6:30pm, September 30, Monday, 5:30pm-6:30pm, December 2  
(2 meetings)

Where: UCSB, location to be announced  
(www.extension.ucsb.edu)

Fee: $680 Early Bird Discount Fee  
$630 if payment is received on or after September 9

Prerequisite: Successful completion of all other TESOL required courses.

Applicable Towards: Teaching English to Speakers of Other Languages (TESOL)

Course #: LING X429-088

Legal Studies & Mediation

Bankruptcy and Foreclosure Mediation  
(3.0 units)

This course provides an introduction to the complex and expanding areas of bankruptcy and foreclosure mediation, with an emphasis on California legal matters. Particular focus of the course is on the established Mediation Program for the United States Bankruptcy Court for the Central District of California that has direct jurisdiction over Ventura, Santa Barbara, San Luis Obispo, Santa Maria, Los Angeles, Orange, Riverside and San Bernardino Counties. More specifically, the course examines the U.S. Bankruptcy Code (Title 11, U.S.C.), the Federal Rules of Bankruptcy Procedure, the Federal Rules of Civil Procedure, and the forms, procedures, and other legal matters relating to bankruptcy mediations. In addition, the course focuses on foreclosure mediation under current and future California State laws and regulations. The course examines the California Civil Code, Code of Civil Procedure and the California Rules of Court, and current and future foreclosure procedures and processes, along with matters related to possible Foreclosure Mediation. The investigations of the United States Congress into the widespread foreclosure problems, and the importance and need for foreclosure and bankruptcy mediation, are also discussed and examined.

Michael R. Sment, J.D., is a real estate attorney with over 30 years of legal experience specializing in California real estate matters. He is the author of numerous published legal decisions and legal journal articles. Mr. Sment previously taught at the Ventura College of Law, Southern California Institute of Law, and Oxnard College.

When: Wednesday, 6pm-9pm,  
October 2-December 4 (10 meetings)

Where: UCSB Ventura Center, 3585 Maple St., Ventura

Fee: $410

Applicable Towards: Mediation and Dispute Resolution

Course #: LAWSO X436-002
Cultural Perspectives of Conflict
(2.0 units)
Mediators must always be sensitive to the importance of perception and rapport among individuals within different cultural groups. This is particularly true if the mediator is attempting to bridge differences in ethnicity, language, gender, or culture. With the diverse backgrounds of employees, customers, and business associates in California, it is important to be prepared as a mediator to deal with a variety of cultural and social influences.

This course addresses the importance of cultural norms in mediation and establishes a process for defining culture-sensitive dispute resolution to keep the mediation process on target. Topics include:
- Identifying important cultural norms
- Anticipating conflict patterns
- Understanding cultural responses to authority
- Defining the meaning of high and low context
- Anticipating cultural responses to mediation
- Developing a cultural mediation checklist

Angela Antenore, M.Ed., is a consultant in diversity and inclusion, leadership and employee development, conflict management, and strategic planning. Since 1988 she has worked with a variety of clients including corporations, government agencies, nonprofit organizations, law enforcement agencies, universities, public and private schools, religious groups, and others. Her experience as both an internal and external consultant includes working with all levels of employees in effective crosscultural communication, human resource management, customer satisfaction, and team building. She conducts organizational assessments and provides general consulting services to improve organizational inclusion of diverse populations.

Jacqueline Oliveira, M.A., principal, Faeron Cultural Communications, Santa Barbara. Ms. Oliveira has extensive experience in training of management, supervisory, and support personnel in crosscultural communications, cultural diversity, and quality systems. Prior to her work in crosscultural communications, she was involved in the legal field as a researcher for international contract negotiations. She designs research materials for American companies and is the author of a growing series of field manuals designed for the American business person working with an international counterpart.

Mediation Practicum
(3.0 units)
An opportunity for students to integrate their previous studies in the Negotiation and Mediation Professional Certificate Program, this course offers a chance to combine real-life simulations with thought provoking discussion. Participants have the opportunity to practice specific dispute resolution skills from a variety of contexts such as real estate, family issues, workplace, public service, school, and civil issues. Topics include:
- Using time management skills
- Developing verbal and nonverbal rapport
- Handling resistance through matching, pacing, and leading
- Becoming adept at information management
- Simulating the role of mediator both as an individual and within a team setting

Samantha Powers, J.D., is a Ph.D. student with the Department of Communications at UCSB. Ms. Powers has extensive legal knowledge and experience with labor and employment law, business litigation, and dispute resolution.

Mediation: Theory and Practice
(4.0 units)
As the signature course of the Mediation and Dispute Resolution Professional Certificate Program, instruction covers the theory and practice of mediation as an alternative means of dispute resolution. Students have an opportunity to practice and apply their mediation skills in simulated role-plays and exercises. Topics include:
- Developing mediation skills through role-play and exercises
- Learning appropriate agreement drafting
- Developing valuable communication skills
- Developing mediation skills through role-play and exercises
- Learning ethical standards of practice and professional responsibility
- Developing mediation skills through role-play and exercises

Laurel Kaufer, J.D., mediator, Kaufer Mediation Services, Calabasas. After years of mediating part-time while practicing law, Ms. Kaufer transitioned to a full-time neutral in 1995. Mediating disputes successfully through panels across Southern California, she was quickly able to gain strong credibility, serving as a neutral in more than 1,000 cases. Ms. Kaufer’s conflict resolution practice focuses on business litigation, construction, real estate, and personal injury matters. She also has experience in a wide range of other civil disputes.

Mediation and Dispute Resolution Professional Certificate
Applicable Towards: Mediation and Dispute Resolution Professional Certificate
Course #: LAWSO X432-008
Paralegal

Case Management
(2.0 units)

Students are provided with practical, paralegal case management skills. Discover how to improve your workload productivity, as well as the productivity of the attorney and the law office. Topics include:
- Time and file management
- Document controls
- Calendar controls
- Tracking assignments and caseloads
- Effective delegation
- Computer applications

Samantha Powers, J.D., is a Ph.D. student with the Department of Communications at UCSB. Ms. Powers has extensive legal knowledge and experience with labor and employment law, business litigation, and dispute resolution.

When: Thursday, 6:30pm-9:30pm, September 26-October 24
Thursday, 6:30pm-9:30pm, November 7-November 14
(7 meetings)

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Fee: $325 Early Bird Discount Fee
$375 if payment is received on or after October 6

Prerequisite: Fundamentals of Paralegal Studies or consent of program director

Applicable Towards: Paralegal Studies

Course #: LAW X403-040

Criminal Law
(2.0 units)

This course provides an overview of both substantive and procedural aspects of California criminal law. Substantive materials covered include crimes against the person, property, and habitation, as well as crimes against public order and morals. Specific crimes studied in depth range from petty theft to murder, together with such defenses as insanity and diminished capacity. Topics include:
- Crimes against property and habitation
- Offenses against public order and morality
- Defenses to crimes
- Procedures from arrest through appeal and execution of sentence

Craig A. Smith, J.D., professor of law, Santa Barbara and Ventura Colleges of Law; member of the State Bar of California. Mr. Smith teaches the law school subjects of contract law and civil procedure and has taught a variety of law-related courses at UCSB Extension since 1987.

When: Saturday, 9am-12:30pm, October 19-November 23
(6 meetings)

Fee: $325 Early Bird Discount Fee
$375 if payment is received on or after October 6

Prerequisite: Fundamentals of Paralegal Studies or consent of program director

Applicable Towards: Paralegal Studies

Ethics for the Paralegal
(1.0 unit)

This course is designed to improve the student’s understanding of the regulation and discipline of lawyers and paralegals and how paralegals are affected by ethical issues. After completing the course the student will be able to:
- Identify the ethical guidelines for paralegals
- Recognize the unauthorized practice of law
- Apply concepts of client confidentiality
- Recognize conflicts of interest
- Identify impermissible advertising and solicitation by lawyers and paralegals
- Explain the appropriate way to handle client fees and funds
- Demonstrate competence and professionalism with regard to issues of ethics and professional responsibility

Craig A. Smith, J.D., professor of law, Santa Barbara and Ventura Colleges of Law; member of the State Bar of California. Mr. Smith teaches the law school subjects of contract law and civil procedure and has taught a variety of law-related courses at UCSB Extension since 1987.

When: Saturday, 9am-12pm, September 26-October 12
(3 meetings)

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Fee: $220 Early Bird Discount Fee
$270 if payment is received on or after September 15

Applicable Towards: Paralegal Studies

Course #: LAW X419-022

Fundamentals of Paralegal Studies
(4.0 units)

Acquire the basic knowledge needed to begin your career as a paralegal. Designed for the student entering the Paralegal Studies Professional Certificate Program, this course provides an in-depth overview of the legal system with special emphasis on the areas in which the paralegal works. Topics include:
- Structure and function of the legal system
- Roles of the attorney, paralegal, and other law office personnel
- Issues within the paralegal profession
- Legal ethics
- Investigation in a law office
- Introduction to legal research, writing, and analysis
- Law office administration and economics
- Career development and planning

When: Wednesday, 6pm-9:20pm, September 25-November 20
Wednesday, 6pm-9:20pm, December 4-December 11
(11 meetings)
Science & Engineering

Environmental Science

Strategic Waste Management
(2.0 units)

Resource scarcity and efficiency is a growing hot topic of our times. This course helps students identify waste management strategies, notice patterns of acquisition and disposal, and make sound choices when it comes to purchasing new items and disposing of old ones. Through lectures and site visits, students gain a better understanding of sustainable waste management and purchasing policies and regulations, techniques for measuring and assessing waste generation patterns, methods for managing waste, and local resource and waste constraints and issues.

At the end of the course, students will be able to perform a waste audit, identify the waste stream, and write both basic waste management and green purchasing policies. Topics include:

- Introduction to waste: types, disposal methods
- Waste audits and categorization
- Waste management and policies
- Life cycle analysis and green purchasing
- How to write an effective green purchasing policy
- Local, state, and national green building certification programs including LEED, and how they pertain to waste and purchasing
- Waste and purchasing legislation

Where: UCSB, location to be announced

Fee: $250 Early Bird Discount Fee
$300 if payment is received on or after October 23

Applicable Towards: Green Building and Sustainable Design

Course #: ESM X489.3-001

Sustainability:
A Green Building Overview
(3.0 units)

Green buildings are growing in popularity and will soon be the standard for new construction. This introductory course covers the importance of, and provides an overview of, basic green building principles and practices. Through lectures and site visits, students gain exposure to real green building projects, products, and professionals. Topics include:

- Green building design (new construction)
- Green building maintenance (existing buildings)
- Site selection
- Waste reduction
- Energy and water efficiency
- Resources and materials
- Indoor air quality
- Local, state, and national green building certification programs including LEED
- Green building incentives, policies, and legislation

This course is intended for professionals and homeowners interested in gaining insight into the green building field. This course fulfills the eligibility requirement necessary to sit for the LEED Green Associate examination.

Note: Course dates are: Wed. Sept. 25-Nov. 13. There will be NO class on Wed. Oct. 30.

When: Wednesday, 6:30pm-9:30pm, September 25-October 23

Where: UCSB, location to be announced
(www.extension.ucsb.edu)

When: Saturday, 9am-12pm, October 19
Where: Other Santa Barbara location to be announced
(www.extension.ucsb.edu)

When: Wednesday, 6:30pm-9:30pm, November 6-November 13
Where: UCSB, location to be announced
(www.extension.ucsb.edu)

Call to Enroll: (805) 893-4200
**Technology Management**

**Entrepreneurial Marketing**
(2.0 units)

Introduction of the role of marketing in a total business strategy. Provides students with a broad introduction to marketing concepts, the role of marketing in technology firms, and the various factors that influence marketing decision-making.


**When:** Monday, 5pm-6:45pm, September 30-November 4
Monday, 5pm-6:45pm, November 18-December 9
(10 meetings)

**Where:** UCSB, location to be announced
(www.extension.ucsb.edu)

**Fee:** $500

**Prerequisite:** UCSB Writing 2 or equivalent with a minimum grade of B-; UCSB Writing 50 or equivalent with a minimum grade of B-; UCSB upper-division standing or equivalent; or consent of the instructor

**Applicable Towards:** Technology Entrepreneurship

**Course #:** TMP X130A-001

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**New Venture Finance**
(2.0 units)

Students learn the basics of corporate and entrepreneurial finance; how to analyze financial statements and compute key ratios and assess earnings quality; determine the capital requirements for startup or growth financing; learn about debt and equity funding alternatives (e.g. angel, venture capital, strategic alliances, asset-based financing); and understand valuation models for new ventures (pre/post money valuation, term sheets, warrants, mezzanine financing) and revenue-generating firms (discounted cash flow, precedent transactions, multi-company comparisons).

**Timothy Halsey, M.B.A.**, Golden Gate University, Santa Barbara


**When:** Tuesday, 6pm-7:40pm, October 1-December 10

**Where:** UCSB Campus, Phelps Hall, Room 1160
(11 meetings)

**Fee:** $500

**Recommended Prerequisite:** UCSB Economics 1 or Economics 34 equivalents with a minimum grade of B-; UCSB upper-division standing or equivalent; or consent of instructor

**Applicable Towards:** Technology Entrepreneurship

**Course #:** TMP X130B-001

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**Special Programs**

**Language and Culture**

**Basque Language Studies**
Basque is a language like no other! This online learning experience is an introduction to the Basque language through real communicative situations for the purpose of visiting the Basque Country and being able to communicate with other Basque speakers. The course is designed to facilitate the development of basic written and conversational skills by providing opportunities for students to engage in dynamic activities, such as dialogue, games, and presentations, and to gain cultural experiences through interaction with videos, images, and with others who appreciate and seek to preserve the Basque language and culture. Students enrolled in this enrichment experience are encouraged to take full advantage of class attendance in the regular session course occurring on UCSB’s campus, if their schedules permit, and are encouraged to participate in virtual discussion through chat with a partner or in small groups and in Basque-related events that take place on the UCSB campus.

**When:** 00:00-23:59, September 26-December 5
(0 meetings)

**Fee:** $210

**Course #:** 800.8-003