

CAREER EDUCATION CENTER 2015-16 COURSE QUICK GUIDE

Business Career Exploration



For the entrepreneur who dreams of owning their own business, or for those seeking more understanding of how the dynamic world of business works, this course provides a wide range of opportunities. Designed to give students the chance to review a variety of business skills, the course covers management, marketing, and entrepreneurship through real-world experiences such as field trips and guest speakers from a variety of businesses and industries. Students completing this course can expect to have a greater understanding of business operations both large and small.

Business Finance

Few aspects of business operations are more critical than finance, and knowing the right tools for managing finances is critical. This semester long course combines online and classroom participation to introduce students to using QuickBooks for managing company financial transactions. Most of the material may be learned at the student's convenience, while periodic classroom sessions focus on specialized areas. Topics presented in this course prepare students for the follow-up course in Marketing and Virtual Enterprise.



Community Based Learning



Those individuals considering the rewarding field of human services have the opportunity through this pathway to make an immediate impact right in their own community. Community Based Learning is a one-year program designed to provide students with the opportunity to serve disadvantaged groups and individuals in their own communities. In the first semester, students will learn to identify and research community needs, write grants, attend public hearings, and design education outreach campaigns. In the second semester, students will engage in community outreach to observe local needs first-hand and to determine how to meet those needs.

Cybersecurity

Welcome to one of the fastest growing areas for high-paying jobs: protecting computers and networks from cyber-attack. Students will discuss the growth of cyber-attacks and how to safeguard systems and networks from outside interference such as unwanted access, change, or destruction of information. Students will also study ethical hacking as a process for analyzing these risks.



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21st Century Marketing



21st Century Marketing introduces upcoming business leaders to the exciting world of Social Media Marketing and Business Technology. This one semester course combines online and classroom participation and is designed for those looking to build a social media platform to market and sell products. Students will use a variety of tools to reach a worldwide customer base, including development of their own marketing campaigns using advanced media tools.

Marketing Sales and Service

Creativity is the hallmark of business marketing, and for those students interested in bringing their creative solutions to real world challenges, this course provides that opportunity. Students in this course will explore the brainstorming and development process to gain an understanding of financial issues and learn what goes into crafting a solid marketing plan. Students will participate in internships with local businesses to learn first-hand marketing strategies for global success.



Hospitality



Customer service and guest experience is the calling of the hospitality professional, a career path rich with opportunity to work in exotic locales and at exciting events. This one-year program also provides college credits from Oxnard College. Fall Semester students will learn the art of hospitality through hands-on learning, site visits, guest speakers and role-playing how to interact with customers in a variety of different hospitality services. Second semester students can expect to intern at a site dedicated to providing hospitality services.

Intro to Health Careers

People who are passionate about caring for others may desire to apply their passion to the rewarding fields of health care. This one semester course combines online and classroom participation to introduce students to a wide variety of health career professions. This course will provide the skills for entry-level positions or a lead-in to other programs such as Certified Nurse's Assistant, Medical Assistant, Emergency Medical Technician, and Dental Assistant programs.



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Introduction to Emergency Services



The exciting field of emergency services requires individuals ready to come to the aid of those in distress. These modern-day heroes are often the difference between life and death, and stand at the front line for responding when emergencies happen. This one semester class is the introduction to the Emergency Services Pathway. This program emphasizes Fire Science and Emergency Medical Response, as well as wild land services and emergency management. Students learn through classroom instruction, hands-on training, and community experience. This course also prepares students to take the Emergency Medical Responder class.

IT Essentials

As web services continue to develop, experts are needed to install and troubleshoot critical network components to keep businesses running. The IT field is an expansive area for professionals looking for longevity and the opportunity to play a critical role in business functionality. This one-year program combines online and classroom participation. The course is articulated for credit by Moorpark College and may be transferred for college credit to a California State University. Students will engage in online and classroom instruction, as well as hands-on projects to assemble computer systems, install operating systems, and troubleshoot problems. Other topics include the Microsoft Operating system, security, and networking. This class will also give the student an advantage in completing CompTIA A+ certification objectives.



Web Technologies



As web technology and online media presence grows, businesses around the world will continue to be in need of web designers who can make their businesses stand out. A high-demand field, web technologies continues to promise growth and opportunity for years to come. This one-year program combines online and classroom participation to introduce students to the basics of web development. Students will become proficient in web-building languages, graphics, animation, video, and design applications for building websites usable on all computing devices. First semester students will attend monthly classes to facilitate learning and assist with individual needs. In the second semester, students can expect work-based experience through an internship with a local web company or through work in class designing websites for various users.

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Technology and Art of Engineering

From concept, to design, to manufacture, this course offers hands-on experience in the fast-growing field of engineering arts. The course introduces cutting edge technology to those looking to combine new tools with the arts of development and design. Students will learn basic computer drafting, 3D printing and computer machining through the process of designing and building a functioning guitar.



Introduction to Automotive Technology



The American fascination with automobiles has been a constant of daily living since Ford first launched the Model-T. The fact that these machines need regular maintenance and repair means the demand for well-trained auto experts remains high. Students in this one-year program will learn to service vehicles for engines, electrical systems, lubrication and oil, suspension and brakes. Through hands-on experience, students will also train in the basics of auto-body work and auto painting. Following completion of the first year students will intern in the second year.

Automotive Technology

A follow-up to the Introduction course (recommended prerequisite), students will learn to repair additional systems such as ignition, cooling, and fuel, as well as gain advanced knowledge in the systems covered in the Introduction class. In the first semester students will learn in the classroom and apply those skills in the service bays, working on real vehicles under the supervision of an expert technologist. In the second term, students can expect to intern at local establishments completing real projects for a business that specializes in vehicle repair and service.



Advanced Automotive Technology



This one-year program follows the Introduction program (recommended prerequisite), where students will practice advanced diagnosing and servicing all of the major systems including use of engine computer scanning and lab scopes for testing and diagnosing problems. In the second term, students will again intern at local site, utilizing all of the skills they have obtained. This program prepares students for the ASE certification test in engine performance. For students who wish to continue on to college after high school, this program is accepted for credit at Oxnard College, and may be transferred to a Cal State University school as well.

Academic Applied Practicum- Internships

Participating in an internship provides students with the unique opportunity to gain real work experience and learn transferable skills. This practicum course enhances the internship experience, and provides students with the option to receive additional credits via the Applied Practicum. Students may find their own internships, or can be assigned one through their Career Technical Education class, and may earn 5 credits for every 90 additional intern hours completed per semester.

For the Full Course Catalog please visit: <http://www.vcoe.org/cec/Home.aspx>