

Business & Computers

To Register | 403.357.3663 | www.rdc.ab.ca

CERTIFICATES & DESIGNATIONS

Management Skills for Supervisors
Applied Management
Leadership
Project Management
Human Resource Management
Event Management
Supply Chain Management
Professional Bookkeeping
Payroll Compliance Practitioner (PCP)
Certified Payroll Manager (CPM)
Certified Financial Planner (CFP)
Multimedia Web Design
eMarketing Essentials (UGotClass)
Social Media for Business (UGotClass)
Alberta Pharmacy Technician Bridging





Management Skills for Supervisors.....



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:

Day 1: Making the Transition

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

Day 2: Supervision and People

- Understanding personality types using Myers-Briggs Type Indicator (MBTI®)
- 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 performance

Day 6: Coaching and Development

- Coaching and counseling
- Performance appraisals
- Developing staff

Course #160

Sept 16 – Oct 21

Fri, 8:30 am – 4:30 pm

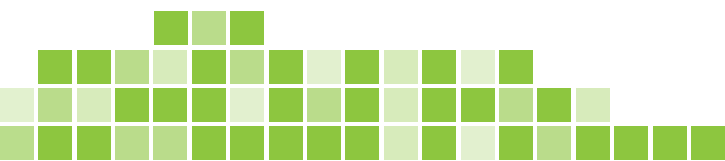
\$1395 + GST

Course #1526

Nov 3 – Dec 8

Thurs, 8:30 am – 4:30 pm

\$1395 + GST



Register four or more participants and receive 10% off all registrations!

Applied Management

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:

Module 1: The Managerial Context

- 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

- 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

- 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

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

Module 5: Leadership as a Manager

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

Course #2479

Oct 17 – Dec 13

Mon & Tues, 8:30 am – 4:30 pm

\$2490

Register four or more participants and receive 10% off all registrations!





Leadership.....

You may have strong managerial capabilities, but to be truly effective and valuable to your organization, you must provide your organization with the exemplary direction and drive that lead to measurable results. You need to know how to increase and use power and influence, become an implementer of change and develop personally to become more valuable across the organization.

This 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 the 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! 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

FALL COURSES:

Leadership 120 – Methodologies

Course #2474
Sept 23 – 30
Fri, 8:30 am – 4:30 pm
\$495 + GST

Leadership 120 – Methodologies

Course #2475
Nov 5 – 19
Sat, 8:30 am – 4:30 pm
\$495 + GST

Leadership 121 – You as a Leader

Course #2476
Oct 17 – 31
Mon, 8:30 am – 4:30 pm
\$495 + GST

Leadership 122 – Vision

Course #2477
Nov 10 – 17
Thurs, 8:30 am – 4:30 pm
\$495 + GST

Leadership 123 – Culture & Change

Course #2478
Dec 7 – 14
Wed, 8:30 am – 4:30 pm
\$495 + GST

Course Offered in Winter 2012

Leadership 122 – Vision
Leadership 124 – Teambuilding
Leadership 125 – Coaching

Courses Offered in Spring 2012

Leadership 120 – Methodologies
Leadership 121 – You as a Leader

Project Management



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

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 #1663
 Sept 9 & 10
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST

Project Management – Time and Cost

Course #2468
 Nov 18 & 19
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST

Project Management – Integration & Scope

Course #1666
 Sept 23 & 24
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST

Project Management – Risk & Procurement

Course #1665
 Dec 2 & 3
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST

Project Management – Quality

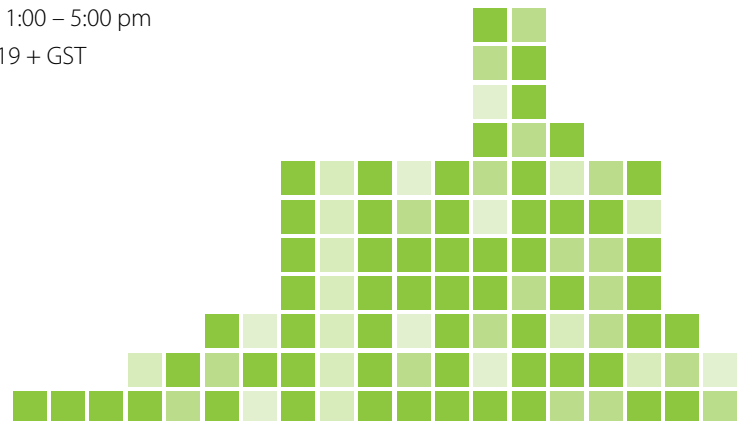
Course #2470
 Oct 21 & 22
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST

Prepare for the Final Assessment

Course #2237
 Dec 9
 Fri, 1:00 – 5:00 pm
 \$119 + GST

Project Management – Human Resource and Communication

Course #2471
 Nov 4 & 5
 Fri & Sat, 8:30 am – 5:00 pm
 \$495 + GST





Human Resource Management

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	Optional Courses
Organizational Learning, Development & Training	Employee Retention
Employee Relations	Succession Planning
Total Compensation	Human Resource Basics
Organizational Effectiveness & Staffing	Labour Relations
Workplace Health & Safety	Increasing Your Influence
Human Resources Information Management (HRIM)	Performance Management
	Accounting for Non-Accountants
	How to Develop Your Team Building Skills
	Payroll Compliance Legislation
	Diversity Management



FALL COURSES

Organizational Learning, Development & Training

Course #2238
Nov 8 – Dec 6
Tues, 6:00 – 9:00 pm
\$389 + GST

Workplace Health & Safety

Course #2169
Sept 19 – Oct 3
Mon & Wed, 6:00 – 9:00 pm
\$389 + GST

Human Resources Information Management

Course #2462
Oct 11 – 25
Tues & Thurs, 6:00 – 9:00 pm
\$389 + GST

Payroll Compliance Legislation

Course #2167
Sept 14 – Dec 14
Wed, 6:00 – 9:00 pm
\$499 + GST

How to Develop Your Team Building Skills

Course #2460
Nov 4 & 5
Fri & Sat, 8:30 am – 4:30 pm
\$349 + GST

Accounting for Non-Accountants

Course #2166
Sept 15 & 16
Thurs & Fri, 8:30 am – 4:30 pm
\$349 + GST

Labour Relations

Course #2463
Nov 5
Sat, 9:00 am – 4:00 pm
\$249 + GST

Performance Management

Course #2464
Dec 3
Sat, 9:00 am – 4:00 pm
\$249 + GST

Winter/Spring 2012 Courses

- Employee Relations
- Total Compensation
- Organizational Effectiveness & Staffing
- Diversity Management
- Succession Planning



Event Management



Red Deer College, in partnership with Mount Royal University, is offering the Event Management Certificate Program.

There is an ever increasing need for qualified personnel in the field of event planning. The skills and knowledge essential for the planning, organization, promotion, management and evaluation of successful festivals, conventions, trade shows or similar events are increasingly valued in the public and private sectors. Become familiar with developing and implementing the basic elements of solid event management, from planning, risk management and marketing through logistics, production and evaluation.

We strongly recommend that "Introduction to Event Planning" be completed before registering in any other courses. You must complete all of the first six courses to enrol in "Event Management: Final Project".

Introduction to Event Planning

Course #2429
 Sept 10 – 17
 Sat, 9:00 am – 4:30 pm
 \$359 + GST

Resource Management for Event Planning

Course #2431
 Nov 26 – Dec 11
 Sat & Sun, 9:00 am – 4:30 pm
 \$495 + GST

Event Logistics

Course #2430
 Sept 26 – Oct 24 (no class Oct 12)
 Mon, Wed, Fri, 5:00 – 8:00 pm
 \$495 + GST

Event Production

Course #2402
 Jan 10 – Feb 9
 Tues & Thurs, 6:00 – 9:00 pm
 \$495 + GST

Event Marketing

Course #2432
 Oct 26 – Nov 23
 Wed & Sat, 6:00 – 9:00 pm, Sat 8:30 am – 4:30 pm
 \$495 + GST

Final Project

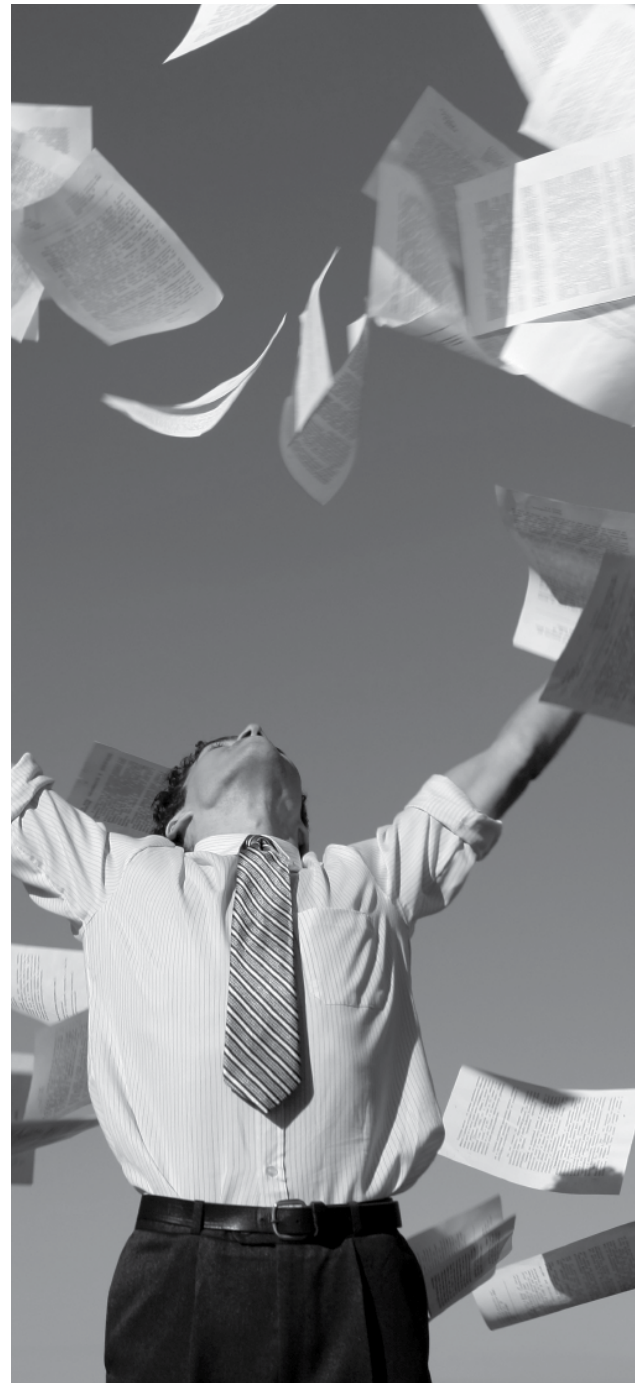
Course #2404
 Feb 25 – Mar 10
 Sat, 9:00 am – 4:00 pm
 \$359 + GST



Supply Chain Management

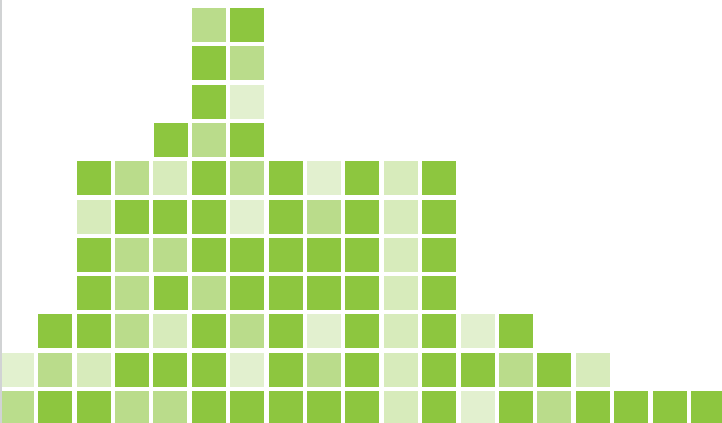
Coming January 2012, Red Deer College is proud to provide its community with the increasing in demand Supply Chain Management Certificate. Learn the fundamental topics and components of working within supply chains. Topics include: distribution, inventory control, e-business and procurement. If you are 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
Sept 14
Wed, 7:00 – 8:00 pm, Room 2901A
FREE!



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.



Professional Bookkeeping

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 successfully 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. The program is ideal for individuals hoping to take career development training but aren't able to attend full-time due to significant family commitments and/or the necessity of maintaining full or part-time employment. In this economy, every penny counts. Every organization, large or small, requires someone with the right training to accurately maintain and update its financial records.



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 include:

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

Apply today, this program has limited seats!

Next program starts October 2011.

Look for courses for Small Business Bookkeeping, Simply Accounting and QuickBooks under professional development.



Payroll Compliance Practitioner (PCP).....

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

This program is offered part-time, each course will be delivered in a 10 month period.

Required Courses:	Payroll Fundamentals I
Payroll Compliance Legislation	Prerequisite: Payroll Compliance Legislation
Fundamentals of Payroll 1	
Fundamentals of Payroll 2	
Introduction to Accounting	Course #2472 Oct 4 – Nov 10
Payroll Compliance Legislation	Tues & Thurs, 6:00 – 9:00 pm
Course #2426 (42 hours)	
Sept 14 – Dec 14	RDC instruction fee: \$425 + GST
Wed, 6:00 – 9:00 pm	CPA course materials and exam fee:
	CPA Member: \$300 + GST
RDC Instruction Fee:	Non-Member: \$465 + GST (includes CPA membership)
\$425 + GST	
CPA Course Materials and Exam Fee:	
CPA Member: \$300 + GST	Courses Offered:
Non-Member: \$465 + GST (includes CPA membership)	Winter/Spring 2012
	Payroll Fundamentals 2
	Introduction to Accounting

Classes to be held in the new downtown campus!

Certified Payroll Manager (CPM).....

RDC is pleased to announce that beginning January 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
Organizational Behaviour Management
Managerial Accounting
Compensation & Benefits Management
Applied Payroll Management
Information Night
Certified Payroll Manager
Wed, Sept 21
7:00 – 8:00 pm, Room 2901A
FREE!

Certified Financial Planner (CFP)

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.

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

Financial Planning 1 - Retirement Planning
Course #2473

Oct 4 – Nov 10
Tues & Thurs, 6:00 – 9:00 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 – Strategic Investment Planning
Course #1562

May 1 - 31
Tues & Thurs, 6:00 – 9:00 pm
\$655 + GST

Financial Planning 2 – Income Tax Planning
Course #2408

Mar 5 – Apr 3
Tues & Thurs, 6:00– 9:00 pm
\$655 + GST



OFFICE TECHNOLOGY training provides you with a skill set for employment in any industry office of your choice.

DONALD
School of Business



- Microsoft Office 2010
- Learn from industry experts in small instructor-led classes
- Open new employment doors
- Upgrade your skills
- Prior learning and/or experience may be recognized
- Grant funding available
- Experience hands-on learning with modern technology
- 120 hour practicum
- Launch your career in 10 months
- Average \$16/hour (entry level)

For more information | 403.342.3465 | www.rdc.ab.ca



Multimedia Web Design.....

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 in this exciting program include:

- 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

Apply today, this program has limited seats!

Next program starts January 2012.

Look for more courses for Multimedia and Web Design under professional development.





UGotClass Online Certificates

Do you want to expand your knowledge and skills, but lacking 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 – Online

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 #2352
Sept 6 – Dec 2
\$ 495 + GST

Social Media for Business – Online

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 #2356
Sept 6 – Nov 7
\$ 495 + GST

Alberta Pharmacy Technician Bridging

This program is designed to assist working pharmacy technicians to meet the requirements of the Health Professions Amendment Act, 2008 and amendments to the Pharmacists Profession Regulation and consists of four courses:

- **Professional Practice:** Students will be prepared for entry to practice in five main areas of focus: legal requirements, scope of practice, ethical principles, professionalism and communication skills. Through a variety of learning tools such as interactive case studies, assignments, quizzes and group work, the student will enhance his/her ability to practice competently within the professional practice framework.
- **Product Preparation:** Addresses the theoretical knowledge and practical skills essential for safe, accurate preparation of sterile and non-sterile pharmaceutical products. For non-sterile preparation, students will focus on compounding practices for various internal and external preparations and specialty dosage forms, equipment and tools, professional guidelines, standards and legislation, pharmaceutical calculations, and documentation requirements. For sterile product preparation, areas of emphasis include infection control, aseptic technique, parenteral dosage forms, accurate calculations, appropriate use of equipment, and quality control. Best practices associated with the preparation of TPN and antineoplastics are also covered.
- **Pharmacology:** Provides a practical, applied approach to pharmacology. Through a variety of learning tools such as assignments, quizzes, case studies, and group work, learners will enhance their ability to practice competently and contribute to a safe patient care setting. Participants will gain basic knowledge related to the pharmacological uses of drugs within a variety of commonly encountered medical conditions.
- **Management of Drug Distribution Systems:** Examines various drug distribution systems in pharmacy practice, and prepares learners to manage operations in different practice settings to ensure safe and effective drug supply and distribution. Learners will explore distributive functions in institutional settings, as well as common drug plans and their formularies, adjudication challenges, inventory management elements and common business practices. Accurate product release within the parameters of the pharmacy technician role receives special emphasis.

The four courses are delivered online in order to meet the needs of employed part-time learners.

Graduates of accredited Pharmacy Technician programs since 2008 may also take one or more individual courses in the Bridging program to upgrade their skills.

All courses except Professional Practice are also available for "Challenge" registration from September – December, 2011.



For the most up-to-date information and course offering, please see our website

PROFESSIONAL DEVELOPMENT

ACCOUNTING

Small Business Bookkeeping
Simply Accounting Level 1
QuickBooks Premiere Level 1
Budgeting Basics for Managers
Personal Financial Basics Understanding
Financial Statements
From Receivable to Believable...

MANAGEMENT & LEADERSHIP

Becoming an Entrepreneur
Successful Supervisor
Conflict Management
Project Management Essentials
Strategic Thinking & Problem Solving
Win-Win Negotiating
Train the Trainer
Communicate with Confidence
Emotional Intelligence...
Increase Your Influence
Giving Presentations
Designing Successful Webinars
Understand Yourself & Others
Dealing with Difficult People
Humour, Health & Your Bottom Line
How to Develop a Policy
& Procedure Manual
How to Develop an Employee
Handbook

WORKPLACE TRAINING

Minute Taking
Writing Effective Proposals
Business Writing
Telephone Skills & Email Etiquette
Effective Time Management
Time Management Using Outlook
8 Keys to Maximize Your Potential
Working Smarter Not Harder
Manage Stress & Avoid Burnout
Customer Service Excellence

SALES & MARKETING

The Profit Habit
Marketing 101
Marketing - Social Media
Marketing Using Social Media
Introduction to Social Media
Online Advertising
Improving Email Promotions
Boosting Your Website Traffic
YouTube for Business
Facebook for Business
Integrating Social Media in Your
Organization
Twitter
Creating Cell Phone Apps
Google Analytics
Successful Survey Techniques

COMPUTER & IT

Computer Basics & Windows 7
Microsoft Windows 7
Apple Essentials
Office 2010
MS Office Essentials
Word Level 1
Word Level 2
Word Level 3
Excel Level 1
Excel Level 2
Excel Level 3
Excel Advanced - Formulas & Functions
Excel Advanced - VBA Macros
Access Level 1
Access Level 2
Power Point Level 1
Power Point Level 2
Project
Outlook
Visio
SharePoint
Publisher
Adobe InDesign
Expression Web
Photoshop Elements Essentials
Cyber Security
Adobe Photoshop
Adobe Illustrator
AutoCAD Level 1
CompTIA A+



We Offer First-Class Course Delivery Methods

Classroom Learning 100% Instructor-Led Training!

Our expert instructors, hands-on training and superior content provide excellent, results-oriented training in the comfort of one of RDC's computer training labs. Our instructors draw upon their vast experience to teach key concepts and practical skills that can be applied as soon as you or your employees return to work.

- Convenient single-day, multi-day, and evening course options are available.



UGotClass Online Certificates and Courses

Are you wanting to expand your knowledge and skills, but lacking the time or flexibility needed to participate in classroom-based training? RDC's UGotClass Online certificates and courses allow you to invest in your career anytime and from anywhere. Participate anytime day or evening, from any computer.

An investment in your education will boost your productivity and your organization's bottom line. Online learning is easy, accessible, and fun! RDC's UGotClass will help you get skills for the 21st century.

Online Anytime New for Fall 2011!

Learn Microsoft Office programs, including Excel, Word, PowerPoint, Access, and Outlook, 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.
- Learn from interactive hands-on simulations.
- Searchable tutorials offer immediate answers and printable lessons for your future reference.
- Measure your learning and growth with lesson assessments, and real-time reports that track your progress and completion.
- Need a little extra help? RDC learning assistants are available online for your support Tuesday and Thursday evenings.



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 Journeyman 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.

ACCOUNTING

Small Business Bookkeeping

A well-kept set of financial records is an essential tool in the management of small businesses. With this introduction of a straightforward manual bookkeeping system, you will learn how to process information into the general journal, specialized journals and a synoptic, post entries into ledgers, prepare and understand financial statements, bank reconciliations, process the GST and 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 #2185

Sept 21 – Dec 7

Wed, 6:30 – 9:30 pm

\$599 + GST

Personal Financial Basics

This one day workshop is designed for individuals who want to be in control of their current and future financial situation. Topics covered include dealing with banks, establishing and using credit, money management, and basic investment strategies. This course covers the basics of finances and is a must for young people or couples starting out.

Course #2466

Oct 28

Fri, 9:00 am – 4:00 pm

\$249 + GST

Simply Accounting Level 1

SIMPLY 2011

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.

Course #1038

Oct 31 – Nov 14

Mon, 9:00 am – 4:00 pm

\$395 + GST

Course #1039

Oct 11 - 27

Tues, Thurs, 6:30 pm – 9:30 pm

\$395 + GST

Course #1111

Nov 26 – Dec 10

Sat, 9:00 am – 4:00 pm

\$395 + GST

QuickBooks Premiere 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.

Course #1180

Oct 22 – Nov 5

Sat, 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 #1590

Nov 8

Tues, 8:30 am – 4:30 pm

\$249 + GST

Understanding Financial Statements



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 #1455

Oct 5

Wed, 9:00 am – 4:00 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 #2140

Oct 3

Mon, 8:30 am – 4:30 pm

\$249 + GST

MANAGEMENT & LEADERSHIP

Becoming an Entrepreneur



Red Deer College is proud to partner with 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 4 classroom workshops 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.

You will have the opportunity to meet and talk with other would-be entrepreneurs and have our expert instructors answer your questions. You will start to work on your business plan and learn how to pitch your business proposal to prospective investors and other interested persons.

If you want to be an entrepreneur, you owe it to yourself to invest in this course!

Course #1803

Sept 13 – Nov 15

Tues, 6:00 – 8:30 pm

\$495 + GST

Project Management Essentials

Project Management Essentials Workshop is an introductory “hands-on” course that covers the five basic Project Management phases of Definition (Initiation), Planning, Execution, Controlling and Close-Out. This course offers the opportunity to work collaboratively in groups on a case study project and to apply key templates progressively to the Project Management phases, beginning with the Definition (Initiation) phase and ending with the Close-Out phase.

Course #2443

Mar 8 & 9

Thurs & Fri, 8:30 am – 4:30 pm

\$455 + GST

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 #1373

Nov 25

Fri, 9:00 am – 4:00 pm

\$249 + GST

Conflict Management

The purpose of this one-day course is to provide participants with a effective and proven strategy to deal with workplace conflict situations. In this course you will learn hands on how to embrace conflict and use its energy for relationship building and problem solving. Using a four step model you will be able to begin to see conflict as a opportunity for growth, collaboration and innovation.

Course #2495

Nov 18

Fri, 9:00 am – 4:00 pm

\$249 + 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

Win-Win Negotiating



In this course you will learn how to prepare for, and then negotiate in a constructive, win-win manner. From simple negotiations to issues that are quite complex and challenging, you will learn a step-by-step approach to bring about effective, negotiated outcomes. This is a hands-on, interactive course that uses a series of practice negotiations.

Course #2072

Nov 7

Mon, 8:30 am – 4:30 pm

\$249 + 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 #2461

Nov 30 & Dec 1

Wed & Thurs, 8:30 am – 4:30 pm

\$379 + GST

Communicate with Confidence



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 #193

Oct 28

Fri, 9:00 am – 4:00 pm

\$249 + GST

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 #1880

Dec 6

Tues, 9:00 am – 4:00 pm

\$249 + GST

Increasing Your Influence

People influence others at work or home every day. It doesn’t matter who you are or what your occupation is: If your life connects with other people, you are an influencer! If you desire to be successful in any area of life, you need to improve your skills in influencing others. In this one day workshop learn the art of building others up while being exposed to proven strategies that enable you to add value to other peoples’ lives. Gain insight on win/win strategies and the power of being a positive role model.

Course #2469

Dec 5

Mon, 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 #2384

Oct 20

Thurs, 9:00 am – 4:00 pm

\$179 + GST

Designing Successful Webinars



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 #2346

Oct 3 – 28

\$ 195 + GST

Understand Yourself and Others



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 #211

Oct 4

Tues, 9:00 am - 4:00 pm

\$249 + GST

Dealing with Difficult People



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 #1424

Nov 29

Tues, 9:00 am – 4:00 pm

\$249 + GST

Humour, Health & Your Bottom Line

Employers, employees & community members who are interested in improving wellness in the workplace, in the home and in the community will benefit from author Dr. Paul McGhee's seven habits that are essential to developing a well-rounded sense of humour – a sense of humour that helps people deal with stress and conflict in their daily lives. Use humour to boost both your health and your bottom line!

Course #2449

Nov 17 & 18

Thurs & Fri, 8:30 am – 4:30 pm

\$395 + 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

Jan 20 & 27

Fri, 8:30 am – 4:30 pm

\$349 + GST

How to Develop an Employee Handbook - Online

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This on-line course provides you with the basic information and content required in an employee handbook and offers 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 #2500
\$149 + GST

WORKPLACE TRAINING

Minute Taking

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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 #1469
Dec 5
Mon, 8:30 am – 4:30 pm
\$249 + GST

Telephone Skills and Email Etiquette

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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 usage of communication through electronic mail will also be addressed in this workshop. Participants will learn basics in the proper use of email in business and 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 #1466
Dec 6
Tues, 8:30 am – 4:30 pm
\$249 + GST

Business Writing



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Plain language is an approach to writing that puts readers' needs first. This course will show you how to use plain language principles and techniques to create clear and straightforward emails, letters, memos and reports. You will learn how to step into your readers' shoes, structure writing according to its purpose, and use headings and layout that encourage your readers to pay attention. A plain language editing tool will help you to quickly spot and fix problem areas. Please bring samples of your business writing to analyze during class.

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

Course #2233
Sept 30
Fri, 8:30 am – 4:30 pm
\$319 + GST

Writing Effective Proposals

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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 #2101
Oct 6 & 13
Thurs, 8:30 am – 4:30 pm
\$349 + 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.



Effective Time Management



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 #1630
Nov 7 - 28
Mon, 6:00 – 9:00 pm
\$269 + 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 #2098
Nov 21
Mon, 9:00 am – 4:00 pm
\$225 + GST

8 Keys to Maximize Your Personal Potential



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 behavior that puts you on the path to personal and professional development. This is a hands-on course; each participant will discover and explore their personal 8 keys.

Course #2440
April 27
Fri, 9:00 am – 4:00 pm
\$249 + GST

Working Smarter Not Harder



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 #1062
Sept 27
Tues, 9:00 am – 4:00 pm
\$249 + GST

Manage Stress and Avoid Burnout



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 #1063
Oct 25
Tues, 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 #1467
Sept 23
Fri, 8:30 am - 4:30 pm
\$249 + GST

SALES & MARKETING

The Profit Habit

Red Deer College is proud to partner with Profit Source Sales Training Inc to bring to Central Alberta the power and influence of The Profit Habit. This 2 Part interactive sales training course will empower your sales force, shorten sales process, turn onetime customers into lifetime customers, and overall make your organization and sales staff money. Expose your staff in following sales areas: ENCOUNTER, PRESENTATION, NEGOTIATING, and CLOSING.

Course #2465

Sept 19 & 20

Mon & Tues, 9:00 am – 4:00 pm

\$489 + GST

Marketing 101



This is a first 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 one-day course provides a good marketing foundation for participants with little or no experience in marketing or advertising. It will greatly enhance the marketing capability of any business and is also applicable to not-for-profit organizations.

Course #2131

Sept 22

Thurs, 8:30 am – 4:30 pm

\$249 + GST

Marketing – Social Media

Maybe you're a small business owner, or the 'social media guy' at a business or organization. Whatever your role within your company, this introductory course to Social Media will enlighten, inspire and direct you to produce greater results in your operations. Break into the world of Social Media and get in the game that your business has been missing out on. For an online option check out UGotClass courses listed below.

Course #2467

Sept 29

Thurs, 8:30 am – 4:30 pm

\$299 + GST

Marketing Using Social Media



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 above.

Course #2358

Oct 3 – 28

\$ 195 + GST

Introduction to Social Media



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 #2357

Sept 6 – 30

\$ 195 + GST

Online Advertising



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 #2355

Nov 7 - Dec 2

\$ 195 + GST

Improving Email Promotions



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 #2353

Sept 6 – Dec 30

\$ 195 + GST

Boosting Your Website Traffic



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 #2354

Oct 3 – 28

\$ 195 + GST

YouTube for Business



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 #2348

Oct 3 – 28

\$ 195 + GST

Facebook for Business: Advanced Skills for Businesses and Organizations



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 #2345

Oct 3 – 28

\$ 245 + GST

Integrating Social Media in Your Organization



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 #2359

Nov 7 - Dec 2

\$ 195 + GST

Twitter



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 #2351

Oct 3 – 28

\$ 195 + GST

Creating Cell Phone Apps for Your Business



(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 #2347

Oct 3 – 28

\$ 245 + GST

Google Analytics



If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool. You'll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. A must for anyone serious about leverage more success from their website.

Course #2110

Oct 3 – 28

\$ 195 + GST

Successful Survey Techniques



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 #2350

Oct 3 – 28

\$ 395 + 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

Computer Basics & Microsoft Windows 7

This is a great place to start for people with little or no computer experience. Computing is an important part of everyday life in the twenty-first century. From music and photos to banking and communicating, computers have changed the way we work and live. This course introduces you to the fundamentals of computing, explains the components of a computer, and explores operating system basics. From this course, you can choose to enrol directly into Microsoft Office Essentials or a Level 1 course of a specific software application such as Word or Excel and watch your skills grow!

Course #1851

Sept 22 & 23

Thurs & Fri, 9:00 am – 4:00 pm

\$299 + GST

Course #2115

Oct 17 – 26

Mon & Wed, 6:30 – 9:30 pm

\$299 + GST



Microsoft Windows 7

Increase your productivity! Learning 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 #1023

Oct 28

Fri, 9:00 am – 4:00 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. You will learn how 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 #2127

Dec 3 - 10

Sat, 9:00 am – 4:00 pm

\$295 + GST

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 #2385

Oct 18

Tues, 9:00 am – 4:00 pm

\$195 + GST

Microsoft Office 2010

Online anytime

Course #2383

\$225 + GST

Course #2386

Dec 7

Wed, 9:00 am – 4:00 pm

\$195 + GST

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

Microsoft Office Essentials

OFFICE
2010

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 #1421

Oct 14 – Nov 25 (No Class Nov 11)

Fri, 9:00 am – 4:00 pm

\$795 + GST

Microsoft Word Level 1

WORD
2010

Your first step towards producing professional quality documents quickly and easily! Learn need-to-know Microsoft Word fundamentals. Work with and edit text. Format characters and paragraphs, adjust margins, create cover pages, add headers and footers, and more!

Prerequisite: Microsoft Windows or equivalent experience.

Course #1948

Oct 14 – In class

Fri, 9:00 am – 4:00 pm

\$179 + GST

Course #1189

Oct 24 – In class

Mon, 9:00 am – 4:00 pm

\$179 + GST

Course #2360

Online anytime

\$225 + GST

Microsoft Word Level 3

WORD
2010

Maximize your skills and Word's capabilities. Learn how to work with outlines, long documents, and references. Insert and format WordArt and SmartArt, create and use templates and forms. Customize Word to increase your productivity.

Prerequisite: Microsoft Word Level 2 or equivalent experience.

Course #1192

Dec 9 – In class

Fri, 9:00 am – 4:00 pm

\$179 + GST

Course #2362

Online anytime

\$225 + GST

Microsoft Word Level 2

WORD
2010

Advance your Word skills! Turn documents into must-read material with powerful formatting techniques. Learn how to work with themes and styles, shapes and pictures, tables, and mail merges. Use document collaboration tools to track revisions and password protect a document. Prepare your documents for publishing and distribution.

Prerequisite: Microsoft Word Level 1 or equivalent experience.

Course #1191

Nov 4 – In class

Fri, 9:00 am – 4:00 pm

\$179 + GST

Course #2361

Online anytime

\$225 + GST

Do you require a typing/keyboarding test?

Contact the RDC Test Centre at 403.342.3292 to book yours today!



Microsoft Excel Level 1

EXCEL 2010

It's easy to learn this powerful spreadsheet application. You can use Excel to create lists, budgets, inventory tracking, calculations of future profits and losses, even the office hockey pool! You will learn to format and customize spreadsheets, enter and manipulate data, create formulas using your data and produce charts.

Prerequisite: Microsoft Windows or equivalent experience.

Course #1193

Oct 28 – In class

Fri, 9:00 am – 4:00 pm

\$195 + GST

Course #1889

Oct 25 – In class

Tues, 9:00 am – 4:00 pm

\$195 + GST

Course #1951

Nov 19 – In class

Sat, 9:00 am – 4:00 pm

\$195 + GST

Course #864

Nov 8 – In class

Tues, 9:00 am – 4:00 pm

\$195 + GST

Course #2363

Online anytime

\$225 + GST

Microsoft Excel Level 2

EXCEL 2010

You've mastered the basics of spreadsheets – now you're ready to explore advanced formulas and functions, linking sheets, manipulating data and using analysis tools and drawing features. You will be able to create complex and professional spreadsheets in an efficient manner.

Prerequisite: Microsoft Excel Level 1 or equivalent experience.

Course #1194

Nov 25 – In class

Fri, 9:00 am – 4:00 pm

\$195 + GST

Course #1952

Nov 28 – In class

Mon, 9:00 am – 4:00 pm

\$195 + GST

Course #900

Dec 12 – In class

Mon, 9:00 am – 4:00 pm

\$195 + GST

Course #2364

Online anytime

\$225 + GST

Microsoft Excel Level 3

EXCEL 2010

This course focuses on Excel's powerful advanced features, including pivot tables, customization, workbook collaboration and auditing, filtering, macros, data analyzing and more.

Prerequisite: Microsoft Excel Level 2 or equivalent experience.

Course #1427

Dec 16 – In class

Fri, 9:00 am – 4:00 pm

\$195 + GST

Course #2365

Online anytime

\$225 + GST

Microsoft Excel Advanced - Formulas and Functions

EXCEL 2010

Increase your Excel skills by learning some of the most common formulas and calculations used in creating business spreadsheets. This course will improve your formula writing skills enabling you to create more efficient worksheets. This course reviews absolute and relative references; the order of operations Excel uses when calculating formulas; how to use the Function Library; how to calculate percentages; and how to work with linking formulas across multiple worksheets or workbooks. The course will also cover many of the built-in functions in the following Function Library categories: financial, logical, text, lookup & reference, math & trig, statistical, and database. Lookup tables and IF statements will be covered.

Prerequisite: Microsoft Excel Level 3

Course #2378

Nov 30 - Dec 1

Wed & Thurs, 9:00 am – 4:00 pm

\$395 + 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.

Microsoft Excel Advanced - VBA Macros

EXCEL
2010

Take Excel to the next level! Excel Visual Basic for Applications (VBA) is a programming application that allows you to use Visual Basic code to run the many features of Microsoft Excel, allowing you to customize your Excel applications. Learn how VBA is incorporated, used, and modified in Microsoft Excel. Understand key concepts that will be used to build custom solutions using Microsoft Excel VBA Macros and become familiar with basic macro techniques for recording, writing, running, and maintaining macros. Prerequisite: Microsoft Excel Level 3
Course #2377
 Dec 13 & 14
 Tues & Wed, 9:00 am – 4:00 pm
 \$395 + GST

Microsoft Access Level 1

ACCESS
2010

Access is a powerful database system for storing and organizing many forms of information. Learn to navigate through Access, create and with a database, manipulate data, and create forms and basic reports. Prerequisite: Experience with Microsoft Windows and other Microsoft Office products such as Word or Excel is recommended.
Course #1196
 Oct 17
 Mon, 9:00 am – 4:00 pm
 \$195 + GST

Course #907
 Nov 24
 Thurs, 9:00 am – 4:00 pm
 \$195 + GST

Microsoft PowerPoint Level 1

POWERPOINT
2010

The way you do presentations reflects on you! Whether for business or for fun; learn how PowerPoint can easily manage any presentation requirement. Students will learn how to create memorable projects through slide customization and the addition of graphics, photos, tables, WordArt and basic slide transitions. Prerequisite: Microsoft Windows or equivalent experience.
Course #1198
 Oct 21 – In class
 Fri, 9:00 am – 4:00 pm
 \$179 + GST

Course #1199
 Nov 29 – In class
 Tues, 9:00 am – 4:00 pm
 \$179 + GST

Microsoft Access Level 2

ACCESS
2010

In this continuation of Access Level 1, you will learn the more sophisticated aspects of the application as well as database planning. Topics in this course offering will include:

- Working with tables and fields
- Creating relational databases
- Working with queries
- Working with forms

Prerequisite: Microsoft Access Level 1 or equivalent experience.
Course #2132
 Dec 2
 Fri, 9:00 am – 4:00 pm
 \$195 + GST

**Look for Microsoft Access
Level 3 in 2012**

Course #2368
 Online anytime
 \$225 + 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.



Microsoft PowerPoint Level 2

POWERPOINT
2010

This course is a continuation of PowerPoint Level 1 and is designed to teach students to use the advanced features of PowerPoint to enhance a variety of interactive presentation types. Topics include adding sounds, movies and animation and delivering both live and Web based presentations.

Prerequisite: Microsoft PowerPoint Level 1 or equivalent experience.

Course #1200

Nov 18 – In class

Fri, 9:00 am – 4:00 pm

\$179 + GST

Course #2369

Online anytime

\$225 + GST

Microsoft Project Professional

PROJECT
2010

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 #1158

Oct 4, 11 & 18

Tues, 9:00 am – 4:00 pm

\$590 + GST

Microsoft Outlook

OUTLOOK
2010

Boost your communication skills and increase your productivity in the workplace and beyond! Starting with the fundamentals and moving on to more advanced topics, this course lets individuals of any technical level master Microsoft Outlook. Learn how to send email, manage your calendar and contacts, deal with tasks and files, track activities and share information with Microsoft Office programs.

Prerequisite: Microsoft Windows or equivalent experience.

Course #2236

Nov 7 – In class

Mon, 9:00 am – 4:00 pm

\$179 + GST

Course #2370

Online anytime

\$225 + GST

Microsoft Office Visio

VISIO
2010

Maximize your office productivity! Microsoft Office Visio drawing and diagramming software makes it easy for business professionals to visualize, explore, and communicate complex information through easy to create Visio diagrams that communicate information at a glance. This course will look at methods of developing flow charts, organizational charts, space planning and other drawings used in a business environment.

Prerequisite: Microsoft Windows or equivalent experience.

Course #2122

Nov 22 & 23

Tues & Wed, 9:00 am – 4:00 pm

\$395 + GST

Microsoft SharePoint Essentials

SHAREPOINT
2010

Connect your people, processes and information! Real-time communication gives your organization an edge. This course shows you how to collaborate, share, and distribute documents and information with your company and your team, no matter where you are, using SharePoint websites and workspaces. Find organizational resources, corporate information, manage content and workflow, and leverage team member insight to make better business decisions.

Topics covered include:

- The basics of working with SharePoint websites and lists
- How to collaborate and share documents from libraries
- How to create blogs, wikis, and workspaces; and manage site settings

This course is aimed at a non-technical user who will view, edit and contribute content to a Windows SharePoint Services Site.

Prerequisites: Microsoft Windows or equivalent experience.

Course #2240

Nov 18

Fri, 9:00 am – 4:00 pm

\$229 + GST

Microsoft Publisher



Isn't it time to give your business image a facelift? This desktop publishing program makes it simple for the graphically challenged to produce professional looking documents with text, drawings, tables and photos. Use Publisher to design flyers, brochures, newsletters, and much more!

Prerequisite: Microsoft Windows or equivalent experience.

Textbook: Participant to purchase Microsoft Publisher 2010: Introductory (ECOM 3014) available at the RDC Bookstore.

Course #1204

Nov 21 & 28

Mon, 9:00 am – 4:00 pm

\$295 + GST

Adobe InDesign

Enter the exciting world of print design! Learn professional features of this industry standard layout and design software for print applications. In-class projects will guide students through the design of single and multi-page documents using InDesign's extensive tool palette and functionality. Using Adobe Acrobat as a tool, for ensuring document accuracy when outputting to print and the web, is also covered.

Prerequisite: Experience with Microsoft Windows.

Textbook: Participant to purchase Adobe InDesign CS5 Classroom in a Book (ECOM 3265) available at the RDC Bookstore.

Course #2112

Dec 12 - 15

Mon-Thurs, 9:00 am – 4:00 pm

\$489 + GST

Microsoft Expression Web Essentials

Do you need to create a website quickly and easily and publish it to the web? If you understand other Microsoft Office applications, Expression Web is a breeze to learn. Master your own website by understanding web structure, proper page layout, themes and colour. Incorporate text, graphics, hyperlinks and tables. Work with dynamic web templates, navigation bars and advanced page layout features. Activate your site with page transitions, scrolling marquees, page banners, interactive forms and video. Keep your site up to date by checking links, moving, renaming and reorganizing pages.

Prerequisite: Experience with Microsoft Windows and Microsoft Office products.

Textbook: Participant to purchase Microsoft Expression Web 4 Step by Step (ECOM 3250) available at the RDC Bookstore.

Course #1955

Oct 21 - 29

Fri, 6:30 pm – 9:30 pm

Sat, 9:00 am – 4:00 pm

\$395 + GST

Cyber Security

Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the workplace, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics, and cyber terrorism.

At the end of this course, you will have the knowledge needed to practice safer computing and safeguard your business and work information.

Course #2349

Oct 3 – 28

\$ 245 + GST

Photoshop Elements Essentials

The fastest and easiest way to learn powerful, advanced editing techniques for your digital images in Adobe Photoshop Elements, a home-use version of the professional Adobe Photoshop image editing software. Are you frustrated with managing a large volume of digital photos? Learn to enjoy digital photography knowing that your photos are organized and easy to find. Drop your photos into photo galleries. View photos in slides shows to wow friends and family. Instantly fix colour and lighting flaws in your original photographs. Explore the many ways to view, correct and enhance your photos. Remove red eye and learn a variety of techniques for removing unwanted content from your photos. Learn proper back-up and archiving procedures to preserve your memories for generations to come!

Textbook: Participant to purchase Adobe Photoshop Elements 9 Classroom in a Book (ECOM 3231) available at the RDC Bookstore.

Course #1887

Sept 24 - Oct 1

Sat, 9:00 am – 4:00 pm

\$295 + GST



Adobe Photoshop

Adobe Photoshop is the industry standard professional imaging program for print, multimedia and online graphics. Learn the fundamentals of digital visual design. Topics include layout, composition, pixel theory, elements and colour. Basic Photoshop tools will be covered: palettes, scanning, digitizing, painting and editing, resolution and re-sampling, using image adjustment and transformation tools, working with multi-layered images, setting preferences and using masks and channels. Prerequisite: Microsoft Windows experience.

Textbook: Participant to purchase Adobe Photoshop CS5 Classroom in a Book (ECOM 3267) available at the RDC Bookstore.

Course #2113

Oct 18 – Nov 10

Tues & Thurs, 6:30 – 9:30 pm

\$489 + GST

Adobe Illustrator

Adobe Illustrator is the industry standard illustration program for print, multimedia and online graphics. Create illustrations quickly and easily! Adobe Illustrator program offers you the tools you need to get professional quality results. This course develops the Illustrator software skills needed to plan and create a working logo for personal or business use.

Prerequisite: Microsoft Windows experience.

Textbook: Participant to purchase Adobe Illustrator CS5 Classroom in a Book (ECOM 3264) available at the RDC Bookstore.

Course #2111

Nov 15 – Dec 8

Tues & Thurs, 6:30 – 9:20 pm

\$489 + GST

AutoCAD Level 1



This powerful engineering, design and drafting tool is one of the most commonly used programs in industry today. In this comprehensive 30-hour course, participants will work with the instructor in a step-by-step learning process using a series of tutorials and exercises. Topics covered will include:

- Drawing set-up
- Creating 2D geometric shapes
- Editing techniques
- Drawing aids
- Display controls
- Text
- Layers
- Introduction to dimensioning and hatching

The content of this class will apply to both AutoCAD and AutoCAD LT.

Prerequisite: Participants should have a basic knowledge of drafting, design or engineering principles, and above average experience with Microsoft Windows.

Textbook: Participant to purchase Learning AutoCAD 2010 Essentials (ECOM 3094) Autodesk Official Training Courseware, available at the RDC Bookstore.

Course #1853

Nov 1 – Dec 1

Tues & Thurs, 6:30 – 9:30 pm

\$599 + GST

Course #2344

Oct 1 – Nov 5

Sat, 9:00 am – 4:00 pm

\$599 + GST



CompTIA A+ Certification Training

RDC Continuing Education is proud to be a CompTIA Learning Alliance Partner. Our certified training is what you have been looking for to kick start your career in Information Technology. For detailed information on the CompTIA A+ certification, visit www.comptia.org. The worldwide standard in Computer Technician Certification Training! CompTIA A+ certification validates foundation-level knowledge and skills necessary for a career in PC support. It is the starting point for a career. The international, vendor-neutral certification proves competence in areas such as installation, preventative maintenance, networking, security and troubleshooting. A+ is the most widely recognized entry-level certifications in the IT industry today. Taught by a certified instructor, this course includes CompTIA A+ official courseware and exam vouchers.

Course #2343

Nov 4 – Dec 17

Fri, 6:30 – 9:30 pm

Sat, 9:00 am – 4:00 pm

\$1895 + GST