

Business & Computers

CERTIFICATE PROGRAMS

Applied Management

OVERVIEW

Develop knowledge in the core areas of business: finance, management, leadership, performance management and strategy based on current research and best practices.

Understand how operational and financial decisions impact strategic and marketing efforts.

The five module Certificate Program is 10 days of in-class instruction and will provide participants with an intense learning experience that can be directly transferred into their day-to-day work environment.

This program is designed for functional and general managers, including those with industrial trades, clinical, research, or technical backgrounds who may not have formal business training; managers of family-run businesses; and entrepreneurs who need to extend their core business knowledge. Price includes all materials, coffee breaks and lunches. Topics include:

COURSE

Module 1:

The Managerial Context (Mar 13 & 14)

- What does it really mean to be in “management”?
- The scope and realities of the managerial role
- The manager and relationships to people and the organization
- Ethics in management

Module 2:

Strategic Management (Mar 27 & 28)

- Introduction to organizational thinking
- The strategic framework: operations/ production & people
- Strategic management tools
- Develop the foundations of a strategic plan for your organization or area

Module 3:

Essentials of Finance (Apr 10 & 11)

- The relationship between finance and strategy: linking mission and money
- Fundamentals of establishing and maintaining large budgets
- Understanding financial statements and budget forecasts
- Pricing – understanding the full scale of costs of service

Module 4:

Coaching and Performance Management (Apr 24 & 25)

- Learning how to engage employees
- Aligning people with organizational strategies
- Conflict resolution
- Planning and conducting critical conversations

Module 5:

Leadership as a Manager (May 8 & 9)

- Practical application of leadership in management positions
- Managing yourself
- Developing your network
- Crisis management
- The roles of leadership and management in organizational performance

Course #2538

Mar 13 – May 9 (Every Second Week)

Tues & Wed, 9:00 am – 4:00 pm

\$2490



Send two employees to **Applied Management** from the same organization for the price of one!

Certified Financial Planner (CFP)

OVERVIEW

RDC in partnership with the Canadian Institute of Financial Planning is proud to provide to central Alberta the Certified Financial Planner designation.

This program provides individuals with the necessary knowledge and practical skills to begin a career in this growing profession.

This program consists of four core courses and a final program examination.

Successful completion of this program satisfies the Financial Planning Standards Council's (FPSC) education requirement for the Financial Planning Examination Level 1 (FPE1). For more information visit www.cifp.ca

REQUIREMENTS

It is strongly recommended that students complete this program (four required courses) within 5 years. Courses offered may vary each semester. You will require access to a financial calculator (HP-10BII is recommended and available at the Bookstore). Textbooks will be mailed out or can be picked up at the Continuing Education office 1 week prior to course start date.

REQUIRED COURSE

- Financial Planning 1 – Retirement Planning
- Financial Planning 1 – Risk Management & Estate Planning
- Financial Planning 2 – Strategic Investment Planning
- Financial Planning 2 – Income Tax Planning

While it is not required, we strongly recommend that Financial Planning 1 – retirement planning be completed before registering in the remaining courses.

COURSES

Financial Planning 1 - Retirement Planning
Course #2514
Feb 23 – May 10
Thurs, 6:30 – 9:30 pm
\$655 + GST (includes text)

Financial Planning 1 – Risk Management & Estate Planning
Course #2407
Jan 9 – Feb 8
Mon & Wed, 6:00 – 9:00 pm
\$655 + GST (includes text)

Financial Planning 2 – Income Tax Planning
Course #2408
Mar 5 – Apr 3
Tues & Thurs, 6:00 – 9:00 pm
\$655 + GST (includes text)

Financial Planning 2 – Strategic Investment Plan
Course #1562
May 1 - 31
Tues & Thurs, 6:00 – 9:00 pm
\$655 + GST (includes text)

Certified Payroll Manager (CPM)

OVERVIEW

RDC is pleased to announce that beginning September 2012 we will offer the required courses for individuals to qualify for the Certified Payroll Manager designation. This designation will be offered through a partnership with the Canadian Payroll Association. The Certified Payroll Manager (CPM) certification builds on the PCP compliance knowledge by developing your payroll management skills. It provides

you with the knowledge to make decisions, supervise and manage, and contribute a payroll perspective to organizational policy and strategy discussions.

To earn this designation an individual will be required to have earned the Payroll Compliance Practitioner designation and complete the 5 additional courses. Once these requirements are met an application is made with the CPA to receive your designation. Please refer to www.payroll.ca for further information.

REQUIREMENTS

Payroll Compliance Practitioner (PCP)
Payroll Management Processes
Organizational Behaviour Management
Managerial Accounting
Compensation & Benefits Management
Payroll Management Practices

INFORMATION NIGHT

Certified Payroll Manager
Wed, Mar 7, 2012
7:00 – 8:00 pm, Room 2901A
FREE!

Human Resource Management

OVERVIEW

If you currently work in, or are seeking a career in the human resource sector or are working as a manager or supervisor involved in hiring, managing and motivating employees, this program is ideally suited to your learning needs. The Human Resource Management program has been developed to meet a need for education in key knowledge areas of human resource management.

These courses will help you as Human Resource professionals to provide a strategic and coherent approach to the management of any organization's most valuable assets – the people working there who individually and collectively contribute to the specific objectives of the business.

The optional courses in this certificate program provide you with an opportunity to choose specialized topic areas in human resource management. You may be able to achieve credit for certain courses that you have already completed.

To earn the certificate, students must successfully complete the core courses (90 hrs) + optional courses (60 hrs). In two years you can earn your RDC Human Resource Management certificate.

All courses are available for students to take as stand-alone courses. Take one course, or work on the entire certificate at your own pace.

Textbook: Participant to purchase Managing Human Resources 6th Edition (available at the RDC Bookstore).

CORE COURSES

- Organizational Learning, Development & Training
- Employee Relations
- Total Compensation
- Organizational Effectiveness & Staffing
- Workplace Health & Safety
- Human Resources Information Management (HRIM)

OPTIONAL COURSES

- Employee Retention
- Performance Management
- Succession Planning
- Accounting for Non-Accountants
- Human Resource Basics
- How to Develop Your Team Building Skills
- Labour Relations
- Payroll Compliance Legislation
- Increasing Your Influence
- Diversity Management

WINTER/SPRING COURSES

Employee Relations
Course #2349
Mar 6 - 20
Tues & Thurs, 6:00 – 9:00 pm
\$389 + GST

Total Compensation
Course #1559
June 4 - 18
Mon & Wed, 6:00 – 9:00 pm
\$389 + GST

Organizational Effectiveness & Staffing
Course #1560
May 1 - 15
Tues & Thurs, 6:00 – 9:00 pm
\$389 + GST

How to Develop Your Team Building Skills
Course #2217
Apr 19 & 20
Thurs & Fri, 8:30 am – 4:30 pm
\$349 + GST

BLUE
SEAL

Accounting for Non-Accountants
Course #1561
May 14 & 15
Mon & Tues, 8:30 am – 4:30 pm
\$349 + GST

BLUE
SEAL

Diversity Management
Course #2405
Jan 14 & 28
Sat, 8:30 am – 4:30 pm
\$349 + GST

Succession Planning
Course #2406
Feb 11 - 25
Sat, 8:30 am – 5:00 pm
\$349 + GST

Payroll Compliance Legislation
Course #1571
May 1 – June 14
Tues & Thurs, 6:00 – 9:00 pm
\$499 + GST

Leadership

OVERVIEW

Leadership development is one of the fastest growing cultures in the world. The Certificate in Leadership provides you with an incomparable foundation in leadership models, theories and research, as well as opportunities to apply this knowledge in real-world situations. After completing this certificate you will be able to clearly understand your own leadership style and possess the tools needed to begin expanding your leadership capacity at any level within your organization and community.

To earn this certificate you must complete all six modules and a final project. While it is not required it would be strongly recommended that the Leadership Methodology be taken first; the other courses can be taken in the order chosen by participants. For more detailed certificate and individual course information visit www.rdc.ab.ca.



All courses are available for students to take as stand-alone courses. Take one course, or work on the entire certificate at your own pace!

COURSES

Modules include:

Leadership 120 – Methodologies *
recommended to take first

- Great Man, Trait, Behavioural, Contingency, Transactional, Transformational
- Emerging developments in leadership theory
- Classical Leadership: laissez-faire, autocratic, participative
- Differences between leadership and management, definitions of leadership
- Comparing personal leadership and leadership theory: finding a fit for yourself

Leadership 121 - You as a Leader

- Understanding your own leadership style
- The 5 levels of leadership
- Real leadership: the difference between real and counterfeit leadership
- Developing leadership through problem solving and emotional understanding
- Crucibles of leadership

Leadership 122 – Vision

- The importance and value of creating a vision
- Vision development strategies
- Communicating your vision: tools and considerations

Leadership 123 – Culture & Change

- Concepts and principles of organizational change
- Leadership as a change agent
- Initiating and sustaining change
- Effective systemic change

Leadership 124 – Teambuilding

- Roles within a successful team
- Project management and team work, adjusting team roles to different phases of the project
- Leading high performance teams
- Working with diverse teams

Leadership 125 - Coaching

- What is formal and informal coaching/ mentoring and when does each occur?
- Cultural communication clues to understanding others
- Understanding the importance of individuals within organizations
- Coaching, mentoring and organizational improvement
- Employee coaching strategies, manager orientations and gender considerations

WINTER/SPRING COURSES

Leadership 120 – Methodologies

Course # 2565

Feb 7-16

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Leadership 121 – You as a Leader

Course #2566

Feb 28-Mar 8

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Leadership 122 – Vision

Course #2508

Mar 20-29

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Leadership 123 – Culture & Change

Course #2567

Apr 10-19

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Leadership 124 – Team Building

Course #1611

Mar 1-10

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Leadership 125 – Coaching

Course #1612

May 22-31

Tues & Thurs, 6:00 – 9:30 pm

\$395 + GST

Management Skills for Supervisors

OVERVIEW

This program is designed to provide you with the skills and knowledge needed to effectively supervise and manage others.

The six dynamic, interactive sessions cover all aspects of the supervisory function. If you are a new supervisor, or aspire to attain a managerial position in the future, you will benefit from this program by learning the practical skills necessary to succeed as a supervisor in today's working world. Price includes all materials, coffee breaks and lunches. Topics include:

COURSES

Day 1: Making the Transition

- Transitioning to supervisor
- Building trust
- Planning and organizing work

Day 2: Supervision and People

- Understanding personality types using True Colors
- The four functions of a manager/supervisor
- Management versus leadership
- Leadership styles

Day 3: Effective Communication Skills

- The communication process
- Communication barriers
- Perception
- Non-verbal communication
- Listening

Day 4: Conflict Resolution Skills for Supervisors

- Conflict resolution styles
- Intra-group conflict
- Inter-group conflict
- Dealing with difficult people

Day 5: Team Building

- Building relationships
- Facilitation skills
- Evaluating team development
- Managing team performance

Day 6: Coaching and Development

- Key coaching competencies to help build maintainable results through people
- Understand the effect your leadership style may have on coaching
- Use tools in everyday management situations (e.g. GROW and SMART)
- Understanding the different generations and impacts that may hinder coaching

Course #160

Feb 2 – Mar 9

Fri, 8:30 am – 4:30 pm

\$1495 + GST

Course #1256

Apr 13 – May 25

No class: May 18

Fri, 8:30 am – 4:30 pm

\$1495 + GST



Register four or more participants in **Management Skills for Supervisors** and receive 10% off all registrations!

Multimedia Web Design

OVERVIEW

RDC's Multimedia Web Design Certificate program is your first step towards a career in Multimedia and Web Design!

From digital imaging to desktop publishing and web design, new opportunities in digital communications are emerging every day.

This program features:

- Full-time 24 week daytime format
- Courses run in RDC's state-of-the-art Corporate Training Computer Lab
- Real-world lab simulations and projects
- Student financing available

COURSES

- Fundamentals of Multimedia Design
- Adobe Illustrator
- Adobe Photoshop
- Digital Video and Audio
- The Business of Multimedia
- Adobe InDesign
- Web Usability
- Introduction to X/HTML and CSS
- Adobe Dreamweaver
- Adobe Flash Catalyst
- Portfolio Development

Program Tuition: \$7990

Next program starts January 2013.

Applications accepted starting June 2012.

Payroll Compliance Practitioner (PCP)

OVERVIEW

Thinking about a career in payroll?

Or, are you working in payroll and want to earn Canada's most widely recognized payroll certification? The Canadian Payroll Association's (CPA) program is offered at RDC. Earn your Payroll Compliance Practitioner (PCP) certification. This professional certification can help you succeed in today's competitive business environment.

There are two fees for this program, the RDC instruction fee and the CPA course materials and exam fee. The RDC Instruction fee is payable to RDC at the time of registration. The CPA course materials and instruction fee is payable directly to the CPA.

To be eligible for this designation an individual must complete the required courses and exams through RDC and then apply for the

designation through the Canadian Payroll Association. For further details please visit the CPA website: www.payroll.ca and www.rdc.ab.ca for further program details.

This program is offered part-time, each course will be delivered in a 10 month period. Successful completion of Payroll Compliance Legislation is required before taking Fundamentals of Payroll 1

REQUIRED COURSES

Payroll Compliance Legislation
Fundamentals of Payroll 1
Fundamentals of Payroll 2
Introduction to Accounting

Payroll Compliance Legislation
Course #1571 (42 hours)
May 1 – June 14

Tues & Thurs, 6:00 – 9:00 pm
Prerequisite: None

RDC Instruction Fee: \$499 + GST
CPA Course Materials and Exam Fee:
CPA Member: \$300 + GST
Non-Member: \$465 + GST (includes CPA membership)

Payroll Fundamentals 1
Prerequisite: Payroll Compliance Legislation

Course #1853

Jan 25 – Apr 25

Wed, 6:00 – 9:00 pm

Downtown Location

RDC instruction fee: \$425 + GST

CPA course materials and exam fee:

CPA Member: \$300 + GST

Non-Member: \$465 + GST (includes CPA membership)

Payroll Fundamentals 2

Prerequisite: Payroll Fundamentals 1

Course #2515

Apr 30 – June 14

Mon & Thurs, 6:00 – 9:00 pm

Downtown Location

RDC instruction fee: \$425 + GST

CPA course materials and exam fee:

CPA Member: \$300 + GST

Non-Member: \$465 + GST (includes CPA membership)

Professional Bookkeeping



OVERVIEW

Every organization requires someone with the right training to maintain and update financial records. Bookkeeping professionals perform vital tasks for the companies they work for including verifying and balancing receipts, posting debits and credits, recording transactions, completing payroll and GST requirements, and creating financial reports for company owners and executives.

The RDC Continuing Education Professional Bookkeeping Certificate Program will provide successful graduates with a broad foundation of knowledge and skills

needed to enter private practice as a Professional Bookkeeper or fulfill the requirements of an Accounting Clerk/Bookkeeper position for a company. The training offered in this program will help learners take advantage of opportunities for new or improved career opportunities.

The convenient two evening per week schedule offered in the Professional Bookkeeping Certificate Program will help individuals meet their educational and professional development goals in a way that is manageable with an individual's busy schedule.

This program features:

- 2 programs – Classroom or Online. The choice is yours!
- Training is offered in a convenient 9 month part-time evening format
- Real-world lab simulations and projects

COURSES

- Computer Applications for Business
- Bookkeeping I – Manual Bookkeeping for Service and Merchandising Businesses
- Bookkeeping II – Simply Accounting
- Bookkeeping III – QuickBooks

Next program starts October 2012.
Applications accepted starting May, 2012.

Program Tuition: \$4500 + GST

Look for non-certificate Small Business Bookkeeping, Simply Accounting and QuickBooks courses starting on page 16.



Project Management Certificate



OVERVIEW

We offer the highly respected and very practical certificate program in Project Management from Mount Royal University. To earn your certificate, you must complete six two-day courses (a total of 90 hours) and the Final Assessment.

Participants who complete the courses and final assessment are eligible to write the Project Management Institute (PMI) exam as part of earning the Project Management Professional (PMP) designation from PMI. Visit www.mtroyal.ca and www.pmi.org for more information.

It is recommended, but not required, that you begin with "Project Management – An Overview".

Who Should Enrol?

- Individuals who wish to develop introductory level project management skills and/or who want to pursue a formal role of project management in the workplace
- Employees who are assigned to work on project team(s) and task force(s) for defined projects
- Individuals who want to begin preparing for the Project Management Professional (PMP)[®] credential in the future

COURSES

Textbook required: A Guide to the Project Management Body of Knowledge (PMBOK[®] Guide) (EMAN 1220). Available at the RDC Bookstore

Project Management – An Overview
Course #1668
Feb 2 & 3
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Project Management – Integration & Scope
Course #2503
Feb 16 & 17
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Project Management – Quality
Course #2353
Mar 1 & 2
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Project Management – Human Resource and Communication
Course #2504
Mar 15 & 16
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Project Management – Time and Cost
Course #1669
Mar 29 & 30
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Project Management – Risk & Procurement
Course #2505
Apr 12 & 13
Thurs & Fri, 8:30 am – 5:00 pm
\$495 + GST

Prepare for the Final Assessment
Course #2506
Apr 27
Fri, 1:00 – 5:00 pm
\$120 + GST

PM – FAST TRACK

NEW

Do you need this training immediately? Try our PM – Fast Track Program. Take all the required courses over a six week period. At the end of the six weeks you will be fully prepared to manage your organizations projects in addition to being prepared to complete the final project with MRU.

PM – Fast Track
Course # 1587
May 9 – June 14
Wed & Thurs, 8:30 am – 5:00 pm
\$2970 + GST

Looking for training on Microsoft Project?
See page 18 for upcoming courses!

For complete course information and details, please visit:
www.rdc.ab.ca



Real Estate Associates Program



OVERVIEW

Red Deer College, in partnership with the Alberta Real Estate Association, is offering the Real Estate Associates Program.

The program sets new training standards for real estate professionals entering the field of real estate sales and management. Everyone interested in becoming a licensed Real Estate Associate in Alberta must complete this mandatory program. Participants must possess a high school diploma or equivalency to participate in the program. It is recommended that you have a solid understanding of and are fully conversant in the English language.

The program consists of three phases and five exams. Participants must pass each exam (minimum of 70%) before proceeding to the next phase. For program details please visit www.AREAhub.ca and www.rdc.ab.ca for further details.

COURSES

Phase 1:

Introduction to a Career in Real Estate

Phase 1 is offered only online through the Alberta Real Estate Association. To register visit www.AREAhub.ca you must complete and pass Phase 1 in order to proceed into Phase II & Phase III.

Phase 2:

Fundamentals of Real Estate

Phase 2 will be covered in six sections including:

- Interpersonal Relations & Communications; Handling Conflict & Negotiations; Planning & Time Management; Marketing; Sales Process; Technology
- Financing Real Estate Transactions
- Contract Law; Representation Relationships; Title Registration; Land Use Controls; Condominiums
- Real Estate Act
- Environmental Issues; Insurance & Loss Prevention
- Building Construction; Types; Measurement

Prerequisites: Successful completion of Phase 1: Introduction to a Career in Real Estate (70% required). In addition, the following must be submitted to AREA (Alberta Real Estate Association) at least two weeks prior to the start of Phase 2:

- Canadian High School Diploma or equivalency (official transcripts)
- Completed AREA Phase 2 application

- Photocopy of Driver's License
- Proof of name change (if applicable)

Course # 2452

Jan 30 – Feb 21

Mon – Fri, 9:00 am – 4:00 pm

\$2500 + GST

\$125 + GST (Exam Fee)

Phase 3:

Real Estate Areas of Practice

The theory addressed in Phase 2 is applied to the real life real estate practices of industry members. Understanding the principles of property value and how to evaluate properties in residential, commercial and rural real estate is a major focus of this section. Working with clients is put into practice and students will work through several case studies that replicate real life real estate transactions.

Prerequisite: Phase 2: Fundamentals of Real Estate (70% required).

Course #2453

Mar 5 – Apr 20

Mon – Fri, 9:00 am – 4:00 pm

\$2500 + GST

\$125 + GST (Exam Fee for each section: i.e residential, commercial & agriculture)

Designated Agency Brokerage

Course #1524

May 5

Sat, 9:00 am – 4:00 pm

\$225 + GST

Supply Chain Management

OVERVIEW

Red Deer College is looking to offer the increasingly in demand Supply Chain Management Certificate.

Learn the fundamental components of working within supply chains.

Topics include: distribution, inventory control, e-business and procurement.

If you are a supply chain professional, consultant or seeking a career in this growing field, acquire broader knowledge of how different parts of supply chains work together. Supply chain management is a business process that focuses on integration and partnerships in order to meet

customers' needs in a timely manner, with relevant and high-quality products, produced and delivered in a cost-effective manner.

INFORMATION NIGHT

Supply Chain Management

February 29, 2012

Wed, 7:00 – 8:00 pm, Room 2901A

FREE!

UGotClass Online Certificates

OVERVIEW

Do you want to expand your knowledge and skills, but lack the time or flexibility needed to participate in classroom-based training? RDC's UGotClass Online certificates allow you to invest in your career anytime and from anywhere.

An investment in your education will boost your productivity and your organization's bottom line.

Online learning is easy, accessible, and fun!

How it works:

1. In the online classroom: listen to audio lectures, view slides, and take an optional quiz to test yourself.
2. Discussion and Questions: post comments to online discussion with your fellow participants and instructor. The instructor answers questions and facilitates the discussion.
3. Readings: many courses have online readings of up to 20 pages a week.
4. Participate: anytime day or night, as little or as often as you like. It's recommended to go online 2-3 times a week.

eMARKETING ESSENTIALS

To earn this certificate, students must complete the following courses:

- Improving Email Promotions
- Boosting your Website Traffic
- Online Advertising

This program provides a fundamental introduction to eMarketing through improving email promotions, analyzing website traffic, optimizing search engines, and executing successful online advertising.

No eMarketing experience or expertise is necessary.

Course #2463

Feb 6 – Apr 27

\$ 495 + GST

SOCIAL MEDIA FOR BUSINESS

Whether you are new to social media or already involved, this certificate has something for you. To earn this certificate, students must complete the following courses:

- Integrating Social Media in Your Organization
- Introduction to Social Media
- Marketing Using Social Media

From Facebook to Twitter, blogging to LinkedIn, discover new principles of communication via social media and how these tools can enhance your organization. You will create a plan to integrate social media into your organization's existing communication and marketing strategies.

Course #2467

Feb 6 – Apr 27

\$ 495 + GST

WEBINAR PLANNER CERTIFICATE

Virtual meetings are distance seminars and education featuring audio, slides and video in a synchronous format. They include webinars, webcasts, video casts, two-way web cams, and other audio and video formats.

Discover the various synchronous distance meeting formats available and learn about the technology of producing distance meetings. Then get the best instructional techniques on the design and teaching of effective distance or virtual meetings. Lastly, acquire the virtual meeting planning skills involved in budgeting, pricing, and marketing virtual meetings.

Course #2493

Feb 6 – April 13

\$ 795 + GST



Don't wait to register last minute!

Register early to avoid disappointment as some courses have a maximum enrolment. For course information or to register, visit www.rdc.ab.ca or call 403.357.3663.

Accounting

SMALL BUSINESS BOOKKEEPING

A well-kept set of financial records is an essential tool in the management of small businesses. With this introduction to a straightforward manual bookkeeping system, you will learn how to

- Process information into the general journal and specialized journals
- Post entries into ledgers
- Prepare and understand financial statements, bank reconciliations
- Process the GST
- Administer payroll

Textbooks: Participant to purchase Basic Bookkeeping: An Office Simulation and Basic Bookkeeping: Working Papers (ECOM 3276) available at the RDC Bookstore. Required for the first class.

Course #2169
Feb 29 - May 23
Wed, 1:00 – 4:00 pm
\$599 + GST

Course #2171
Feb 29 – May 23
Wed, 6:30 – 9:30 pm
\$599 + GST

SIMPLY ACCOUNTING LEVEL 1

Simply Accounting is a widely used computerized accounting system for small to medium sized businesses. Learn how to perform daily accounting tasks in the General Ledger, Accounts Receivable, Accounts Payable, and Payroll. This course is geared towards someone who will be primarily doing data entry in Simply Accounting.

Prerequisite: Experience with Microsoft Windows and Small Business Bookkeeping course or equivalent experience.

Textbooks: Participant to purchase Simply Accounting Premium 2011 Level 1 (ECOM 3133) available at the RDC Bookstore. Required for the first class.

Course #1084
Feb 27 – Apr 2
Mon, 6:30 – 9:30 pm
\$395 + GST

Course #1302
Apr 21 – May 5
Sat, 9:00 am – 4:00 pm
\$395 + GST

SIMPLY ACCOUNTING LEVEL 2

In this advanced course you will review the set-up and conversion of accounting data and learn to manage the wide range of transactions that you will encounter during regular bookkeeping.

Prerequisite: Simply Accounting Level 1.

Textbooks: Participant to purchase Simply Accounting Premium 2011 Level 2 (ECOM 3139) available at the RDC Bookstore. Required for the first class.

Course #1513
May 28 – Jun 13
Mon, Wed, 6:30 pm – 9:30 pm
\$395 + GST

QUICKBOOKS PRO LEVEL 1

This course is an introduction to one of the most popular and easy to use accounting programs available. Learn basic operations on how to perform daily accounting tasks in the general ledger, accounts receivable, accounts payable and payroll. This course is geared towards small business operators and those interested in learning about computerized accounting systems.

Prerequisite: Experience with Microsoft Windows and Small Business Bookkeeping course or equivalent experience.

Textbooks: Participant to purchase QuickBooks Premier 2011 Level 1 (ECOM 3140) available at the RDC Bookstore. Required for the first class.

Course #1088
Mar 8 – 22
Thurs, 9:00 am – 4:00 pm
\$395 + GST

QUICKBOOKS PRO LEVEL 2

This course is a continuation of the skills learned in the Level 1 course relating to daily accounting tasks using QuickBooks. Participants will look at how to create company files and deal with more advanced tasks involving receivables, payables, inventory, reports and payroll.

Prerequisite: QuickBooks Premier Level 1

Textbooks: Participant to purchase QuickBooks Premier 2011 Level 2 (ECOM 3141) available at the RDC Bookstore. Required for the first class.

Course #1515
May 28 – Jun 11
Mon, 9:00 am – 4:00 pm
\$395 + GST

BUDGETING BASICS FOR MANAGERS

BLUE SEAL

Budgeting is a common management tool for planning and control. This one-day workshop will provide a fundamental understanding of budgeting, the budgeting process and effective ways to control your budget. There will be ample opportunity to discuss specific budgeting issues raised by participants.

Requirement: Calculator

Course #2520
Apr 9
Mon, 8:30 am – 4:30 pm
\$249 + GST

New course idea?

If you have an idea for a new course, contact Continuing Education at 403.356.4900 or continuingeducation@rdc.ab.ca to discuss it further with a Program Coordinator.

Blue Seal – Business Proficiency Designation

The blue seal certification – business proficiency designation was established by the alberta apprenticeship and industry training board to encourage and recognize business training. If you are a certified alberta journey person in a designated trade or occupation, earning a blue seal proves that you not only meet alberta's high industry standards, but you also have the drive to develop your business skills and succeed in business. If you have a valid alberta journeyman, occupational, qualification or proficiency certificate, you

can enhance your current certification with a blue seal.

To earn a blue seal you must complete 150 hours of study in approved courses. These courses are identified throughout this guide with the "blue seal eligible" emblem.



UNDERSTANDING FINANCIAL STATEMENTS

BLUE SEAL

You pay your accountant to prepare annual financial statements for your business, but do you really know how to read them? This workshop goes through the sections of basic financial statements including balance sheets, income statements and supporting documents to give you a thorough understanding of the information they contain. You will learn how to determine common ratios used by lenders and investors to determine the health of your business, as well as ways to thoroughly analyze the information contained in the statements.

Requirement: Calculator

Course #2519

Feb 21

Tues, 8:30 am – 4:30 pm

\$249 + GST

FROM RECEIVABLE TO BELIEVABLE - DEBT COLLECTION FOR SMALL BUSINESS

This is a full-day workshop for small business owners or individuals who are responsible for approving credit applications and collection of accounts receivable. This hands-on workshop gives participants an opportunity to follow the steps required in setting up a charge account for a client right through to taking legal action to collect the outstanding account. A combination of real-life anecdotes from the "front-lines" of a collection agency and group exercises

such as "Track Down the Deadbeat" make for an entertaining learning experience.

Course #1297

Apr 18

Wed, 8:30 am – 4:30 pm

\$249 + GST

PERSONAL FINANCIAL BASICS

This is an interactive one day workshop that will help you take control of your finances. Learn how to take an accurate snapshot of your current financial position. Experience the power and freedom of creating your own personal budget. Other topics that will be covered are credit management, investment principles and financial decision making tools. This course is designed to give you the essential tools to take control of your financial future.

Requirement: calculator

Course #2517

Apr 10 – 12

Tues, Thurs, 6:00 pm – 9:00 pm

\$249 + GST

Downtown Location



Management & Leadership

7 LIFE LANGUAGES

Many times, what may appear to be management, racial, gender, class, or other diversity issues really end up being a communication issue. The 7LifeLanguages™ can identify the communication challenges and help build effective teams to achieve the maximum efficiency. The goal of Life Languages module is to help people (and organizations) reach their full potential through character, communication, and effectiveness. In this course you will explore all 7 languages and how to best use this information in your workplace and personal life.

Course #2513

Apr 13

Fri, 9:00 am – 4:00 pm

\$349 + GST

Register four or more participants and receive 10% off all registrations for 7 Life Languages

BECOMING AN ENTREPRENEUR



Red Deer College is proud to partner with Community Futures of Central Alberta and the Go Forth Institute to bring to Central Alberta the 100 Essential Skills for Entrepreneurs. This course is delivered through a blend of online learning and interactive classroom workshops. Access the Go Forth Institute Online program and then participate in 5 classroom workshops facilitated by Community Futures advisors to customize the entrepreneurial experience.

In this course you will learn the 100 essential skills successful entrepreneurs wish they had acquired before they launched their business.

If you are serious about becoming an entrepreneur, or are already a small business owner you owe it to yourself to invest in this course!

Course #1849
Feb 28 – Mar 27
Tues, 7:00 – 9:00 pm
\$625 + GST
Downtown Location

BLUE
SEAL

SUCCESSFUL SUPERVISOR

Supervisors are special people with special skills. Your boss has decided you are the person for the job. Now you need the skills to be successful in this new role. Get started on the road to being an effective supervisor by learning and practicing effective supervisory skills.

Course #1250
May 16
Wed, 8:30 am – 4:30 pm
\$249 + GST

APPLIED PROJECT MANAGEMENT

This two day workshop is an introductory “hands-on” course that covers the five basic Project Management phases: Definition (Initiation), Planning, Execution, Controlling and Close-Out. You will have the opportunity to work collaboratively in groups on real case study project that will apply key templates progressively to the Project Management phases.

Course #2443
Mar 8 & 9
Thurs & Fri, 8:30 am – 4:30 pm
\$399 + GST (textbook included)

MICROSOFT PROJECT PROFESSIONAL

Project Management is an essential tool in today’s competitive business environment. Learn to create and manage projects including how to schedule tasks, assign resources, track project progress, generate reports, manage multiple projects, customize projects, use network diagrams, progress lines, provide earned value analysis, and more!

Prerequisite: Microsoft Windows experience.

Course #1444
May 10 - 24
Thurs, 9:00 am – 4:00 pm
\$590 + GST

STRATEGIC THINKING & PROBLEM SOLVING

Examine different ways of thinking – in particular linear thinking, analytical thinking, lateral thinking techniques and strategic thinking. This session will demonstrate that when you combine two or more of these thinking styles, in an intentional and integrated way, you can significantly raise your competency as a thinker. You will explore “Science of Systems Thinking” and the concept of “Zero Gravity Thinkers” while maintaining the Big Picture perspective.

Be ready to have some of your current thinking practices challenged – because there is a better, more effective way to become a real strategic thinker.

Course #2442
Feb 9 & 10
Thurs & Fri, 8:30 am – 4:30 pm
\$349 + GST

TRAIN THE TRAINER

On-the-job training is a key task for supervisors, managers and senior staff as well as trainers. This course will provide your key employees with the skills they need to train their staff effectively and efficiently. They will learn to use adult learning principles to deliver dynamic, involving training – “training that sticks”. Effective training saves money and retains good employees.

Course #204
Apr 23 & 24
Mon & Tues, 8:30 am – 4:30 pm
\$389 + GST

MENTORING AND COACHING IN THE WORKPLACE

ONLINE

Mentoring and coaching have come to be used more frequently in organizations to improve leadership competencies and provide employee support. It has benefits for the employer and employee. Develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Take home the much-awaited toolkit you have been searching for to improve your employees’ performance and create the working environment that your employees will find truly rewarding.

Course #2487
Feb 6 – Mar 2
\$195 + GST

COMMUNICATE WITH CONFIDENCE

BLUE
SEAL

Your interpersonal communication skills can spell the difference between success and failure. Communication is not just about how you talk and listen. It’s about making connections with people: customers, co-workers, and friends. This workshop will provide you with the knowledge and skills to communicate clearly, and confidently, and help minimize communication breakdowns.

Course #2512
Mar 23
Fri, 9:00 am – 4:00 pm
\$249 + GST

For complete course information and details, please visit:
www.rdc.ab.ca

EMOTIONAL INTELLIGENCE – THE SUCCESS SECRET

Many people are surprised to learn that Emotional Intelligence (E.I.) is more important to achieving family and work success than intellectual ability. The good news is that we can enhance and improve our E.I. Learn what E.I. is, what it means to you and how it can help you build successful relationships. This course will improve your physical and emotional health, communication, business performance, leadership, teamwork and more!

Course #1591
Jun 8
Fri, 9:00 am – 4:00 pm
\$249 + GST

GIVING PRESENTATIONS

Make your message heard! Bullet points should not be the focus of your presentations. RDC's Giving Presentations course teaches you how to give presentations that command everyone's attention. Topics include:

- The basics of planning and preparing a presentation
- How visual aids are used to accompany your message
- How to design pleasing slides
- Speaking
- Posture and Body Language
- Dealing with Nerves

Course #2471
Mar 29
Thurs, 9:00 am – 4:00 pm
\$179 + GST

DESIGNING SUCCESSFUL WEBINARS

ONLINE

Webinars are a hot new meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more.

The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

Course #2457
Mar 5 - 30
\$195 + GST

UNDERSTAND YOURSELF AND OTHERS

BLUE SEAL

In this workshop you will complete the True Colors profile instrument. True Colors is international accepted personality assessment tool. It can be used by work groups, sales staff, supervisors and managers who want to better understand why it is easy to work with some people and difficult to work with others. When you understand your own and your co-workers' or customers' personality preferences, you can increase personal and work team effectiveness, reduce or eliminate problems and frustrations, and tap into the power of each of the personality types.

Course #1290
May 22
Tues, 8:30 am - 4:30 pm
\$249 + GST

DEALING WITH DIFFICULT PEOPLE

BLUE SEAL

Do you deal with rude, irate, impatient, emotional or aggressive people in your life? Knowing techniques that work with difficult people can make all the difference – especially in your life, but even in theirs! This course will help you develop strategies that are practical and specific to the difficult people in your life.

Course #1586
May 7
Mon, 9:00 am – 4:00 pm
\$249 + GST

HOW TO DEVELOP A POLICY & PROCEDURE MANUAL

A well written Policy and Procedures Manual can create the systems your business or organization needs to reduce conflict and errors as well as improve productivity in the workplace. Learn how to structure the Manual, what elements need to be included and the various "Do's and Don'ts" that are needed to create an effective, useful Manual that fits the needs of your workplace. During this two-day workshop, participants will work on a draft manual for their workplace.

Course #2441
Feb 2 & 3
Thurs & Fri, 8:30 am – 4:30 pm
\$349 + GST

HOW TO DEVELOP AN EMPLOYEE HANDBOOK

ONLINE

This on-line course can be started at any time and provides you with the basic information and content required in an employee handbook, using 2 templates that you can customize to suit your individual business needs. At the end of this self-paced and user friendly course, you will have a valuable document that can reduce training time for new employees and provide increased employee productivity more quickly. Clear understanding of workplace expectations and company culture improves employee morale and job satisfaction and allows you to both retain your best employees and also to attract the ones you want.

Course #2516
\$149 + GST

RECRUITING AND RETAINING GEN X AND GEN Y

ONLINE

Generation X balances work and friends and family. Generation Y, the largest generation in human history, has never known a time when there was not a World Wide Web. They each have very different work styles than the Baby Boomer generation. Get an understanding of both Gen X and Gen Y from an expert who programs and markets to Gen Y. Discover what motivates them at work, what incentives they respond to, and what messages they value. Then take home practical, how-to tips and techniques for recruiting and retaining Generation X and Gen Y workers.

Course #2488
Feb 6 – Mar 2
\$175 + GST



Workplace Training

MINUTE TAKING

This full-day workshop is for people who are responsible for taking meeting minutes in a business or for an organization. You will learn how to work with the meeting chair, prepare the agenda, various minute formats, what to include and not include, using a template, editing and proofreading, approvals and sign-offs, and distribution of the properly completed minutes.

Course #1438

Jan 30

Mon, 8:30 am – 4:30 pm

\$249 + GST

WRITING EFFECTIVE PROPOSALS

This 2-day course is designed to teach you how to write an effective proposal to secure contracts for a business or funding for an organization. We cover all steps from obtaining the needed information to preparing the proposal, to the laying out of the final document. Through a combination of lecture and hands-on work, students will work through the development and preparation of a complete proposal.

Course #2521

Apr 12 & 13

Thurs, Fri 8:30 am – 4:30 pm

\$389 + GST

BUSINESS WRITING

BLUE SEAL

With access to office computers, many individuals are expected to produce their own highly professional documents. Your value to your organization may depend on how clearly and persuasively you write. Learning about and practising several key techniques, you will develop your ability to write more quickly, clearly, and concisely.

Textbook: It is recommended that students purchase the Canadian Pocket Style Manual (available at the RDC Bookstore).

Course #2343

Feb 23

Thurs, 8:30 am – 4:30 pm

\$249 + GST

TELEPHONE SKILLS AND EMAIL ETIQUETTE

This workshop will develop the skills of staff who deal with clients over the phone, particularly in a 'first contact' situation. Specific topics include setting up the work area, effective greetings, your telephone voice and appropriate language, understanding the request, taking a message, dealing with difficult/irate callers and many other important topics.

Effective and professional communication through electronic mail will also be addressed in this workshop. Participants will learn the basics in the proper use of email in business and review such topics as how to correctly format your email messages, correct grammar and punctuation usage and some "Do's and Don'ts" about email.

Course #1067

Mar 20

Tues, 8:30 am – 4:30 pm

\$249 + GST

EFFECTIVE TIME MANAGEMENT

BLUE SEAL

Effective time management contributes to a healthy, well-rounded life. By engaging in the activities of this course, you will develop the tools required to reassign two hours of your time per day to activities of your own choosing, while also reducing the stress in your life. The unique four half-day sessions allow you to learn, adapt and then incorporate your new time management techniques into your everyday life- and work-style. This four-session format really helps you to build effective time management skills!

Textbook included with course fee.

Course #1590

May 9 - 30

Wed, 6:00 – 8:30 pm

\$289 + GST

TIME MANAGEMENT USING MICROSOFT OUTLOOK

In today's busy world many people struggle with managing their time effectively. The secret to better time management is easier than you think! This practical, hands-on course will instruct participants on how the extensive features of Microsoft Outlook can be used to manage both personal and business productivity through correct prioritizing

and planning and the creation of an integrated management system.

Prerequisite: Experience with Microsoft Windows and Outlook.

Course #1781

Mar 27

Tues, 9:00 am – 4:00 pm

\$225 + GST

8 KEYS TO MAXIMIZE YOUR PERSONAL POTENTIAL

BLUE SEAL

Many of us desire to maximize our personal potential – but few ever obtain it. What stops us from achieving all that we could be in life? This course will lead you to the 8 keys to achieve your true potential, help you let go of negative habits, and focus on consistent, productive behaviour that puts you on the path to personal and professional success. This is a hands-on course; each participant will discover and explore their personal 8 keys.

Course #2440

Apr 27

Fri, 9:00 am – 4:00 pm

\$249 + GST

WORKING SMARTER NOT HARDER

BLUE SEAL

This course is designed to assist you in getting more return on your time and energy. Proven strategies discussed include taking control of your time, pre-planning your day, establishing work priorities, dealing with time wasters, establishing "smart" goals, and handling interruptions. You will learn hundreds of smart, time saving tips. Discover how to double your productivity without doubling your stress.

Course #1110

Mar 2

Fri, 9:00 am – 4:00 pm

\$249 + GST

MANAGE STRESS AND AVOID BURNOUT

BLUE SEAL

Avoiding stress and burnout seems to be a tough job for many of us today. This is a practical and personal one-day course for those of us who want to get one step ahead of stress and burnout. We will look at the things that cause you stress, how well you are doing coping with it and key strategies that you can use to rise above it.

Course #1111

Mar 14

Wed, 9:00 am – 4:00 pm

\$249 + GST

CUSTOMER SERVICE EXCELLENCE

Set yourself up for success. Learn the action steps to profit through:

- understanding perception
- acknowledging the value of meeting and exceeding expectations
- owning your Moment of Truth
- building a skill base for managing conflict
- accepting responsibility for your attitude
- managing your stress

This interactive session is an opportunity to invest in yourself, your business and your future. Owners, managers, employees and anyone interested in continuous improvement will have an opportunity for growth.

Course #1437

Feb 22

Wed, 8:30 am – 4:30 pm

\$249 + GST

EXTRAORDINARY CUSTOMER SERVICE

ONLINE

Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. You can help your organization and your career by translating your good service intentions into a workable plan and gain knowledge of ways to consistently deliver great service. The payoff is enormous.

Course #2485

Feb 6 – Mar 2

\$145 + GST

PRIVACY ACT – PIPA

ONLINE

Who is your Privacy Officer? If you don't know, you are in violation of the Alberta and BC Privacy Acts and must become compliant. This online course provides you with the opportunity to learn about the Personal Information Protection Acts (PIPA) by actually writing the Privacy Policy and Privacy Manual for your organization. Available 24/7, this easy to follow program is designed to be the fastest, easiest, most cost-effective way to implement PIPA in your organization. Simply download 10 modules that you complete, print and insert into your

Privacy Manual. Technical support is provided. This course qualifies for CE Credits from the insurance council and veterinarian medical associations. Customized, in-house workshops are also available for your organization.

Course #1428

\$249 + GST

INTRODUCTION TO IMPLEMENTING GREEN WORKSPACES

ONLINE

A greener workplace can provide substantial benefits to your organization's triple bottom line – people, planet and profits. By reducing the energy intensity of their buildings and materials demand and waste, green workplaces can save money and reduce their impact on the environment. Come discover the keys to making green workplaces a success for you and your organization. This course is suitable for those new to green workplaces or already working in a green space and interested in enhancing their knowledge of what makes it a green space. Includes a green workplace toolkit.

Course #2486

Feb 6 – Mar 2

\$195 + GST

Sales & Marketing

THE PROFIT HABIT

RDC is proud to partner with Profit Source Sales Training Inc to bring to Central Alberta the power and influence of The Profit Habit. This interactive sales training course will empower your sales force, shorten the sales process, turn onetime customers into lifetime customers, and overall make your organization and sales staff money. Expose your staff to the following sales areas: ENCOUNTER, PRESENTATION, NEGOTIATING, and CLOSING.

Course #2540

Mar 21 & 22

Wed & Thurs, 8:30 am – 4:30 pm

\$489 + GST

MARKETING FOR SMALL BUSINESS

BLUE SEAL

This is a crash course in marketing for those who need to understand the essentials of this vital function. Effective marketing captures the attention of new clientele, identifies new opportunities, retains repeat customers and improves your bottom line. Learn how to get inside your customers' head and develop effective and simple ideas that will fit every marketing budget. This course spans 5 evenings to allow you to develop a cohesive and impacting marketing plan that covers traditional advertising, social media, branding and much more.

Course #2518

Mar 14 – Apr 11

Wed, 7:00 pm – 9:00 pm

\$249 + GST

INTRODUCTION TO SOCIAL MEDIA

ONLINE

Get involved in the move from in-person to online communication. Learn what social media are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social media. Your instructor is a nationally known speaker, consultant and trainer on social networks and social media.

Course #2468

Feb 6 – Mar 2

\$ 195 + GST

Don't wait to register last minute!

Register early to avoid disappointment as some courses have a maximum enrolment. For course information or to register, visit www.rdc.ab.ca or call 403.357.3663.

Register Now! | 403.357.3663

MARKETING USING SOCIAL MEDIA

ONLINE

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization. Your instructor is a director of marketing for a national association, and writes and speaks on the topic.

For an in class option check out Marketing – Social Media listed on page xx.

Course #2469
Mar 5 – 30
\$ 195 + GST

INTEGRATING SOCIAL MEDIA IN YOUR ORGANIZATION

ONLINE

Take away a practical strategy and techniques for implementing social media for your organization or business. Learn how to create your own private social media using Ning, work socially using Google Docs and calendars, and move your website to an interactive Web 2.0 site.

Then your instructor will help you choose which social media tools are right for your situation, and integrate them into your website to develop a social media strategy for your organization.

Find out what you can be doing, what you should be doing, and take back a plan to integrate social media into your communication and marketing.

Your instructor is a nationally known speaker, consultant and trainer on social networks and social media.

Course #2470
Apr 2 - 27
\$ 195 + GST

IMPROVING EMAIL PROMOTIONS

ONLINE

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the benchmarks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.

Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

Course #2464
Feb 6 – Mar 2
\$ 195 + GST

BOOSTING YOUR WEBSITE TRAFFIC

ONLINE

Acquire the basic skills to boost your website traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your website copy to increase your visitors and results.

No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

Course #2465
Mar 5 – 30
\$ 195 + GST

ONLINE ADVERTISING

ONLINE

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

Course #2466
Apr 2 – 27
\$ 195 + GST

YOUTUBE FOR BUSINESS

ONLINE

Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people.

Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features.

YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.

Course #2459
Mar 5 – 30
\$ 195 + GST

FACEBOOK FOR BUSINESS

ONLINE

Find out what goes on behind the scenes on Facebook Pages and how to increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas. This is an advanced class and assumes you have started a page on Facebook and have some basic knowledge of the platform.

Course #2456
Mar 5 – 30
\$ 245 + GST



CREATING CELL PHONE APPS FOR YOUR BUSINESS

ONLINE

(non-technical course)

Cell phone apps are the latest way smart businesses are reaching their customers. It seems that nearly everyone is carrying and using a Smartphone these days. Smart organizations across the globe are investing in building cell phone apps for their businesses.

In this four-week course, we will provide you with step-by-step instructions on how non-technical users can build, deploy and market Smartphone applications across Android, iPhone and Blackberry platforms. The course is ideal for business owners and executives who want to understand how Smartphone applications can be inexpensively built, and also for technical users who want to understand how to quickly deploy Smartphone applications.

Course #2458
Mar 5 – 30
\$ 245 + GST

SUCCESSFUL SURVEY TECHNIQUES

ONLINE

Your customers hold the key to your organization's success. Getting to know your customers better results in lower costs and higher retention, customer satisfaction, and repeat business.

Surveys are one of the best ways to find out what your customers want, and how they want it. But too many surveys ask the wrong people the wrong questions. Discover who to survey, what questions to ask, and the key to getting a higher response to your surveys.

This hard-hitting practical course will yield a huge ROI for your organization. Whether you need to analyze profitability, satisfaction, service or all three, this course will generate thousands of dollars in increased sales, greater efficiency, or more effectiveness. We guarantee it (or your money back)!

Course includes a personal FREE critique of one of your surveys!

Course #2461
Mar 5 – 30
\$ 395 + GST

TWITTER

ONLINE

Twitter is a hot social media platform these days – and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers – and discover the best ways to create relationships and network with your key constituents. You will find out the best – and easiest – techniques for successful interactions in the 'twitterverse'.

Course #2462
Mar 5 – 30
\$ 195 + GST

Online Instructional Skills Development

DESIGNING ONLINE INSTRUCTION

ONLINE

Learn about the online instructional environment, envisioning your online course, developing a web course, phases of design and development, design guidelines, and more. Discover the principles behind the adoption of technology innovation and the nature of the online learning environment. Then get tips for planning your online course, identifying resources and design guidelines. Discuss the phases of design and development and models, motivating student-student interaction, and managing interaction. Get the latest information on copyright issues, assessment and evaluation.

Course #2490
Feb 6 – 20
\$ 195 + GST

BUILDING ONLINE LEARNING COMMUNITIES

ONLINE

In the online classroom it is the relationships and interactions among people through which knowledge is primarily generated. Come learn how to do it with the foremost authorities and authors of the popular book by the same title. Acquire a new understanding of redefining community in cyberspace.

Find out the importance of a learning community. Learn about dialogue as inquiry, negotiating discussion guidelines, and intergroup and other forms of collaboration.

Course #2491
Mar 12 – 16
\$ 195 + GST

ADVANCED TEACHING ONLINE

ONLINE

In the 21st century, it is expected that half of all learning will be online. The opportunities are tremendous for teaching online. Discover how to plan, develop and teach an online course. Take home a ten step model for developing your online course. Experience one of the most advanced online classrooms for teachers. Learn how to create online audio lectures with slide shows. Plus, find out how self quizzes enhance learning. See an animation, drop-and-drop exercise, and dynamite welcome pages. Engage in online discussion with other teachers. An instructor's book, *Advanced Teaching Online*, is included.

Course #2492
Apr 16 – 20
\$ 195 + GST



New course idea?

If you have an idea for a new course, contact Continuing Education at 403.356.4900 or continuingeducation@rdc.ab.ca to discuss it further with a Program Coordinator.

Computer & IT

MICROSOFT WINDOWS 7

Increase your productivity! Learn the best ways to navigate, organize, and manage your computer and its contents. With RDC's Microsoft Windows 7 course, users at any technical level learn exactly what they need to know. This introductory course explores the extensive features of Microsoft's newest desktop operating system, including:

- what's new and exciting in Windows 7
- how to effectively manage software
- creating and organize files & folders
- how to navigate your way through multiple windows

Prerequisite: Basic computer and mouse skills.

Course #2066

Jan 27

Fri, 9:00 am – 4:00 pm
\$179 + GST

Course #1103

Feb 11

Sat, 9:00 am – 4:00 pm
\$179 + GST

Course #1578

May 9 – 16

Wed, 6:30 pm – 9:30 pm
\$179 + GST

APPLE ESSENTIALS

Get the most from your Mac! If you are new to Apple Computers, or if you are a PC user who has just switched to the Mac, this course will help you develop a foundation of skills that will allow you to tap into the full power of your Mac. Learn how to use the Mac OS X Operating System to customize your Mac, manage files and folders, connect iPods, digital cameras or other devices, use email and the internet, and even find out what to do when things don't go as planned. This course also introduces students to iLife, a suite of digital authoring tools that comes with every Apple computer - iPhoto, iMovie, GarageBand, iDVD and iWeb. Using Apple MacBook Laptops, you will learn iLife essentials including:

- Importing and Organizing Photos
- Reviewing and Improving Photos

- Sharing and Publishing your Pictures
- Creating, Sharing and Publishing a Movie

Course #2167

Feb 25 – Mar 3

Sat, 9:00 am – 4:00 pm
\$295 + GST

Microsoft Office Online Anytime

Learn Microsoft Office programs, including Excel, Word, and PowerPoint in the comfort of your home or office with RDC's complete online training solution.

Start your course anytime.

Each course offers 4 weeks unlimited 24/7 access.

- Self-directed online learning with the same proven curriculum used in our classroom courses.
- Features include interactive hands-on simulations, searchable tutorials, and printable lessons.
- Track your progress with lesson assessments and real-time reports.
- Need a little extra help? RDC learning assistants are available online for your support Tuesday and Thursday evenings.



Invest in Your Future!

Looking for training in industry standard Microsoft Programs? Start today and learn essential software skills required in today's workplace. RDC offers training in Microsoft Office 2010 and Windows 7, including:

- Excel 2010
- Word 2010
- PowerPoint 2010
- Access 2010
- Outlook 2010
- Project 2010
- SharePoint 2010
- Visio 2010
- Expression Web

OFFICE 2010 - WHAT'S NEW?

Are you upgrading Microsoft Office and finding challenges in making the transition? Increase your skill and efficiency in Office 2010 by learning the new interface and productivity enhancements. Understand new end-user features of Word 2010, Excel 2010, Outlook 2010, and PowerPoint 2010.

Prerequisite: A basic understanding of Microsoft Office applications.

Course #2473

Feb 3

Fri, 9:00 am – 4:00 pm
\$195 + GST

Course #2472

Online Anytime

\$225 + GST

ONLINE

MICROSOFT OFFICE ESSENTIALS

Microsoft Office is the worldwide standard in office productivity software. Increase your comfort level and productivity skills with the three most essential Microsoft Office applications: Word, Excel, and PowerPoint. This course includes the complete individual Level 1 and Level 2 courses in Word, Excel and PowerPoint and will save you over \$300 compared to taking the courses individually!

Prerequisite: Microsoft Windows or equivalent experience and basic keyboarding skills.

Course #1441

Feb 17 – Mar 23

Fri, 9:00 am – 4:00 pm
\$795 + GST

Course #827

Apr 20 – June 1

Fri, 9:00 am – 4:00 pm
\$795 + GST