

CONTINUING EDUCATION CURRICULUM

***Business Management (BUSN)**

<p>640 Customer Relationship Mgmt</p> <p style="text-align: right;">Hours: 90 Advisories: NONE</p> <p>This course provides students with training in the technical and problem-solving skills used by sales professionals, customer service representatives, administrators, and office administration assistants in current customer relationship management (CRM) systems. This is a hands-on project-based course covering the following topics: overview of CRM, the current job market for professionals skilled in using CRM, how to create a CRM system, input and editing of customer data, how to create reports and marketing materials from the CRM, and the basics of how to manage a team using a shared CRM system. Students who successfully complete the course will be able to launch and manage a CRM system for a small business or be able to utilize a CRM in a professional sales position This course will cover one software currently in demand. This course may be offered in a distance-learning format. (FT)</p>	<p>Action(s) Proposed: New Course (Distance Education) Approved</p> <p>Effective: Fall 2022</p>
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***Business Management (BUSN)**

<p>641 Business Sales Training</p> <p style="text-align: right;">Hours: 90 Advisories: NONE</p> <p>This course provides students with practical skills training used by entrepreneurs, sales professionals, customer service representatives, administrators, and office administration assistants in today's sales occupations. This course covers the following topics: effective listening, communicating, presenting, speaking, organizing, developing professional confidence, and handling failure as a pathway to success. The course will be completed by performing activities that develop the students' sales knowledge and skills and will be presented as both oral and written presentations. This course may be offered in a distance-learning format. (FT)</p>	<p>Action(s) Proposed: New Course (Distance Education) Approved</p> <p>Effective: Fall 2022</p>
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Curriculum Instructional Council
Actions Approved – January 27, 2022

***English as a Second Language**

<p>440 ESL/Citizenship</p> <p style="text-align: right;">Hours: 270 Advisories: NONE</p> <p>This course focuses on the development of communicative English skills and knowledge of American History and Government for citizenship preparation. Instruction prepares students for the naturalization process including completion of the application for citizenship, preparation for the Citizenship History and Government test, and interactions needed for the final United States Citizenship and Immigration Services (USCIS) interview. (FT)</p>	<p>Action(s) Proposed: Course Deactivation Approved</p> <p>Effective: Fall 2022</p>
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***English as a Second Language**

<p>441 ESL Pre-Citizenship</p> <p style="text-align: right;">Hours: 180 Advisories: Lawful Permanent Resident status in the United States; and ESLA 431 ESL Beginning Literacy or equivalent</p> <p>This course focuses on the development of English language listening, speaking, reading, and writing skills, and equips students with basic knowledge of U.S. history and government. It also provides students with the basic knowledge of the naturalization process and rights and responsibilities of U.S. citizenship to prepare for advancement to an ESL Citizenship course. (FT)</p>	<p>Action(s) Proposed: New Course Approved</p> <p>Effective: Fall 2022</p>
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***English as a Second Language**

<p>442 ESL Citizenship</p> <p style="text-align: right;">Hours: 270 Advisories: Lawful Permanent Resident status in the United States</p> <p>This course focuses on the further development of English language skills and knowledge of U.S. history and government. It prepares students for the rights and responsibilities of U.S. citizenship and for success on all aspects of the naturalization process including the U.S. Citizenship and Immigration Services (USCIS) naturalization application and the USCIS naturalization interview exam. (FT)</p>	<p>Action(s) Proposed: New Course Approved</p> <p>Effective: Fall 2022</p>
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Approved

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Psychology (PSYC)

<p>520 Personal Development-OA</p> <p style="text-align: right;">Hours: 108 Advisories: NONE</p> <p>This course is designed to improve the quality of life and well-being of students 55 years and older. Topics include effective coping skills, strategies to adapt to changes in life and environment, skills to incorporate sustainable wellness activities into daily routine, and methods to reach personal goals. This course is open to all adult students. (FT)</p>	<p>Action(s) Proposed: Course Revision (including Distance Education) <i>Approved</i></p> <p>Effective: Spring 2022</p>
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Approved

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Actions Approved – January 27, 2022**

PROGRAM CHANGES

***Business & Accounting**

New Program: Effective Fall 2022

Business Sales Certificate of Completion

***English as a Second Language**

New Program: Effective Fall 2022

English as a Second Language Citizenship Certificate of Completion

English as a Second Language

Program Revision: Effective Fall 2022

English as a Second Language Multilevel Citizenship Certificate of Completion