Learning connects us more than ever.

Professional Development

Take your career to the next level.
Certificates/CEUs/Degrees
## Contents

All Spring 2021 classes are virtual

### Info Sessions

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### Professional Development

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<td>B.S. Business Administration Degree Completion</td>
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<td>Sonoma Executive M.B.A.</td>
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### Our Staff

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### Registration & Policies

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Virtual Info Sessions
Meet the instructors and SEIE staff/coordinators, get to know the program and ask questions!

RSVP to receive your Zoom join link:
seie.sonoma.edu/information-sessions

Professional Development Certificates

- Advanced Human Resource Management
  Tuesday, January 12
  7-8 pm

- Construction Management
  Tuesday, January 12
  7-8 pm

- Human Resource Management
  Tuesday, January 12
  7-8 pm

- Process Improvement Management (Lean Six Sigma Green Belt)
  Tuesday, January 12
  6:30-7:30 pm

- Project Management
  Tuesday, January 12
  6:30-7:30 pm

All info sessions are subject to change

Academic Credit

- B.S. Business Administration Degree Completion @ North Bay Community Colleges
  - Thursday, January 14
    6:30-7:30 pm

- B.A. Liberal Studies Degree Completion @ North Bay Community Colleges
  - Wednesday, January 13
    6:30-7:30 pm

- Saturday Hybrid B.A. Liberal Studies Degree Completion @ SSU
  - Tuesday, January 12
    5:30-6:30 pm

- Executive M.B.A. Programs

- M.A. Organization Development
  - Tuesday, January 12
    5:30-6:30 pm

- M.A. Spanish
  - Tuesday, January 19
    5-6 pm

- M.S. Computer & Engineering Science
  - Tuesday, January 12
    6:30-7:30 pm

Info Sessions held monthly. Check online for more times and locations

All info sessions are subject to change
Construction Management Certificate

The Construction Management Certificate provides education and training for contractors, subcontractors, project managers, superintendents, owner representatives, design professionals, and anyone interested in advancing or transitioning to a career in the construction industry.

Courses may be taken alone to fulfill an individual’s specific need for specialized knowledge, or to complete the requirements for the Construction Management Certificate. The Construction Management Certificate is an 8 course, 240 hour program, that can be completed in 2 years or less.

Questions? Contact the Program Coordinator, Bryan Varner at bjvarner@sonic.net

Register or learn more at seie.sonoma.edu/programs/construction-management

Online Info Session

Tuesday, January 12 @ 7-8 pm

California Construction Law

<table>
<thead>
<tr>
<th>Class Dates</th>
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<th>Cost</th>
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<tbody>
<tr>
<td>Tue, Feb 9–Apr 20</td>
<td>7-10 pm</td>
<td>Virtual</td>
<td>3 CEUs</td>
<td>ES 800 #4149</td>
<td>$375</td>
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</table>

No class on March 23

This course reviews several key areas of California construction law applicable to general contractors, subcontractors, owner representatives, and design professionals, and legal requirements pertaining to the industry and how to identify and manage legal risks.

Instructor
Bryan Varner, FCSI, CCCA, LEED AP

Earn your certificate:
Pass any 8 courses from the Construction Management program

Scholarships are available!
A student already taking a SSU Construction Management Certificate can apply for a scholarship thanks to the Associated General Contractors (AGC) and the Redwood Empire Chapter of the Construction Specifications Institute (CSI) to use toward a SSU Construction Management program course in the next term.

Learn More and apply
The Finance & Operations in Construction course will dive deeper into construction management and the details you need to know from basic operations, human resources and finances. The course will allow you to manage a construction project more effectively and efficiently as you learn new methodologies in managing small to large projects. Whether you are a beginner in the field of construction management or a seasoned professional, you will take away useful ideas and methods to help you grow as a person, a professional, and as a company.

Instructor
Gregory Nelson

---

This overview of general engineering construction introduces the unique aspects of site work including:

- Typical organizational structures
- Plan and specification review
- Competitive bidding techniques
- Field and office management
- Job site safety
- Heavy equipment utilization
- Applicable soil mechanics
- Typical contract requirements

Emphasis is on understanding the process of building an engineering project and retaining a working vocabulary of technical terminology. Local professionals with expertise in specific areas will present some topics.

Instructor
Doug Hamilton
The Human Resource Management Certificate Program teaches the skills and knowledge required to successfully manage human resources in today’s complex business environment.

This 12-week intensive course covers the main functional areas of HR, and features an expert in the field leading each of the weekly topics. The Human Resource Management Certificate program will be of value to a wide range of individuals, from the HR professional building skills and/or preparing for professional certification exams, to line managers, small business owners, and prospective HR professionals seeking to establish a career in the field.

The program combines technical knowledge with skill-building in the following areas:

- Strategic HR Management
- Managing a Diverse Workforce
- The Legal Context
- Selection and Placement
- Training and Development
- Compensation
- Benefits Administration
- Conflict and Dispute Resolution
- Employee and Labor Relations
- Employee Development
- Health, Safety, and Security

Questions? Contact the Program Coordinator, Dr. Craig Nathanson at nathancr@sonoma.edu

Register or learn more at seie.sonoma.edu/programs/human-resource-management-certificate

Online Info Session
Tuesday, January 12 @ 7-8pm

<table>
<thead>
<tr>
<th>Class Dates</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
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<th>Cost</th>
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<tbody>
<tr>
<td>Tue, Feb 2 – April 27</td>
<td>6:35–9:45 pm</td>
<td>Virtual</td>
<td>3.6 CEUs</td>
<td>BUS 800 #4103</td>
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</table>

No class on March 23

Textbook
https://edge.sagepub.com/lussierhrm3e

Program Coordinator & Instructor
Dr. Craig Nathanson
nathancr@sonoma.edu

Guest Instructors:
There are eight program instructors throughout the course.
To view their bios, go to seie.sonoma.edu/programs/human-resource-management-certificate
Advanced Human Resource Management Certificate

This unique 8-week 100% online program will guide students through an exploration and discussion of emerging topics for the HR professional. HR is a fast-changing field and there are many changes and challenges in the world of work. Today, more focus is being placed on HR professionals to be strategic, creating innovation centers at work, and ensuring a strong culture. HR needs to move from just recruiting to marketing and branding strategies for the organization to attract and recruit a new workforce. For organizational sustainability, it is important for leaders to put people first, apply a humanistic approach and enable new ideas to be implemented right away.

Course topics include:

- The changing nature of work and the future of work
- The new workforce and the future of HR
- Leadership in HR
- Employer branding and marketing
- HR Technology
- Diversity, inclusion, and appreciation at work
- How to enable a motivated workforce
- The importance of enabling meaning and joy at work
- Data Analytics

Questions? Contact the Program Coordinator, Dr. Craig Nathanson at nathancr@sonoma.edu

Register or learn more at seie.sonoma.edu/programs/advanced-human-resource-management-certificate

Online Info Session

Tuesday, January 12 @ 7-8pm

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<tr>
<th>Class Dates</th>
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<th>Units</th>
<th>ID</th>
<th>Cost</th>
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<tr>
<td>Tue, Feb 2–Apr 3</td>
<td>N/A</td>
<td>Online</td>
<td>4 CEUs</td>
<td>EXED 800 #4105</td>
<td>$1,100</td>
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Program Recommendation: 5+ years of Human Resource and/or Management experience.

Program Coordinator & Instructor
Dr. Craig Nathanson
The Sonoma State University Project Management Certificate program will meet virtually for 3 hours, one night per week for 14 weeks.

Project Management is focused on organizing and managing resources necessary for the completion of a project. It includes planning and designing, preparing budgets, monitoring a project’s process, communicating with stakeholders, and tracking results to meet the company’s goals and timeline. Project Management is utilized in all industries, from IT and construction, to marketing and human resources. Whether your project is developing new software, building a road, or developing a new employee development program, skilled project management will guide your organization towards successful completion of a project.

Traditional topics include the project lifecycle phases of initiating, planning, executing, monitoring and controlling, and closing. Other topics include project integration, scope, scheduling, cost, quality, human resources, risk, procurement and stakeholder engagement.

Questions? Contact the Program Coordinator, Craig Whan at extendeded@sonoma.edu

Register or learn more at seie.sonoma.edu/programs/project-management

Online Info Session
January 12 @ 6:30-7:30 pm

<table>
<thead>
<tr>
<th>Class Dates</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>ID</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Tue, Jan 26–May 4</td>
<td>6–9 pm</td>
<td>Virtual</td>
<td>4.2 CEUs</td>
<td>BUS 800 #4104</td>
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<td>Tue, May 11 (Flex Day)*</td>
<td>6–9 pm</td>
<td>Virtual</td>
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**Textbook**

**Program Coordinator & Instructor**
Craig Whan, PMP
extendeded@sonoma.edu

*Note: Flex Day is an additional class scheduled at the end of the course due to an unexpected public safety event.*
Process Improvement Management Certificate
(Lean Six Sigma Green Belt)

The Process Improvement Management Certificate Program is comprised of the most beneficial process improvement methods and tools that have been utilized in many industries.

This 10-week, intensive course will give you a practical overview of the methodology and framework in lean and change management principles and prepare you for the journey in becoming a Process Improvement Leader.

The class will cover the theory of lean process improvement with hands on exercises that can be applied to your day to day work and projects.

- Focus on finding and eliminating defects and waste within a specific process
- Aim to reduce wasted time, effort and money on a specific process
- Have a continuous control phase
- Use data-driven methods and statistics to identify and solve a challenge

Course topics:
- Process Improvement Overview and DMAIC Methodology
- Team Collaboration
- Presentation Skills
- Project Charter Elevator Pitch
- Process Mapping
- Voice of the Customer
- Metrics & Importance of Data
- Change Management
- Facilitation & Chart Writing
- Root Cause Analysis
- Practical Problem Solving
- Create Flow (Standard Work, Single Piece Flow, Kanban)
- Solution Selection and Prioritization
- Visual Management
- Control (Governance Plans)

Questions? Contact the Program Coordinators: Stephane DeBlock and Lee-Anne Ostby at leansixsigma@sonoma.edu

Register or learn more at seie.sonoma.edu/programs/process-improvement-management-certificate

Online Info Session
Tuesday, January 12 @ 6:30–7:30pm

No class on March 22

Program Coordinators and Instructors
Stephane DeBlock, LSS Master Black Belt
Lee-Anne Ostby, LSS Black Belt
The Maker Educator Certificate curriculum has been designed by Maker Educators, for educators, and is a flexible program. Mini-courses are offered in different formats: face-to-face, hybrid, or online for people seeking to lead maker activities in schools, clubs, community centers, libraries, and other organizations.

The pathway to certification is based on a 50-hour requirement which educators can "mix and match" from the mini-courses offered and in addition, complete two assessments: Maker Portfolio and Maker Design Project.

Please note that the Maker Professional Development course is only available to learners who are completing the entire certificate program.

Questions? Contact the Program Coordinator, Casey Shea at cshea@coe.org

Register or learn more at seie.sonoma.edu/programs/maker-education

Program sponsors:

Maker Educator Certificate

Maker Professional Development

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<td>Mar 1–Apr 23</td>
<td>N/A</td>
<td>Online</td>
<td>1 CEU</td>
<td>EDCT 803 #4116</td>
<td>$325</td>
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Prerequisite: Successful Completion of Introduction to Making & Making for Educators

The Maker Professional Development online course supports educators with networking with local makers in their community and finalizing their Maker Design Project. Students are required for 10 hours or more to attend and/or volunteer at local or online maker events and activities while they work with an advisor to complete their Maker Design Project.

Instructors
Patricia Amend-Ehn
Carrine Paddock
Audio & Recording Production Certificate

The Fall 2020 Audio & Recording Production course will be fully remote and will focus on basic recording and production techniques suited to home studios.

A faculty coordinator from the Department of Music will determine the eligibility of prospective students through a screening and application process. Basic orientation with computers and some fundamental music/audio experience is expected. Ability to read music notation is helpful. Applicants will be notified of their application status by August 1 prior to the fall Audio & Recording Production I course.

Topics Covered will Include:
- Advanced Pro Tools Session Procedures and Protocols
- The Art and Technology of Mixing, Monitoring, and Mastering
- Sound Processing: Shaping and Effecting Audio
- Advanced Editing Techniques and Time/Pitch Manipulation
- Sound Formats, Multimedia and the Web

Questions? Contact the Program Coordinator Dr. Thomas Limbert at tlimbert@sonoma.edu

Register, Apply for fall 2021 or learn more at seie.sonoma.edu/programs/audio-recording-production

Audio & Recording Production II (Spring)

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<th>Cost</th>
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<td>Tue, Jan 26–May 11</td>
<td>6–7:40 pm</td>
<td>Virtual</td>
<td>2 CEUs</td>
<td>MUS 800 #4115</td>
<td>$450</td>
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This course will cover advanced techniques of audio technology and production focusing on the electronics and techniques involved in recording, mixing, editing, performing, and listening.

Upon successful course completion, students should be able to:
- Understand the advanced techniques related to audio technology and production.
- Use digital software to expertly record, edit, and mix audio.
- Listen critically to recorded music and analyze the techniques involved in its creation.
- Apply advanced technical knowledge to creative work.

Textbook

Program Coordinator & Instructor
Dr. Thomas Limbert
tlimbert@sonoma.edu
Flexible, Online Professional Development

Want to gain an edge on your resume? Have you been considering a career change? Are you re-entering the workforce and need to update your job skills?

Sonoma State University offers hundreds of non-credit online courses and certificate programs designed by industry professionals. Online courses are convenient with open enrollment. You can register when it is convenient for YOU!

A few of the high, in-demand certificates available:

- Digital Arts Certificate
- Professional Bookkeeping with Quickbooks
- Grant Writing
- Non Profit Management
- Senior Professional in Human Resources
- Certified Master Wedding and Event Planner
- Lean Six Sigma
- Cybersecurity
- Medical Billing and Coding
- Certified Clinical Medical Assistant
- Business Operations Specialist
- Emergency Management
- Project Management for Information Technology
- Certificate in Data Analytics

Register or learn more at http://seie.sonoma.edu/programs/online-learning-center-about
Intuition: The Light of Inner Guidance

Learn how to recognize and develop your intuition in order to guide you in various areas of your life—relationships, career, health & well-being, spirituality, decision-making, problem solving, financial prosperity, sports, and creativity.

The emphasis of this course is on the development of practical intuitive skills that you can apply immediately to your life. Literature and research from various disciplines will be presented regarding how intuition is recognized, interpreted, and developed.

You can choose to take the course for academic credit or for CEU credit. MySSU registration is not available for this class.

Questions? Contact Dr. David Sowerby at sowerby@sonoma.edu

Register or learn more at seie.sonoma.edu/programs/extension-courses

Class Dates  Time  Location  Units  ID  Cost
Sat, Feb 6 + 13   9 am - 5 pm  Virtual  1 Unit  PSY 490 #4180  $305
Sat, Feb 6 + 13   9 am - 5 pm  Virtual  1.4 CEUs  PSY 800 #4181  $154

Instructor
Dr. David F. Sowerby

Contract Credit

If your organization offers professional development courses, programs, or conferences, consider offering extra value to your students with transcripted credit through SEIE’s Contract Credit Program.

Guidelines

Courses may be offered for continuing education hours (CEU), academic credit, or a choice of either. Credit is awarded for instructional activity only; breaks, meals, conference registration, or other non-instructional time is not included. Additional criteria and approvals are required for academic unit contracts. All contract credit courses are recorded by the University and transcripts may be requested.

It’s Easy!

Simply submit a proposal outlining your organization's course, program, or conference activities and the basis of award of credit, along with instructor qualifications. Upon approval, you can offer continuing education units and/or academic credit, which students may use for their career or academic goals.

Affordable Fees

CEUs range from $60 to $155 (0.1 to 10.0 CEU) per student. Academic units are $65/unit per student.

Registration for contract credit is managed through SEIE enrollment services.

For full details and guidelines, visit: seie.sonoma.edu/resources-students/registration (scroll down to Contract Credit)

Questions? Contact Jessica Hansen, contract.credit@sonoma.edu, 707.664.4167
The Foundation wine course provides an overview of the wine business. Students will develop an appreciation of the realities of the wine business as a business and come to understand the steps required for getting from the vineyard and into the glass of the consumer.

Learning Objectives:

1. Understand the components of a wine business and the viewpoints of the various stakeholders in the following areas:
   - Grape growing, including costs, values, quality considerations, supply and demand, risks and opportunities
   - Production, winemaking, maturation and packaging
   - Marketing
   - Distribution, a complex and highly regulated process
   - Domestic sales, selling wine in retail stores (off-premise), restaurants and bars (on premise), online and direct to consumer (through tasting rooms, events, and wine clubs)

2. Understand how going to market with wine compares and contrasts with other consumer packaged goods.

3. Understand the key decision points, interrelatedness, and costs that go into growing, producing, marketing, distributing and selling a wine product.

4. Outline how quality and value is determined at each step in the process of grape growing, production, marketing, distribution, domestic and export sales and final point of sale.

5. Understand the financial resources and time periods necessary to establish a wine product.

Instructor
Heather Conlin
### Intermediate: A Survey of the Key Drivers in a Wine Business

<table>
<thead>
<tr>
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<th>Location</th>
<th>Units</th>
<th>ID</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Thu, Mar 4-April 29</td>
<td>6:30–7:30 pm</td>
<td>Virtual</td>
<td>2.4 CEUs</td>
<td>BUS 841W #4120</td>
<td>$1,100</td>
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</tbody>
</table>

This intermediate course provides a pertinent overview of key aspects of a successful wine operation in today's marketplace, while considering future prospects and opportunities. You will learn from the same materials and resources current operating wineries consider daily, including: regulations, production options, distribution, sales and marketing techniques and successful business perspectives.

**Learning Objectives**
1. Understand business issues associated with viticulture, enology, production, marketing, distribution, and points of sale.
2. Evaluate alternative approaches associated with those issues.
3. Calculate costs across all of the component areas.
4. Evaluate the contribution of the component areas to the value of a wine product.
5. Expand on the understanding of distribution and regulatory issues to include the international wine market.
6. Assess the internal environment, identifying the opportunities and threats to a wine business.
7. Evaluate a SWOT analysis and draw a plan for going to market with a new wine business product.
8. Plan for and consider future wine markets and alternative channels of wine commerce.

**Prerequisite:** Successful completion of Foundation: Introduction to Wine Business

**Instructor**
David Bower

### Advanced: Direct to Consumer Marketing & eCommerce for the Wine Industry

<table>
<thead>
<tr>
<th>Class Dates</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>ID</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tue, Jan 12-Mar 9</td>
<td>5:30–6:30 pm</td>
<td>Virtual</td>
<td>2.4 CEUs</td>
<td>BUS 842W #4121</td>
<td>$1,100</td>
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</tbody>
</table>

This course will take students through the evolution of eCommerce and digital marketing, from its beginnings in simple transactions to the larger role it plays today in customer relationship management (CRM) and omni-channel retail marketing (“commerce anywhere”). With the high costs of customer acquisition, maintaining a relationship with those customers to maximize customer lifetime value is more critical than ever. In this course, students will learn how to drive consumer brand discovery and more fully engage their customers, create more sales by converting prospects into customers, and build an online customer user experience that they’ve come to enjoy with their own favorite online retailers. Students will also learn how to develop digital strategies, tactics, and budgets by utilizing the latest digital marketing tools to drive profitable wine sales. Participants will explore opportunities and challenges associated with eCommerce and digital marketing, and the methodology required to promote customer discovery, engagement, acquisition, and loyalty.

The course will cover best practices in the drivers of eCommerce including data collection, email marketing, mobile, digital and social marketing, loyalty and retention marketing, CRM, and other related applications. This level includes an overview of eCommerce issues as they pertain to direct-to-consumer and government oversight/compliance, web design, and winery management software.

**Prerequisite:** Successful completion of Foundation and Intermediate courses

**Instructor**
Ronald Scharman

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For additional info about Spring 2021 Wine Business Management Certificate courses, go to: sbe.sonoma.edu/wine-business-management
Advanced: Wine Sales Management

Class Dates | Time   | Location | Units | ID            | Cost  
---|---|---|---|---|---
Tue, Mar 16-May 11 | 7-8 pm | Virtual | 2.4 CEUs | BUS 848W #4122 | $1,100

This course is taught by a 20-year veteran in all channels in the three-tier system, and is designed to cover the fundamental habits of losing more sales of products and services. Additionally, this course will provide a clear roadmap to informing and/or improving sales skills in the three-tier alcohol business sector—it is not product knowledge education. Those who successfully complete the course will enhance their sales success ratio while also enhancing their career mobility.

Upon completion of this course, students will be able to:

- Understand client/buyer decision profiles.
- Identify business opportunities in all sales channels.
- Understand buyer/client marketing and merchandising concepts.
- How to tailor product sales concepts for clients/buyers.
- Compose and communicate various cost calculations.
- Deliver professional presentation involving analytics.
- Identify logistical inefficiencies and develop improved solutions.
- Demonstrate effective work project management strategies.

Prerequisite: Successful completion of Foundation and Intermediate courses

Instructor
Trey Blankenship
Wine Entrepreneurship Certificate

The Certificate in Wine Entrepreneurship is an 9-week lecture-workshop course offered every other Spring semester and designed to give principals of small wine businesses and those aspiring to start a business in the wine industry the time and guided focus to develop a successful business plan. Over 9 weeks participants will be exposed to key aspects of the wine business including the regulatory climate for making and selling wine, financial frameworks to develop a vineyard and winery or create a virtual brand and different models for profitability.

Questions? Contact winebiz@sonoma.edu

Register or learn more at sbe.sonoma.edu/wine-entrepreneurship

Strategies for Building and Growing Your Wine Business

<table>
<thead>
<tr>
<th>Class Dates</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>ID</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Mon, Feb 22-Apr 26</td>
<td>6-9 pm</td>
<td>Virtual</td>
<td>2.4 CEUs</td>
<td>BUS 850W #4123</td>
<td>$1,100</td>
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</tbody>
</table>

The wine industry is complex and nuanced. Whether you own a winery, a vineyard, a technology firm targeting wineries or a public relations and communications consulting company, it is critical to understand the drivers of success in the context of farming, production and sales through multiple channels. It is also important to understand the impact of changing climate, economic forces and regulation on value creation, cost allocation and customer acquisition. Successful enterprises are those that can be nimble and anticipate and navigate changing circumstances strategically. The focus of wine entrepreneurship is to provide principals of small wine businesses with the space and the time to reflect on their vision. It will aid them in developing a business path for a profitable new product, new business or career in the wine industry. Over 8 weeks participants in the seminar will be exposed to key aspects of the wine business including, setting goals, assessing opportunities, leveraging strengths, developing financial frameworks and different models for profitability. You will hear from industry leaders and veterans who will describe their experiences and lessons learned. By the end of the seminar every participant will have the tools and frameworks to critically evaluate the competitive landscape and make decisions on a course of action.

Textbooks

Instructor
Dr. Anisya Fritz
The Relevance of Search Market Strategies for Wine Business

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
<th>ID</th>
<th>Cost</th>
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</thead>
<tbody>
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<td>10am-12pm</td>
<td>Virtual</td>
<td>0.2 CEUs</td>
<td>BUS 810W #4263</td>
<td>$125</td>
</tr>
</tbody>
</table>

This course will teach you to optimize website content for the best possible search engine ranking. You'll learn the theory behind Google search and other search engine algorithms, why SEO is vital to your website, the anatomy of a search engine results page, keyword research and selection, on-page and off-page optimization, and goals and analytics.

By the end of the course students will be able to:

- Complete a competitive analysis on a webpage
- Analyze data to see which content gets the most shares, ranking analysis, and conversion analysis
- Understand search engine algorithms and how they affect organic search results and websites.
- Understand key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research; consumer psychology and search behavior
- Know how to conduct on-page SEO analysis to identify opportunities to improve a website’s search optimization

Instructor
Pierre Costa

3-Tier Data Analysis & Wine Industry Insights

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Time</th>
<th>Location</th>
<th>Units</th>
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<th>Cost</th>
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<td>$125</td>
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</tbody>
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Using Microsoft Excel, students will be able to determine:

- Short- and long-term brand performance
- How quickly a company or brand is making money
- When to expect peaks and valleys in sales-based seasonality
- Where there can be issues in the market with a brand
- Whether brand incentives for a distributor are worth the cost
- Sales trends over time
- Determining how effective a program is

This course will cover the following topics:

- Forecasting
- Sales velocity
- Sales trends over time
- Determining how effective a program is

Software (recommended)
Microsoft Office (All data analytics examples will be done in Microsoft Excel)

Instructor
Peter Drewes

For more information, visit:
sbe.sonoma.edu/wine-workshops
Science & Theory

The Post-Master’s Family Nurse Practitioner Certificate Program, offered in partnership between the Nursing Department and the School of Extended and International Education (SEIE), is a two-year, 36-unit program designed for nurses who already hold a Master of Science in Nursing.

California BRN Approved

Program meets criteria specified in section 1484, Title XVI of the California Administrative Code and is fully approved by the California BRN and the ACEN Accreditation. Graduates are eligible and encouraged to seek national certification.

Financial Aid Eligible

Take your career to the next level with accessible options for payment.

Courses

- NURS 501 Health Promotion: Righting Disparities
- NURS 509 Advanced Health Assessment
- NURS 549 Health Promotion Practice in Primary Care
- NURS 540 Pathophysiological Concepts in Primary Care
- NURS 552 Pharmacology in Primary Care
- NURS 540B Pathophysiologic Concepts in Primary Care II
- NURS 550A Clinical Practice in Primary Care
- NURS 550B Clinical Practice in Primary Care II
- NURS 550C Clinical Practice in Primary Care III
- NURS 555 FNP Expanded Clinical Practice (optional)
- NURS 562 Advanced Practice in Primary Care Systems

Questions? Contact Kristi Hellman, Administrative Coordinator: kristi.hellman@sonoma.edu, 707.664.2862

Apply for Fall '21

Applications accepted between October 1–December 31, 2020

Visit: seie.sonoma.edu/programs/nursing-post-masters-fnp-certificate
Degrees

B.A. Liberal Studies
at North Bay Community Colleges

Bringing SSU Classes Near You to Fit Your Schedule

This program offers a variety of evening, weekend and online courses taught by SSU faculty at the College of Marin Indian Valley Campus (Novato), Napa Valley College and the Solano Community College Vallejo Center.

Expansive Horizons

Explore a broad range of topics, from behavioral sciences, to arts and humanities, to science and technology.

Be Prepared

The B.A. in Liberal Studies provides excellent preparation for students interested in careers in teaching, counseling, social work, public service, law, and business.

Program Overview:

Sonoma State University offers an upper-division program at the College of Marin Indian Valley Campus, Napa Valley College, and the Solano Community College Vallejo Center leading to a Bachelor of Arts in Liberal Studies. The program offers a wide variety of courses from the social sciences, humanities, and natural sciences. Courses taught by SSU faculty are scheduled evenings, weekends, and online for the working student.

The major consists of 50 units of coursework in a variety of disciplines, organized into three broad areas

- Arts/Humanities: 15 units
- Behavioral/Social Sciences: 15 units
- Natural Science: 6 units
- SSCI 300/400 Core: 4 units
- Electives: 10 units

Questions? Contact Katie O’Brien, Student Services & Advising Coordinator: katie.obrien@sonoma.edu, 707.664.2738

Apply for Spring ‘22

Spring applications accepted between August 1–September 30, 2021

Apply for Fall ‘21

Fall applications preferred by March 30, 2021

Visit: sonoma.education/undergrads
B.A. Liberal Studies
Saturday Hybrid at SSU

Thinking Before Knowing

Learn to best articulate your changing understanding of the world around you. Discuss with your classmates in a supportive learning community.

Student Support

Your program advisor provides individualized guidance from pre-admissions advising through acting as your on-site liaison for those matters that can be challenging for students to handle from off campus.

Flexibility

Designed for the working adult, this hybrid program combines 4-5 Saturday seminars per semester on campus with weekly online seminars.

Program Overview:

This program offers an alternative route to completing a Bachelor of Arts in Liberal Studies for working adults who have finished lower-division transfer coursework and whose schedules do not permit them to attend regular campus classes.

- Thematic readings on current issues allow students to share their understanding and work toward solutions.
- Integrated assignments can be completed in your home or work settings.
- Cohort model builds a strong learning community to support students throughout the program.

Questions? Contact Amy Unger, Student Services & Advising Coordinator: ungera@sonoma.edu, 707.664.2601

Visit: sonoma.education/undergrads

Apply for Spring '22
Spring applications accepted from August 1–September 30, 2021

Apply for Fall '21
Fall applications preferred by March 30, 2021
Conveniently Located

Earn your Sonoma State Business degree without leaving Marin, Solano, or Lake County. Classes are held at the College of Marin (Kentfield Campus), the Solano Community College Vallejo Center, the Lake County Campus of Woodland Community College, and the Lake Center of Mendocino College.

Focused & Effective

The program provides all upper-division requirements needed to complete a Bachelor’s degree in Business with a concentration in Management. A full-time student can finish in two years when taking Summer and Winter Intersession courses offered through Sonoma State University.

Advance Your Career

The foundational Business Core classes give you a solid set of tools to use wherever you may be positioned, and the concentration provides the in-depth knowledge you need to move up or move on to something better.

AACSB Accredited

The most recognized form of specialized and professional accreditation an institution and its business programs can earn.

Core Courses

- BUS 316 Production/Operations Management
- BUS 319 Management Information Systems
- BUS 320 Business Data Analysis & Interpretation
- BUS 344 Organizational Behavior
- BUS 360 Introduction to Marketing
- BUS 370 Introduction to Managerial Finance
- BUS 491 Seminar in Management Strategy & Policy

Questions? Contact Nina Mendia, Program Coordinator & Advisor: mendian@sonoma.edu, 707.664.2682

Apply for Fall '21

Applications preferred by March 30, 2021

Visit: sonoma.education/undergrads
M.A. Organization Development

Lead Collaboratively
Create the engagement necessary to coordinate successful change.

Create Effective Systems
Redesign organizational structures, work processes, and governance without settling for superficial fixes.

Facilitate & Mediate
Remove obstacles that prevent harmony in your organization by fostering group problem-solving and decision-making, while developing a broad and socially conscious consensus for taking action.

Professional Experience
Bring your knowledge to inspire and transform an organization, applying your understanding to action in the practical environment.

Courses
- OD 513 Facilitation and Training
- OD 514 Organization and Team Development
- OD 518 Advanced Intervention Methods in OD
- OD 533 Interpersonal Dynamics in OD
- OD 544 Qualitative Research in Organizations
- OD 554 Organization Systems Inquiry
- OD 556 Socio-Technic Systems Redesign
- OD 557 Human Systems Redesign
- OD 572 Professional Practice in OD
- OD 598 Culminating Paper

Questions? Contact Dr. Viki Montera-Heckman, Faculty Coordinator/Program Advisor: montera@sonoma.edu

Apply for Fall ’21
Applications preferred by March 30, 2021
Visit: seie.sonoma.edu/programs/organization-development
M.A. Spanish

Pro Researcher

Be able to conduct masterful research on applied and theoretical Spanish linguistics and literature.

Perfectly Rounded

Study Spanish linguistics, culture, and pedagogy, complete a mentored teaching practicum internship, and pursue your own interests with upper-division and graduate-level electives.

Designed for Teachers

M.A. Spanish is designed to fit into the schedule of hard-working teachers. Program courses are scheduled mostly over three summers with a light course load during the academic year. Students can also sign up for a teacher credential program during the Fall and Spring terms.

Courses

- SPAN 500 Spanish Second Language Pedagogy
- SPAN 501 Teaching Practicum/Internship
- SPAN 502 Advanced Linguistics
- SPAN 503 Practical Linguistics
- SPAN 504 Hispanic Literature I
- SPAN 505 Hispanic Literature II
- SPAN 506 Hispanic Literature III
- SPAN 595 Special Topics

Questions? Contact Dr. Parissa Tadrissi, Faculty Coordinator/Program Advisor: parissa.tadrissi@sonoma.edu, 707.664.3163

Apply for Summer ’21

Applications preferred by March 30, 2021*

*When applying for M.A. Spanish program for Summer 2021, view the applications listed under Fall 2021 in Cal State Apply

Visit: seie.sonoma.edu/programs/ma-spanish
M.S. Computer & Engineering Science

Multidisciplinary Foundations

Choose between Communications & Photonics or Computer Hardware & Software Systems. In this Professional Science Masters’ program, advanced coursework in Physics, Mathematics, Computer Science, and Electrical Engineering will prepare you to further your career.

State-of-the-Art Experience

Small classes taught by industry professionals and hands-on lab time with top-quality equipment and simulation tools.

Professional Skills

Model and analyze scientific and engineering problems, applying theory and implementing efficient systems. An array of professional skill-development activities ensures that you’ll be competitive and highly valuable to employers in your field—ready to become an industry leader.

Be a part of the North Bay and Silicon Valley High-Tech future

Take your MS-CES degree to the high-tech industries that need your skills and demand an advanced degree. Apply your knowledge and skills in these world-class companies in Northern California and around the world.

Questions? Contact Dr. Farid Farahmand, Faculty Coordinator/Program Advisor: farid.farahmand@sonoma.edu, 707.664.3491

Apply for Fall ’21

Fall applications preferred by March 30, 2021

Apply for Spring ’22

Spring applications accepted between August 1–September 30, 2021

Visit: seie.sonoma.edu/programs/ms-computer-and-engineering-science
Sonoma Executive M.B.A.

Strategic Communicator

Develop your strategic decision-making and leadership communication skills to converse on an executive level with all functional areas of a business.

Advanced Development

Build strategic leadership skills through consulting and capstone projects. Explore collaborative work on an intensive weekend sailing trip in San Diego.

Cohort Model Concept

Study in a tight-knit group along with professionals from around the world who bring a broad range of experience and perspectives to the challenges faced by leaders.

Internationally Accredited

Delivered with the relevance and leadership focus that accomplished working professionals demand.

Questions? Contact Nicki Orser, Admissions Coordinator: nicole.orser@sonoma.edu, 707.664.3547

Visit: sbe.sonoma.edu/mba/sonoma-emba

Next cohort begins April 2021

Apply for Spring ‘21

Applications accepted until February 28, 2021

Visit: sbe.sonoma.edu/mba/sonoma-emba
Sonoma Executive M.B.A. in Wine Business

**Strategic Communicator**

Develop your strategic decision-making and leadership communication skills to converse on an executive level with all functional areas of the wine business.

**Specialized Expertise**

Build strategic leadership skills through consulting and capstone projects. Explore collaborative work in residencies and intensive team exercises specializing in Wine Business Leadership.

**Engaged Learning**

Study with a tight group of like-minded industry professionals from around the world who bring a broad range of experience and perspectives to the challenges faced at all levels of the wine business.

**Internationally Accredited**

Delivered with the relevance and leadership focus that accomplished working professionals demand.

Questions? Contact Nicki Orser, Admissions Coordinator: nicole.ørser@sonoma.edu, 707.664.3547

**Program Options**

**Executive M.B.A. in Wine Business**

- Next cohort begins April 2021
- Classes on the SSU main campus
- Applications accepted until February 28, 2021

**Executive M.B.A. in Global Wine Business**

- Next cohort begins October 2021
- Classes online and in 2-week residencies
- Applications accepted until August 31, 2021

**Apply for Spring or Fall '21**

Visit: sbe.sonoma.edu/mba/sonoma-emba-wine-business
Open University/
Open Door

Take SSU courses to prepare for an academic degree or for personal or professional development!

No formal university admission required!

Are you...

Preparing for university admission to a degree program?

Updating your professional training and job skills?

Exploring personal interests?

Looking for next steps if you have been academically or administratively disqualified at SSU or another CSU?

If so, taking a university course through SSU Open University/Open Door could be an option for you.

How to Register

Open University  Fall/Spring Semesters

Undergrad $325/unit; Grad $450/unit
Registration is on a space-available basis, on or after the first day of the semester.

1. Choose your class
2. Fill out a registration form
3. Obtain required signatures

For full details, visit: seie.sonoma.edu/open-university-open-door

Open Door  Winter Intersession

1. Choose your class (View schedule here)
2. Register by phone at 707.664.2394, or fill out a registration form

Questions? Contact Customer Service at ExtendedEd@sonoma.edu, 707.664.2394
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How to Register

Our registration system is the easiest way to sign up for Professional Development classes!

Step-by-Step

1. Visit sonoma.education/registration

2. Click "Login/Create Account," located just below the Sonoma State University logo

3. Click "Create New Profile"

4. Select your Profile Type. Single users should select Student Profile. Parents registering for their children should select Household Profile

5. Enter a valid e-mail address, and create your unique password. This will be how you log in to your account. Click "Continue."

6. Fill in the required fields (marked by an asterisk) and click "Continue."

7. Once your profile is created, you can now select "Catalog" or "Classes" to view current offerings at SSU.

8. Selecting a class will bring up important information and a class description. You can then add to cart and proceed to checkout in order to register.
Registration & Policies for Professional Development Certificates

For more information, please contact customer service via live chat or go to our website: seie.sonoma.edu

Registration Methods
In-person or phone registration is not available at this time. To register, please visit us online at sonoma.education/registration

Enrollment Policy
Enrollments are accepted in order of receipt of completed registration and payment.
Enrollment is not complete until both the registration form and payment are received by SEIE. Enrollment confirmation will be sent via email.

Payment Methods
Cash not accepted. Fees can be paid online with VISA, MasterCard, American Express or Discover. Other payment methods will need to be specially arranged with SEIE.

Fee Subsidies
Students whose fees are to be paid by an agency should file an agency authorization with SEIE or submit one with the registration form.

Course Changes & Cancellations
SEIE makes every effort to reach students to notify them ahead of time of any course changes or cancellations. If there are not a sufficient number of students to assure continuance of the class, the class will be canceled and all fees will be refunded.
SEIE reserves the right to: Cancel courses due to low enrollment; Change the day and/or time of classes; Close courses to additional enrollment; Change instructors of a course; Move class locations.

Refund Policy & Course Dropping
For the latest drop/refund policy information, please visit: seie.sonoma.edu/resources-students/drops-refunds

Refund Schedule
There is a $25 admin fee for all drops.
All fees, minus the admin fee, are refunded when a Class Drop and Refund Request form is received at least one day before the first class meeting.
65% of fees are refunded when a Class Drop and Refund Request form is received on or after the first class meeting and before 25% of the course time has elapsed.
No fees are refunded after 25% of course time has elapsed.

Non-discrimination Policy
The California State University does not discriminate on the basis of sex, gender, or sexual orientation in its education programs or activities. Title IX of the Education Amendments of 1972, and certain other federal and state laws, prohibit discrimination on the basis of sex in all education programs and activities operated by the university (both on and off campus). Title IX protects all people regardless of their gender or gender identity from sex discrimination, which includes sexual harassment and violence.
For more information, please visit: sonoma.edu/hr/erc/title-ix/.

Contact the School of Extended & International Education

Live Chat: sonoma.education/livechat
(Hours: Monday-Friday, 9am - 4pm PDT)

Email: extendeded@sonoma.edu

Website: seie.sonoma.edu

Spring Holiday Schedule

Campus will be closed on the following dates:

December 24-31, 2020 Holiday Recess
January 1, 2021 New Year’s Day
January 18, 2021 Martin Luther King Jr. Day
March 31, 2021 Cesar Chavez Day
May 31, 2021 Memorial Day
July 5, 2021 Independence Day
Now, more than ever, it’s important for businesses to reduce excess costs and become more efficient, which is why the demand for those who understand the Lean Six Sigma methodologies continues to increase.

See p9 for details.