We acknowledge that the land on which we gather in Treaty Six Territory is the traditional gathering place for many Indigenous people. We honour and respect the history, languages, ceremonies and culture of the First Nations, Métis and Inuit who call this territory home. The First Peoples’ connection to the land teaches us about our inherent responsibility to protect and respect Mother Earth. With this acknowledgement, we honour the ancestors and children who have been buried here, missing and murdered Indigenous women and men, and the process of ongoing collective healing for all human beings. We are reminded that we are all treaty people and of the responsibility we have to one another.
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Our Programming At-A-Glance
Raise your profile and take your career to the next level with MacEwan’s Continuing Education courses and credentials. Learning opportunities are now more accessible with both live online delivery and self-paced delivery. Catch a short webinar to learn about the latest innovations in your field or take a deep dive into a topic area that meets your professional and personal goals.

Skills Achievement Credential New!
The School of Continuing Education is making it easier for you to get recognition for your efforts through our new Skills Achievement credentials in:
• Change Management
• Conflict Management
• Business Analysis, and more!

Business and Management
• Administrative Excellence
• Bookkeeping and Accounting Technology
• Business Analysis
• Information Rights New!
• Leadership
• Management and Supervision
• Small Business and Entrepreneurship
• Program and Portfolio Management
• Project Management

Health and Community
• Inclusion, Diversity, Equity and Accessibility (IDEA)
• Gardening Workshops New!
• Merck-Frosst Speaker Series

Certificates of Achievement
• Behavioural Interventions
  - Stack your psychology degree with a focus on behavioural interventions
• Sustainability Studies New!
  - Build on your education and experience with a focus on sustainability

Career-Focused Certificate
• Office Assistant
  - Administrative
  - Legal
  - Medical
THE PANDEMIC AND CONTINUING EDUCATION

Online delivery brings different challenges and new opportunities

- In March 2020, 100% of all programming pivoted to an online delivery to ensure the safety of our students, instructors, faculty and staff.
- We continue to look to government guidelines for our in-person offerings this Fall, Winter and Spring; however, we plan to continue both online and in-person courses.
- We primarily use the online platform Blackboard Collaborate which is specifically designed as a learning management system.
- The majority of our online courses are synchronous which means they are live, interactive and provide opportunities to include real examples, conversation and networking with others.
- Instructors are constantly learning new ways to interact digitally with learners through the chat, polls, voting, breakout rooms, voice and camera.
- We saw an increase in online programming in the areas of photography, bookkeeping and accounting, leadership, and project management.
- The number of people taking art and design courses for career advancement grew 10%, from 19% Fall 2019 to 29% Fall 2020.
- The number of people taking business and management courses grew 5% from 3% Fall 2019 to 8% Fall 2020.
A MESSAGE FROM THE DEAN

Dr. Heather McRae

How has the School of Continuing Education adapted to the challenges of COVID-19?

In March 2020, we assessed the challenges facing us and moved all faculty and staff to working from home in three days. This required extensive planning and problem solving particularly for our student services centre staff who handle advising, payments for courses and registration services. In the beginning, no one was sure how long the pandemic would last. As time went on and information became clearer, staff and faculty continued to develop more online approaches for teaching and learning including innovative webinars, gamification and videos. Math faculty created visuals and used reflective surfaces to show how mathematical equations are solved. Most importantly, everyone engaged in dialogue through using online communication tools. I remain impressed with how faculty, staff and students pivoted very quickly to working and learning from home. While online instruction is not ideal for all of our courses, students and faculty adjusted quickly and many people like the flexibility that virtual instruction provides.

What will continuing education programming and online delivery look like as we forge ahead?

Based on my experiences in the past year, I think that online delivery will remain an important instructional modality for both synchronous (at a specific time with the instructor present) and asynchronous learning (self-paced learning guided by the instructor). Face-to-face instruction will continue be a first choice for some programming including lab work, music instruction and English language learning. A hybrid approach that includes both online and face-to-face instruction may be a preferred choice for many people as it allows for classroom engagement as well as the flexibility of asynchronous learning. As an institution we are examining the benefits of a hy-flex model: one that includes both face-to-face instruction and on-line synchronous learning simultaneously.

What are micro-credentials?

Recently, there has been a lot of discussion across Canada and in other parts of the world about how to recognize short term training programs that focus on and address the upskilling and reskilling needs of business and industry. These discussions have resulted in international, national and local frameworks for “micro-credentials”. At MacEwan University, micro-credentials are short duration, skills-centered courses developed in collaboration with business and industry. Micro-credentials can lead to other certification or be taken as stand-alone courses. This fall, we will be piloting four new micro-credentials with our industry partners in Digital Marketing, Sustainable Business, Intelligent Supply Chain and Data Analysis. The silver lining from this pandemic relates to increased technology adoption; our challenge going forward is to ensure we are using the most effective methods and modalities to support individual learners with their educational goals and career success. These are exciting times in continuing education.
Program and Portfolio Management

- Designed for working project managers wanting to enhance their skills, explore agile methodologies and optimize their project and portfolio success
- Discover agile project methods to enhance the flexibility, collaboration and productivity of your project team
- Courses offered in the areas of Strategic Project Management and Agile Project Management
- Earn PDUs to maintain your certification

See page 21 for more information or visit MacEwan.ca/ProgramManagement

Inclusion, Diversity, Equity and Accessibility (IDEA)

- Enhance your knowledge and gain specialized understanding in developing, supporting and enhancing individual and institutional diversity, accessibility and inclusion goals
- Reflect on your personal biases and social location, gain an understanding of intersectionality and how it impacts the BIPOC community, and explore compassionate and collaborative leadership approaches

See page 32 for more information or visit MacEwan.ca/IDEA

Coming Fall 2021!
Full-Stack Web Development

- Flexibility of programming to choose the skills and knowledge you need, focusing on either back-end or front-end web development
- Gain a working understanding of programming languages such as HTML, CSS, C#, Javascript and Typescript
- Full-stack web developers are named in the top five most in-demand digital jobs in Alberta

Visit MacEwan.ca/SCE and follow us on social media @macewansce for updates on upcoming courses

Prepare for the Actuary Exams

- Actuaries are professionals in evaluating and managing risk
- Similar to medicine and law, students must pass a set of examinations to achieve professional status as an actuary
- Our course is led by a highly qualified instructor who can guide you through the exam preparation process, answer your questions, and provide expertise that only an actuary can
- Course work will be interactive, including gamification, opportunities to connect with your cohort and have weekly support with an actuary professional

Visit MacEwan.ca/ActuaryPrep
Actuarial science is the study of quantifiable uncertainty, also known as risk. Actuaries are professionals who enjoy low unemployment rates, high salaries, and high job satisfaction. They need to pass a difficult series of exams, but unlike training for other professional careers, there is no admission requirement, the exams are open to anyone, and passing the first two or three exams is usually enough to gain an entry level position. The exams have low pass rates though, so studying hard and choosing the right study aids and training courses can make a big difference. A university education with courses from mathematics, statistics, computer science, accounting, economics, and finance can also help. Actuaries are business professionals who draw from these fields solve problems in insurance, finance, and enterprise risk. They also cultivate communication skills so they can explain technical details to less technical audiences. They work in industry, government or go into business for themselves. They make important contributions to healthcare, climate change management, and to everyone’s personal and financial security. They usually love what they do and never stop learning how to do it better.

Micro-Credentials

- Introducing a flexible and focused new way to gain new skills in a specific area based on interest
- Designed for busy professionals seeking topical, current information in their field or in emerging fields to advance career development opportunities

Visit MacEwan.ca/SCE and follow us on social media @macewansce for updates on upcoming courses

Skills Achievement Credential

Achieve your professional development goals faster by completing 3 courses (a minimum of 21 hours) in select Business and Management programs or themed course packages to receive a Skills Achievement credential.

Benefits of course packaging:

- Condensed route to receive a professional credential
- Utilize the packages towards obtaining PDUs for designation maintenance applicable to many different professions
- Focused approach to obtain the skills you require pertinent to your employment
- Apply newly acquired skills directly back to your workplace immediately
- Make the most out of your professional development goals by taking a variety of courses that pertain to your area of expertise

Areas of expertise include:

- Change Management
- Conflict Management
- Leadership and Coaching
- Business Communications
- Microsoft Excel
- Collaborative and Agile Thinking
- Tools and Technology

For course package details, see page 11 of this guide.

Program and Portfolio Management
see details on page 21 of this guide

Project Management
see details on page 20 of this guide

Business Analysis
see details on page 15 of this guide

Stephane Lemieux PhD, ACIA
and Actuary Exam Prep Instructor

Actuarial science is the study of quantifiable uncertainty, also known as risk. Actuaries are professionals who enjoy low unemployment rates, high salaries, and high job satisfaction. They need to pass a difficult series of exams, but unlike training for other professional careers, there is no admission requirement, the exams are open to anyone, and passing the first two or three exams is usually enough to gain an entry level position. The exams have low pass rates though, so studying hard and choosing the right study aids and training courses can make a big difference. A university education with courses from mathematics, statistics, computer science, accounting, economics, and finance can also help. Actuaries are business professionals who draw from these fields solve problems in insurance, finance, and enterprise risk. They also cultivate communication skills so they can explain technical details to less technical audiences. They work in industry, government or go into business for themselves. They make important contributions to healthcare, climate change management, and to everyone’s personal and financial security. They usually love what they do and never stop learning how to do it better.
MacEwan Corporate Training is still going strong! We have been delivering instructor-led online training successfully to a number of our private partners during the last year. Our experienced facilitators have become skilled at engaging participants in live online sessions. Employees can still benefit from obtaining valuable skills they require from the comfort of their own home or your place of work.
Investing in your employees will yield high returns

Stay competitive and achieve organizational success with well-trained staff. In an ever-changing workplace environment, skill gaps are inevitable. The School of Continuing Education delivers courses and programs that stay on top of current market trends, taught by professional instructors who are leaders in their industries. With on-site, off-site or online training now available, MacEwan’s Corporate Training sessions can be tailored to meet your organization’s needs.

Corporate Training certificate programs include:

» LEADERSHIP TRAINING
MacEwan’s lineup of courses provides leaders with a competitive edge in developing key traits such as self-awareness and resiliency that are integral to organizational sustainability, goal attainment and overall success.

» MANAGEMENT AND SUPERVISION
These courses provide managers and supervisors at all levels with the skills they require to be successful in their roles. Make a positive impact with employees and the work environment by transferring these essential management skills learned through our program back to the workplace.

» PROJECT MANAGEMENT
Employees within an organization need to have the same understanding of how to deal with project processes to obtain successful results. Learn instrumental project management strategies and techniques with our courses to ensure your organization achieves its desired outcomes.

» SKILLS ACHIEVEMENT CREDENTIAL

Achieve your professional development goals faster with shorter, focused learning options on specific topic areas.

Sharpen and boost your business skills and acumen with Skills Achievement packages. Complete 3 courses with a minimum of 21 hours within a themed package and receive a Skills Achievement credential!

For a complete list of course packages, see page 11 of this guide.

What happened (or is happening) to the supply chain industry with the pandemic?

The initial impact of the pandemic forced massive shifts in supply chains. Supply chains had developed a balance that met the existing mix of household and commercial activity. With the pandemic came a sudden shift from commercial demand to household demand. This resulted in shortages of many food and paper products on the residential side of the supply chain resulting in empty shelves at grocery stores. At the same time, there was actually an oversupply of some foods and paper products on the commercial side of the supply chain. Many business also faced surprise shortages of globally sourced components as some regions forced suppliers to shut down to slow the spread of the virus. The long term impact is uncertain as companies may look to make their supply chains more resilient by sourcing closer to home and developing multiple suppliers. As the pandemic concludes, business will still face pressure to find global low cost solutions for their customers.

Supply Chain Management and Logistics are critical to the future of business and industry. new courses are coming soon. Follow us on social media @macewansce for updates on upcoming events and courses.

Calvin Austrom
P.Eng, SCMP Instructor

Don’t miss out on the Canada-Alberta Job Grant! Discover individual or group training incentives for employers. To learn more about the Canada-Alberta Job Grant, visit the Government of Alberta website.

Let MacEwan Corporate Training work for you! Contact us today

780-497-5207
corporatetraining@MacEwan.ca
MacEwan.ca/CorporateTraining
What’s Trending in Alberta’s Job Market

It’s important to consider trends and opportunities as you plan a career path, look to improve your skills, or contemplate a job transition.

LABOUR MARKET TRENDS SHOW NEW OPPORTUNITIES

• Job vacancies will rise as baby boomers exit the workforce
• Globalization and communication creates new markets for good and services
• Skills in digital technology and online skills will be in-demand with more remote work
• Growth trends of specific industries or changes in demand

TOP OCCUPATIONS IN DEMAND IN ALBERTA:

• Software engineers and designers
• Retail sales supervisors
• Office/administrative assistant
• Sales representative/customer service
• Business management consulting (business analysis, business process, project management and change management)
• Accounting technicians and bookkeepers
• Information systems and consultants

TOP SKILLS IN DEMAND IN ALBERTA:

• Customer service and client support
• Information technology: MS Office and productivity tools
• Sales
• Scheduling
• Project management
• Administrative support
• Business: people management
• Budgeting and accounting

HOW DOES CONTINUING EDUCATION HELP?

• Build on your education and experience with short, focused courses taught by industry professionals
• Bring relevant examples from your workplace to the classroom for feedback, problem solving and inspiration
• Upskill technical knowledge or professional communications to strengthen career advancement and employability
• Reskill with access to new and emerging programming to support a career transition into a new industry or role

Learn something new
Take a course

Upskill in something specific
Earn a focused Skills Achievement

Gain and grow your expertise
with a professional development certificate

Stack your credentials
with a certificate of achievement

Source: Burning Glass Technologies: Labor Insight™. March 2021; For more information on Labour Market Insights visit Alis.Alberta.ca
BUSINESS ESSENTIALS COURSE PACKAGES

Earn a Skills Achievement Credential

Earn a brand new credential with Professional and Continuing Studies!

Boost your business skills and acumen with any one of these suggested course packages. Choose 3 courses (a minimum of 21 hours) from a list in the designated skill development area of your choice and receive a Skills Achievement credential.

CHANGE MANAGEMENT:
» Leading People through Change - 7 hours
» Change Management Fundamentals - 7 hours
» Thriving During Change - 7 hours
» Evaluating and Sustaining Change - 7 hours

CONFLICT MANAGEMENT:
» Managing Workplace Conflict - 7 hours
» Challenging Conversations Made Easy - 7 hours
» Facilitating Resolution: Finding Common Ground - 14 hours
» Workplace Bullying Awareness and Prevention - 7 hours

LEADERSHIP AND COACHING:
» Coaching for Performance - 7 hours
» Workplace Mentoring - 7 hours
» Design Thinking - 7 hours
» Strategic Leadership and Critical Thinking - 7 hours
» Emotionally Intelligent Leadership - 14 hours

BUSINESS COMMUNICATIONS:
» Effective Business Writing - 7 hours
» Reports, Proposals, Plans and More - 7 hours
» Communicating with Impact - 7 hours
» Lobby Government Effectively - 7 hours
» Communication in the Digital Age - 7 hours

MICROSOFT EXCEL:
» MS Excel - Basics - 3.5 hours
» MS Excel - Charting - 3.5 hours
» MS Excel - Tips and Tricks - 3.5 hours
» MS Excel - Pivot Tables - 3.5 hours
» MS Excel - Financial Functions Overview - 3.5 hours
» MS Excel - Databases and Data Sharing - 3.5 hours

COLLABORATIVE AND AGILE THINKING:
» Scrum Basics: A Team Approach - 7 hours
» Agile Project Management - 7 hours
» Effective Communication Techniques - 7 hours
» Building an Engaged Workforce - 7 hours

TOOLS AND TECHNOLOGY:
» MS Visio Essentials - 3 hours
» MS Visio for Business Process - 3 hours
» MS Excel Databases and Data Sharing - 3 hours
» MS Excel Charting - 3 hours
» MS Project Essentials - 7 hours
» Google Sheets Basics - 3 hours
» Introduction to Adobe InDesign Level 1 - 18 hours
» Adobe Photoshop - 18 hours
Explore new directions or update your business skills with our professional development courses. If you are not sure where to start, consider taking a project management, business analysis or leadership course – acquiring knowledge and skills in these areas can help you transition to new roles within your organization and enhance your marketability to employers in today’s increasingly competitive labour market. If you are looking to turn a hobby or creative passion into a rewarding side business, our small business and entrepreneurship courses can get you started. Let our expert instructors guide you in taking the next step on your lifelong learning journey.

Everyone is welcome to register in these professional development courses. Most courses may be taken individually or as part of a professional development certificate.

MacEwan.ca/SCE
sce@macewan.ca
Facebook/MacEwanSCE

ADMINISTRATIVE EXCELLENCE
» MacEwan.ca/Administration
Enhance your business skills and become an indispensable administrative professional.

LEARNING AND CAREER GROWTH
These courses will help you:
• Manage your time and increase your efficiency
• Communicate with confidence and develop networking skills
• Respond efficiently and confidently to inquiries and requests, deal with difficult situations and problem-solve
• Develop or improve your writing and grammar skills so you can produce concise business correspondence and reports
• Prepare meeting minutes that are well-organized and contain essential, accurate information

These courses will benefit:
• Administrative assistants
• Receptionists
• Legal assistants
• Program assistants
• Sales associates
• Online writers
• Business professionals
• Human resources professionals

COURSES
» Effective Business Writing
» Time Management and Priority Planning
» The Professional Advantage
» Minute Taking Made Easy
» Service Excellence

Courses $299 | 7 hours
Skills Achievement $897 | 3 courses | 21 hours
Certificate $1,495 | 5 courses | 35 hours

You may also be interested in Thriving During Change. Search this course name on the MacEwan SCE website to learn more.

Recommended additional Skills Achievement course packages for Administrative Excellence professionals:
» Business Communications
» Tools and Technology
» Microsoft Excel
» Conflict Management
See page 11 of this guide or visit MacEwan.ca/SCE
OFFICE ASSISTANT
ONE YEAR PROGRAM
MacEwan.ca/OfficeAssistant

Office administrative staff are skilled at processing and managing information, proficient in the latest technology and prepared to support their team and organization to get the job done. Combine your strong organizational, problem-solving and communication skills with an education in current business practices, terminology and the latest software.

Majors: Administrative, Legal, or Medical

INCLUDES FIELD PLACEMENT
Each major features a four-week field placement in the last term, providing hands-on experience in an office, medical or legal setting.

STUDY OPTIONS
Full-time September intake

APPLICATION DEADLINE
June 30

Core Classes
» First Year Writing
» Business Communications
» Office Technology
» Business Math
» Office Procedures
» Bookkeeping and Accounting
» Document Management Technology

Focused Classes Based on Major
» Human Resources Basics
» Customer Service
» Advanced Office Documents
» Introduction to Law
» Legal Documents
» Corporate Procedures in a Law Office
» Medical Terminology
» Medical Office Procedures
» Medical Documents

Estimated Program Costs 2021-2022*
Tuition, fees, books and supplies $9,232-$9,871 depending on your major

Top employers hiring administrative professionals in Alberta include:
• Alberta Health Services
• Post-secondary institutions
• City of Edmonton
• Private law firms
• Construction companies
• Finance and insurance

*prices are subject to change without notice, please refer to tuition and term fees page on the MacEwan website for most up to date information.
BOOKKEEPING AND ACCOUNTING TECHNOLOGY

» MacEwan.ca/Bookkeeping

Acquire foundational financial skills that you can use immediately in your business or workplace.

LEARNING AND CAREER GROWTH

These courses will help you:
• Analyze financial information to help you plan, make decisions and manage business transactions
• Understand and apply essential bookkeeping and accounting practices
• Use basic accounting principles and tools to identify, evaluate, record and post everyday financial transactions
• Evaluate financial data to make informed decisions and effectively prepare budgets

These courses will benefit:
• Small business owners
• Office administrators
• Bookkeepers and accountants
• Entrepreneurs

COURSES

» Bookkeeping Basics
» Accounting Basics
» Understanding Financial Statements and Budgets
PLUS
» QuickBooks - Level I and
QuickBooks - Level II
OR
» Sage 50 Accounting - Level I and
Sage 50 Accounting - Level II

Courses $295-$495 | 7-18 hours
Certificate $1,953 | 5 courses | 65 hours

You may also be interested in How to Use Bitcoin in Your Business or Introduction to Blockchain and Smart Contracts for Businesses. Search these course names on the MacEwan SCE website to learn more.

Achieve your professional development goals faster with our new Skills Achievement credential!

For additional Skills Achievement course packages, see page 11 of this guide.

“I’ve learned so much in my time with the Bookkeeping and Accounting Technology program - and was able to use it on the job quickly!”

— Corinne Schofield
Accounting Basics, 2020
BUSINESS ANALYSIS

» MacEwan.ca/BusinessAnalysis

Business analysis goes beyond project deliverables and illustrates business values in order to implement successful changes in organizations. According to McKinsey & Company (2018), less than 30% of digital transformation projects succeed. Business analysts play a critical role in every project by properly identifying needs, engaging stakeholders, assessing solutions and evaluating their performance to look for improvements over time.

Source: McKinsey & Company, 2018

LEARNING AND CAREER GROWTH

These courses will help you:

• Improve your ability to collect requirements, engage stakeholders and evaluate business needs for the organization
• Learn in-demand business process and analysis skills based on industry best practices
• Gain tools, techniques and templates to apply to your projects
• Earn CDUs to prepare for the ECBA, CCBA or CBAP certification exams or to satisfy recertification requirements

These courses will benefit:

• Business analysts wanting to achieve or maintain their certifications
• Technical support and customer service providers who aspire to become business analysts
• Project coordinators, administrators and assistants
• Business professionals who want a better understanding of the role of business analysts

Coming Fall 2021

Self-paced course options available, allowing individuals to complete the BA certificate in 4 months!

Courses $499-$595 | 14-21 hours
Skills Achievement $1,497-$1,785 | 3 courses
Certificate $3,781 | 7 courses | 119 hours

Achieve your professional development goals faster with our new Skills Achievement credential!

Recommended additional Skills Achievement course packages for BAs:

» Business Communications
» Tools and Technology
» Change Management
» Collaborative and Agile Thinking

See page 11 of this guide or visit MacEwan.ca/SCE

Professional Accreditation

MacEwan University is an Endorsed Education Provider with the International Institute of Business Analysis (IIBA)®. Our courses are aligned with IIBA’s A Guide to the Business Analysis Body of Knowledge (BABOK® Guide v3).

COURSES

» Basics of Business Analysis
» Strategy Analysis
» Elicitation and Collaboration
» Requirements Analysis and Design Definition
» Solution Evaluation
» Requirements Life Cycle Management
» Business Analysis Planning and Monitoring

Achieve your professional development goals faster with our new Skills Achievement credential!

Recommended additional Skills Achievement course packages for BAs:

» Business Communications
» Tools and Technology
» Change Management
» Collaborative and Agile Thinking

Recommended additional Skills Achievement course packages for BAs:

» Business Communications
» Tools and Technology
» Change Management
» Collaborative and Agile Thinking

See page 11 of this guide or visit MacEwan.ca/SCE

Source: Burning Glass Technologies: LaborInsight™ 2021

Over 284 jobs were posted for business analysts in Alberta over the last 3 months

$89K is the average salary for these positions with a median salary of $92,000

Over 84% of skills requested by employers in business analyst roles require Business Process and Analysis

Source: Burning Glass Technologies: LaborInsight™ 2021
1. How is the BA role changing now that virtual work will be an integrated part of the field?

**Tendai Chakabuda:**
The fundamental work we do as business analysts remains the same - we are still value creators, change agents and problem solvers! However, the new virtual environment requires business analysts to be open to exploring new tools and techniques when performing business analysis. Now more than ever, business analysts need to diversify their toolbox by exploring online tools that can assist them with requirements gathering and elicitation.

**Kris Cottrell:**
Being a Certified Business Analysis Professional (CBAP) in Edmonton since 2008 and contracting with many organizations, I have seen the BA role focus on fundamentals over the years. During virtual work, the focus on fundamentals will continue to evolve:
- strategy (focus on goals and objectives);
- elicitation and collaboration (more exploring for ideas and being curious);
- requirements (more modelling);
- continuous learning (trends);

**Ruth Younie:**
The thinking and analyzing aspect of the BA role has not changed. BAs are still a bridge connecting business and implementation teams. Now, a BA needs to be more tech savvy and creative on getting to common ground. BAs need to be skilled in using collaborative technologies like Zoom, Mural or AWWapp. And they need to be equally creative in engaging stakeholders, using activities like mini-icebreakers or stretch breaks during meetings to keep stakeholders connected.

**Mubashir Sheikh:**
Flying a plane in the dark is not a problem if we have reliable tools and technology to help guide the aircraft. With the right tools, pilots know the technology enables them to reduce errors. A similar idea applies in our business analysis work. Virtual interactions can be valuable and less error-prone if the right tools and technology are used at the right time. Remember to know your audience and their comfort level with technology. Building trust can help them ease with this “new normal.”

---

**THE FUTURE OF BUSINESS ANALYSIS**

What our Business Analysis (BA) instructors have to say:
2. What is the biggest challenge BAs face today?

**Tendai Chakabuda:**
One key challenge is how to get maximum value from our stakeholders when working remotely. Stakeholder engagement is critical for success, and we need to have good relationships with stakeholders. Prior to the pandemic, we were ‘visible’ and could catch up with our stakeholders in hallways, cafeteria, etc. Now business analysts need to be more purposeful and mindful when it comes to maintaining stakeholder relationships virtually/remote.

**Kris Cottrell:**
I like to see today as an opportunity for business analysts and not so much a challenge. The definition of business analysis is about the practice of enabling change. There has never been a better time to be a business analyst with all the change taking place.

**Ruth Younie:**
I think there are two: the pace of change and fear of failure. Priorities change, and business wants decisions quickly – so quickly that decisions are made without consideration of the interconnectedness of business systems. We can’t stop change, but we can create processes that support quicker decisions (think Agile!), and we can shift our mindset to be more flexible and be willing to try, try and try again.

**Mubashir Sheikh:**
With fewer in-person interactions, it may be hard to build the trust that we need that build credibility. When working remote is the only option, make sure to employ similar strategies as you would in face-to-face (in person) meetings. Book one on one virtual chat and coffee sessions where you build rapport with the stakeholder. These interactions can help build credibility. Though we don’t have access to complete body language, make sure you pay close attention to their facial expressions and the tone of their voice to decipher the real meaning. Remember, sometimes, the most crucial thing in communications could be what is not said verbally.

3. How can BAs keep up to date on trends in the field?

**Tendai Chakabuda:**
A few tips:
- Subscribe to thought leader content on LinkedIn and blogs
- Ensure you are enrolled with your local IIBA chapter and attend virtual events
- Attend webinars on latest trends to keep up to date
- Start a community of practice in your organization where you share tips and lessons with fellow business analysts

**Kris Cottrell:**
I am a big advocate of the IIBA and the IIBA Edmonton Chapter. There are plenty of online resources for BAs but it is important to engage with people locally (this is often overlooked). The IIBA Edmonton Chapter offers study groups, mentorship, networking and educational events. The IIBA at the international level has also just created some newer designations focussing on trends in the industry. I would encourage every BA to get involved with their local chapter and pursue the BA designations.

**Ruth Younie:**
Read! Subscribe to newsletters, think tanks and newsletters, e.g. Trendwatching. Study one of the BA techniques or underlying competencies – find new research that shows how it is applied, e.g. creative thinking is an aspect of Design Thinking. Sign up for online courses. Attend webinars offered by your local IIBA Chapter or any other professional association. So many options! So little time!
LEADERSHIP

MacEwan.ca/Leadership

Effective leaders challenge, motivate and inspire others. Take the next step in your leadership journey by exploring different leadership styles, assessing your leadership abilities and developing a personal leadership action plan to guide you in achieving personal and organizational success!

LEARNING AND CAREER GROWTH

These courses will help you:
• Explore leadership attributes such as self-awareness, authenticity, character, accountability and resiliency
• Learn how to create healthy, positive environments where employees feel understood, accepted and engaged
• Explore tools and strategies for successfully guiding people through change and transition
• Develop strategic, well-articulated action plans that inspire, motivate and support employees in understanding their role in meeting organizational goals

These courses will benefit:
• New or aspiring leaders
• Managers and supervisors
• Entrepreneurs
• Board members
• Project managers and business analysts

CORE COURSES

» Foundations of Leadership I – Leading Yourself
» Foundations of Leadership II – Leading Others
» Building an Engaged Workforce
» Leading People through Change
» Strategic Leadership and Critical Thinking

Plus one elective from:
» Managing Workplace Conflict
» Change Management Fundamentals

Courses $399 | 7 hours
Certificate $2,394 | 6 courses | 42 hours

Achieve your professional development goals faster with our new Skills Achievement credential!

For additional Skills Achievement course packages, see page 11 of this guide.

What type of skills do you think employers will be looking for in a post-pandemic world?
I think many organizations with current virtual teams will be retaining some virtual arrangement with their staff. As such, employees are going to need to be self-starters, able to measure and report their successes and be adaptable to the ever-changing tech tools.

How have you adapted your courses to keep them engaging for online delivery?
I’ve kept an ongoing focus on being engaging myself, as I know I am competing with all other distractions in the home environment (spouses, kids, pets, chores etc). Adult learners are not meant to passively sit back and watch a “broadcast” style workshop. I keep things energized by small group discussions, presentations back to the entire classroom, having learners chime in (through the chat or unmuting) frequently and leading discussions (not lectures). And music, there is always music in my sessions!

Pauline Perreault
Professional consultant and instructor for Management and Supervision courses
MANAGEMENT AND SUPERVISION

» MacEwan.ca/ManagementSupervision

Managers and supervisors play a pivotal role in organizational growth and success. Discover new and practical strategies you can adopt immediately to effectively supervise and manage others within an evolving workplace.

LEARNING AND CAREER GROWTH

These courses will help you:
• Identify the competencies, skills and attributes needed to be successful as a manager or supervisor
• Create an environment that empowers and inspires employees to succeed
• Apply critical thinking strategies to problem solve, make decisions and manage priorities
• Communicate effectively and manage difficult issues and conflict in the workplace
• Demonstrate new skills and strategies to improve team morale, engagement and performance

These courses will benefit:
• Managers and supervisors
• Business professionals and administrators
• Entrepreneurs
• Team leads
• Aspiring managers and supervisors

CORE COURSES
» Fundamentals of Management and Supervision
» Building an Engaged Workforce
» Managing Priorities and Making Decisions
» Effective Communication Techniques
» Managing Workplace Conflict
» Coaching for Performance
PLUS ONE ELECTIVE FROM:
» Hiring for Success
» Strategies for Managing Projects

Courses $399 | 7 hours
Certificate $2,793 | 7 courses | 49 hours

You may also be interested in Scrum Basics: A Team Approach, Enterprise Risk Management or Change Management Fundamentals. Search these course names on the MacEwan SCE website to learn more.

New! Achieve your professional development goals faster with our new Skills Achievement credential!

For additional Skills Achievement course packages, see page 11 of this guide.

― Colton Pankiw
Managing Priorities and Making Decisions, 2020

“This course was fantastic, and has really changed the way I approach not only my job, but day to day life. I have learned to start really paying attention to how I manage my time and trying to do so in a better, more professional way.”
PROJECT MANAGEMENT

» MacEwan.ca/ProjectManagement

Equip yourself with the knowledge and skills to advance your career in project management with a variety of course options and flexibility to fit your schedule. Acquire new skills to evaluate, direct and monitor the alignment between project deliverables and your organization’s expectations of successful project completion.

LEARNING AND CAREER GROWTH

These courses will help you:

• Improve your ability to plan, implement and manage projects on time and on budget
• Develop in-demand project management skills based on industry best practices
• Acquire tools, techniques and templates to apply to your projects
• Gain foundational knowledge, skills and educational contact hours in preparation for the CAPM® or PMP® certification exams
• Earn PDUs to maintain your certification

These courses will benefit:

• Aspiring project management administrators, coordinators and managers
• Project managers and coordinators wanting to enhance their skills and/or achieve industry certifications
• Business professionals who want a better understanding of the role of project managers
• Business analysts
• Certified professionals who want to enhance their skills or maintain their certifications

Professional Accreditation

MacEwan University is a Project Management Institute (PMI)® Authorized Training Partner. Our courses are aligned with PMI’s A Guide to the Project Management Body of Knowledge (PMBOK® Guide).

COURSES

» The Basics of Project Management
» Project Management and the Organization
» Project Scope and Quality Management
» Project Schedule and Cost Management
» Project Stakeholder, Resources and Communications Management
» Project Risk Management
» Project Procurement Management
» Project Integration Management

Courses $150-$650 | 3.5-21 hours
Skills Achievement $800-$1,950 | 3 courses
Certificate $3,750 | 8 courses | 112 hours

You may also be interested in Agile Project Management, Scrum Basics: A Team Approach or Enterprise Risk Management. Search these course names on the MacEwan SCE website to learn more.

Recommended additional Skills Achievement course packages for PMs:

» Program and Portfolio Management
  (see page 21 of this guide)
» Leadership and Coaching
» Collaborative and Agile Thinking
» Conflict Management

See page 11 of this guide or visit MacEwan.ca/SCE

Achieve your professional development goals faster with our new Skills Achievement credential!

Over 726 jobs were posted for project managers in Alberta over the last 6 months

40.6% of project management-related positions requested some level of project management certification

$85K is the estimated median annual salary earned by project managers in Alberta based on the role and experience level

Looking for something more advanced? Acquire the skills, tools and techniques to simultaneously manage multiple projects and respond to changing requirements using agile project methods and leadership strategies.

» Strategic Project Management - 7 hours
» Managing Multiple Projects - 7 hours
» Agile Project Management - 7 hours
» Project Survival and Recovery - 7 hours

Courses $399 | 7 hours
Skills Achievement $1,197 | 3 courses | 21 hours
Certificate $1,596 | 4 courses | 28 hours

Professional Accreditation
MacEwan University is a Project Management Institute (PMI)® Authorized Training Partner. Our courses are aligned with PMI’s A Guide to the Project Management Body of Knowledge (PMBOK® Guide).

You may also be interested in Scrum Basics: A Team Approach, Enterprise Risk Management or Change Management Fundamentals. Search these course names on the MacEwan SCE website to learn more.

Achieve your professional development goals faster with our new Skills Achievement credential!

For additional Skills Achievement course packages, see page 11 of this guide.
You love what you do, so why not do it for you?

Acquire essential skills so that you can properly build, manage and market your product or services. Whether you are an artist, creative entrepreneur, freelancer, consultant, innovator, independent contractor, retailer or service provider, our professional development courses and workshops are designed to fill the gaps in your knowledge and help give you an edge in a competitive marketplace.

» Micro-enterprises (1-4 employees) make up 54.3% of Canadian businesses

» Small businesses (1-99 employees) account for 98% of all businesses in Alberta

» In January 2021, the number of businesses incorporated in Alberta totaled 3,743, an 18% increase from the same period last year
Almost 40% of small businesses fail within their first five years...

The reality is scary, but it’s never too early or too late to expand your knowledge and skills. Whether your business is in the idea/building phase and you want to ensure you’re starting off on the right foot, or you have entered the growth/maturity phase and are looking for tools to help improve and streamline operations, our professional development courses and workshops can help you gain an edge.

LEARNING AND CAREER GROWTH

These courses will help you:
» Recruit and hire the right staff
» Understand financial statements and budgets
» Build a professional-looking website
» Define and develop your brand
» Implement digital and social media marketing strategies
» Be proficient with contracting and invoicing
» Negotiate and communicate with clients
» Understand taxation requirements
» Manage priorities

WHAT PHASE IS YOUR BUSINESS IN?
The School of Continuing Education is a hub for credible, down-to-earth and practical resources for individuals and organizations doing business today. Participants in our workshops, lectures and courses get hands-on tools and the practical guidance they need to answer their questions. Get started today!

Courses and Workshops $195-$425 | 6-18 hours

Idea/Building Phase
» Starting Your Creative Business (ideal for artists and creative entrepreneurs)
» Mobile Photography
» The Business of Photography
» WordPress for Web Page Publishing
» Adobe InDesign Level I
» Adobe Illustrator Level I
» QuickBooks - Level I

Growth/Maturity/Transition Phase
» Digital Marketing 101
» Website Success: SEO and Analytics
» Hiring for Success
» Taxation Basics
» Understanding Financial Statements and Budgets

“It was my first online course. I had an amazing experience. The instructor was always on time, he was very knowledgeable, friendly and helpful.”

— Carla Torres-Gago
Starting Your Creative Business, 2020
PROFESSIONAL ACCREDITATIONS AND PARTNERSHIPS

Are you working towards obtaining a professional designation and looking for industry-recognized training or courses to meet your association’s continuing education requirements? MacEwan University’s School of Continuing Education has collaborated with a number of professional organizations and associations to provide you with training opportunities that will help you succeed in meeting your personal goals, as well as the needs of your employer and the business community.

- Gain recognized industry training
- Prepare for a professional designation
- Maintain your existing designation with continuing education credits and professional development units

DID YOU KNOW?
Corporate Training for any size group is available for all of our professionally-accredited courses and certificate programs. Visit MacEwan.ca/CorporateTraining

BLUE SEAL PROGRAM
The Alberta Apprenticeship and Industry Training Board has approved a number of MacEwan University School of Continuing Education professional development certificates for credit towards the Achievement in Business Competencies Program, also known as the Blue Seal Program.

For details, visit tradesecrets.alberta.ca/experiencedworkers/business-competencies

INTERNATIONAL ASSOCIATION OF BUSINESS ANALYSIS (IIBA)
MacEwan University’s School of Continuing Education is an Endorsed Education Provider with the International Institute of Business Analysis (IIBA®). The Business Analysis courses qualify for continuing education (CE) credits required for the Certified Business Analysis Professional™ (CBAP®) or the Certification of Competency in Business Analysis™ (CCBA®). Courses may also be used to satisfy recertification requirements.

For more information regarding IIBA certification requirements, visit IIBA.org

PROJECT MANAGEMENT INSTITUTE (PMI)
MacEwan University, an Authorized Training Partner with the Project Management Institute (PMI)®, offers courses that meet the educational requirements for attaining PMI credentials.

For more information, visit PMI.org

CANADIAN NURSING ASSOCIATION (CNA)
MacEwan University is a dedicated educational provider for the credentialing and certification requirements needed by the Canadian Nursing Association.

For more information, visit CNA-aic.ca
CONTINUE YOUR LEARNING JOURNEY!

When you’re ready to take the next step - we’re here for you. Whether you’re looking to brush up on your professional skills or explore personal interest courses – look no further than your alma mater.

MacEwan University alumni qualify for an automatic 10% off all MacEwan-owned non-credit courses through the School of Continuing Education.

Take advantage of this new introductory discount available exclusively to MacEwan alumni!
Art, Design and Digital Media

PROFESSIONAL DEVELOPMENT CERTIFICATES AND COURSES

Explore your creative potential and learn to visualize in new ways to inspire your innovative mind. Develop new skills or upgrade your portfolio with learning opportunities in photography, visual art, digital media and graphics and web design. Instructors are industry professionals who hold relevant credentials and have experience in their fields of visual expression and communication. Courses may involve live models, life-size skeletons, still life objects and the world around you to draw, paint and photograph.

- Courses may be taken individually or as part of a professional development certificate
- There is no application process or admission requirements (exception: Digital Experience Design Foundation professional development certificate)
- Digital media and web design courses feature small class sizes and are taught in fully-equipped Mac labs with online delivery options available
- Basic computer and keyboarding skills are required in order to benefit from computer-based courses

MacEwan.ca/SCE
sce@macewan.ca

DIGITAL MEDIA AND GRAPHICS FOUNDATION CERTIFICATE

» MacEwan.ca/DigitalMedia

Learn how to create and manipulate stunning digital images, logos and graphics using industry-standard software to build your personal and professional toolkit.

LEARNING AND CAREER GROWTH

These courses will help you:
- Become familiar with Adobe Creative Cloud software
- Develop strategies for visualizing, planning, designing, evaluating and composing imagery
- Create print and web-ready files and projects that you can use for a professional or personal portfolio
- Confidently use Adobe Creative Cloud software to create, manipulate, resolve and place imagery and text-based content within composites, illustration and design layout documents

These courses will benefit:
- Graphic designers
- Marketing professionals
- Small business owners
- Web developers
- Artists and animators
- Photographers

COURSES

» Adobe Photoshop
» Adobe Illustrator Level I
» Adobe InDesign Level I
» Adobe Illustrator Level II
» Adobe InDesign Level II

Courses $425-$449 | 18 hours
Certificate $2,173 | 5 courses | 90 hours

You may also be interested in Starting Your Creative Business, Photography or Digital Experience Design Foundation. Search these course and certificate names on the MacEwan SCE website to learn more.
DIGITAL EXPERIENCE DESIGN FOUNDATION CERTIFICATE

» MacEwan.ca/DXDesign

With the growing digitization of our everyday life, user experience designers are increasingly in high demand in today’s market. Get introduced to the field of user experience design with a focus on the design of digital products such as websites and apps. Learn to understand and identify client problems, recognize user needs and translate these into wireframes, prototypes and visual interfaces. Apply design processes and techniques to create digital products using the latest industry tools and practices that meet the emerging needs of a rapidly-changing technological environment.

LEARNING AND CAREER GROWTH

This certificate will help you:
• Understand and identify client problems, recognize user needs and translate these into wireframes, prototypes and visual interfaces
• Recognize user behaviours and motivations, translate them into user goals and tasks and apply them to the layout of a visual interface design
• Apply user experience and interaction design principles to the creation of wireframes, prototypes and/or mockups
• Design visual interfaces for websites and/or software applications
• Select and utilize software tools best suited to the circumstances
• Communicate ideas, information and digital experience design principles in spoken (presentation to a client) and written forms (concept, proposal)

This certificate will benefit:
• Graphic designers
• Web developers and designers
• Marketing and communication professionals
• Small business owners
• Entrepreneurs
• Content creators

COURSES

» Digital Experience Design Basics I
» Digital Experience Design Basics II
» User Interface Design I
» User Interface Design II

Application Fee $110
Courses $650 | 24 hours
Certificate $2,600 | 4 courses | 96 hours

ADMISSION REQUIREMENTS

Applicants must:
• Submit a post-secondary diploma
• Submit a letter of intent

Over 1,500

job postings in Alberta over the last 6 months requested skills in graphic and visual design software

Source: Burning Glass Technologies: Labor Insight™. 2021
PHOTOGRAPHY CERTIFICATE

» MacEwan.ca/Photography

Develop key skills, stay current and renew your portfolio. The Photography professional development certificate will help you learn the photography essentials of shooting, editing and processing. In this program, you will learn how to see with a photographer’s eye and capture the world around you, improve your personal style and photographic compositions through an awareness of the history of photography and gain an understanding of current day advances to the medium.

LEARNING AND CAREER GROWTH

These courses will help you:
• Use the manual settings of your digital SLR camera to control light and develop your own style
• Edit and process photographs effectively with a workflow process to save, edit and output digital files for web and print
• Define a photography project with aesthetic and conceptual approaches while making technical and thoughtful choices to ensure your project’s success
• Discover the difference between an amateur photo and a professional, creative one by engaging in critical evaluation of projects to improve decision-making and visual storytelling

These courses will benefit:
• Photography enthusiasts and aspiring photographers
• Marketing and communications professionals
• Art directors
• Graphic designers
• Journalists
• Web designers
• Entrepreneurs
• Small business owners

COURSES

» Digital Photography Level I: Modes, Exposure and Creative Foundations
» Digital Photography Level II: Technical Skills and Creative Vision
» Adobe Lightroom: Enhancing Images
» Speedlighting
» Photography Independent Projects

Optional Courses

» Digital Photography Basics
» Photoshop for Photographers
» Mobile Photography
» The Business of Photography

Courses $345-$395 | 18-24 hours
Certificate $1,905 | 5 courses | 90 hours

Note: All courses in this program require a digital SLR (Single Lens Reflex) camera with manual capabilities.

What our students are saying

“I could not have been happier. I advanced so much. My passion for photography grew right alongside my skill base. It was so fun!”

— Katherine MacDonald
Digital Photography Level II, 2020
How has the professional photography industry adapted to the transition to remote work?
The new paradigm of remote work for photographers has changed my photographic practice considerably. For me, my studio practice was based on the connection with my subjects. My focus was on Hair and Beauty, working with hair and makeup stylists and models. I have some colleagues that have created separated areas in their studios so no contact can be made. I think that is a great idea, but not for me. So, the big change was in the genre of work I am creating. I feel that education is essential to keeping ourselves happy in times of uncertainty, by learning something new and teaching others. One amazing thing that I have seen is how this time has allowed some of my students to make the jump into starting their photography business. They are in a great position to be leaders in their market as they are not trying to “Make it normal.” It will be normal for them and how they connect with their subjects. I believe it was Simon Sinek, author, who made the comment that what we are going through is not the end, but an opportunity for those who are able to adapt to where the world is going and not hold onto the past and I am grateful to witness some of these new leaders take on the challenge.

How have you adapted your courses to keep them engaging for online delivery?
Learning to teach online has been a challenge from being in classrooms for the past two decades and being able to feel the energy in the room and adapt as needed to keep the classes engaged. I have been fortunate to have the technical skills to be able to make my classes more interactive and by asking for feedback continually from my students on how the classes can be made better. I plan my classes out so I am using different teaching methods combined with exercises and breaks to focus on the learning outcome of the lesson. There are great resources in the teaching community and the support from MacEwan staff has been instrumental. Having taught in every major and vocational school in Edmonton I am amazed at the different levels of instructor support and how MacEwan staff really give extra to help us out. Online delivery has allowed schools to access instructors from anywhere in the world allowing instructors to continue their work from where they live.

What was your experience with taking photography courses online?
The classes were very interactive and the open discussion boards were a great place to see fellow students work. It was also very convenient to take this from home in the evenings as a mother of two young children.

What is something you would want to share with potential students interested in taking photography classes through MacEwan's School of Continuing Education?
If you’re considering taking up photography whether it be as a hobby, or to turn into a career, this course is the way to go. If you’re looking for technical knowledge to help problem solve, along with the freedom to explore your own artistic view, this is the perfect program.

Can you tell us a bit about your photography experience prior to your classes, and how the classes have affected your practice going forward?
I had little to no experience when I started taking my photography classes at MacEwan. I did not understand the functions and modes of my camera, I did not understand what makes a good photo, why I liked, or disliked photos I would look at. I now have the confidence to take photos, edit them and release them to clients that I have now been booking for the past few months. I have a process and a vision of where I want to take my career.

—Amanda Rae Jacobs
Student, Photography Certificate, 2020
VISUAL ART FOUNDATION CERTIFICATE
» MacEwan.ca/ArtFoundation

Develop key artistic skills and creative problem-solving abilities to create a personal or professional portfolio.

LEARNING AND CAREER GROWTH

These courses will help you:
• Create a portfolio of visual art and design works that represents your skills and creative abilities
• Explore and apply principles of design, rules of composition, visual concepts, colour theory and strategies to define creative projects
• Construct compositions with resourceful manipulation of colour and texture
• Engage in technical and aesthetic critical evaluation of artwork to improve problem solving and creative visualization
• Demonstrate a new-found artistic flexibility and adaptability in creating innovative and contrasting visual formats and styles

These courses will benefit:
• Emerging artists and art enthusiasts
• Illustrators, animators and cartoonists
• Art therapists
• Graphic designers and graphic artists
• Interior designers
• Fashion designers
• Those looking to develop a portfolio for application to fine art, animation, illustration, fashion and design diploma and degree programs

COURSES
» Drawing Fundamentals and Portfolio Preparation
» Perspective Drawing
» Lifedrawing
» Mixed Media and Painting Techniques
» Approaches to Drawing

Courses $199-$395 | 12-30 hours
Certificate $1,417 | 5 courses | 96 hours

Cost of course supplies ranges from $80-$150 per course. A list of art supplies for students to purchase will be sent via email prior to the first class.

You may also be interested in Digital Media and Graphics Foundation or Photography. Search these certificate names on the MacEwan SCE website to learn more.

WEB DESIGN AND DEVELOPMENT CERTIFICATE
» MacEwan.ca/WebDesign

Learn to design and create your own websites. Expand your understanding of the user experience and stay up-to-date on industry best practices.

LEARNING AND CAREER GROWTH

These courses will help you:
• Develop skills in the creation of web page layout and site planning for optimal site structure, resolution of navigation, interactivity and usability
• Create strategies for customizing a client-based website and managing web content and design
• Understand the value of Search Engine Optimization (SEO) and use web analytics to extract business intelligence and web metrics

These courses will benefit:
• Web designers
• Entrepreneurs
• Small business owners
• Marketing and communications professionals
• Graphic designers
• Writers
• Photographers
• Information technologists

COURSES
» Web Design and Development Level I
» Web Design and Development Level II
» Web Design and Development Level III
» Adobe Photoshop
» Website Success: SEO and Analytics

Courses $195-$495 | 4-24 hours
Certificate $2,035 | 5 courses | 88 hours

You may also be interested in Digital Marketing 101, Digital Media and Graphics Foundation or WordPress for Web Page Publishing. Search these courses and certificate names on the MacEwan SCE website to learn more.
These courses will help you develop skills in:

- Design theory and principles
- Adobe software
- Video editing
- Editorial design
- Typeset
- History and projections of graphic design

**COURSES**

**DIGITAL MEDIA DESIGN**

- Basic Design Principles
- Introduction to Adobe Photoshop
- Intermediate Adobe Photoshop
- Introduction to Adobe InDesign
- Editorial Design Studio
- Introduction to Video Editing
- Colour Theory for Digital Design
- Inclusive Design for Digital Media
- Product Design Studio

**GRAPHIC DESIGN**

- Introduction to Adobe Illustrator
- Intermediate Adobe Illustrator
- The Art of Type
- Type and Image Studio
- Package Design Studio
- Graphic Design: Past, Present, and Future
What are the greatest challenges to building inclusion and diversity in the workplace?
The biggest challenge in building a diverse workplace is the lack of compassion and empathy in acknowledging that racism and discrimination are lived realities of Indigenous and racialized colleagues and creating safe spaces to talk about it and mitigate its pain.

What are some ways people can build awareness in their own community and workplace?
Acknowledge our own biases and assumptions and be open and prepared to challenge them. Acknowledge that diversity of perspectives lead to better decisions that help build more inclusive and welcoming places.
What are the greatest challenges to building inclusion and diversity in the workplace?
In my experience, I have observed that regardless of sector, challenges to equity, diversity, and inclusion (EDI) can be broken down to four key themes:

1. **People** – “Are we allowed to talk about this?”
   While people are mostly well intentioned, there is often hesitation or resistance to aspects of equity work. People are unfamiliar (and uncomfortable) with the what and the how of EDI work, and this can cause them to hesitate or be uncomfortable with action that is needed to impact change.

2. **Policy** – “We don’t have a policy on this.” Even with good intention, if there is no strong policy or procedure that helps guide the EDI work, it can come across as insincere or a “check list”. True commitment to EDI work requires your policies and processes to guide, direct and protect your employees and service users.

3. **Process** – “Our current process doesn’t allow us to do this.” How many times have you heard this? It takes boldness and it takes leadership, but processes can be changed.

4. **Profit** – “We don’t have the money for this.” EDI work is work, and it needs sustained resources and funding to make an impact. Most organizations have a high commitment to an equitable and inclusive environment, but are they willing to put in the resources?

What are some ways people can build awareness in their own community and workplace?
The same challenges can also be your same pathway to success. Empower your people to know that equity and inclusion is important to you and your organization. Provide opportunities for your team to learn and explore the topic in meaningful ways. Embed inclusion into your culture by way of your policies, processes, and the financial resources needed to make a lasting impact. Many studies show that a diverse and inclusive environment has a strong ROI on a company’s overall success. Finally, don’t make perfect your outcome – it’s all about progress.

“The course and classes were very interactive and in a non-judgmental space where every student’s opinion, story was valued and respected through active listening there was a lot of learning, unlearning and building empathy that came with it.”

— Chris Adebayo
Compassionate, Collaborative & Inclusive Leadership: Anti-Racism Capacity-Building, 2020
GARDENING WORKSHOPS

Join MacEwan’s botany expert, Dr. Tan Bao, to learn more about the science behind gardening. Whether you’re an expert gardener, or prefer the low maintenance of a succulent, these workshops will help you understand the best conditions for your plants to thrive. Workshop topics will vary depending on the season. Topics include:

• Natural pest control
• Container gardening
• Garden preparation and seeding
• Propagating houseplants
• Attracting bees and butterflies

MERCK-FROSST SPEAKER SERIES

MacEwan SCE is proud to host a number of free talks from experts in various fields. This year’s theme is Staying Engaged. Topics may include:

• Understanding and Navigating the Modern City
• The Value of your Vote: Edmonton Mayoral Elections
• Inclusion, Diversity, Equity and Accessibility
• Multilateral Organizations

Follow us @macewansce on Facebook or LinkedIn to learn more about upcoming courses and FREE educational webinars.
PROFESSIONAL HEALTH EDUCATION

We also offer courses for professionals working in medical administration and the healthcare industry. Our distance and online self-study courses for LPNs, Paramedics, RNs, RPNs and other regulated healthcare providers give you the opportunity to stay up-to-date on current technology, practice and theory as you renew or advance your clinical practice knowledge in a way that works with your schedule. We also offer face-to-face courses for some programs, allowing healthcare providers to get hands-on experience as they refresh and develop key skills.

MEDICAL OFFICE CHAPERONE
It is an asset in the health profession to have staff trained to be medical office chaperones. Chaperones are instrumental in supporting the emotional comfort and reassurance of their patients, as well as providing assistance for the examining physician. MacEwan University, in association with The College of Physicians & Surgeons of Alberta, is pleased to offer the Medical Office Chaperone course for staff working in physician offices. In this interactive course you will learn from video dramatizations, handouts, open dialogue and hands-on activities to gain the knowledge and tools that you can apply immediately to your work environment.

This course is for medical office assistants, LPNs, RNs and PCAs. It is designed to help you understand your role and responsibilities as a chaperone, learn about what constitutes a proper and improper intimate examination, understand the rights of the patient, provide chaperone support and assistance to the patients and physicians, and correctly document procedures and processes observed.

UROGYNECOLOGICAL WELLNESS PRACTITIONER
Health care practitioners can gain foundational knowledge, skills and competencies to provide specialized and focused care to patients and clients with pelvic floor disorders.

Explore our online certificate program and courses at MacEwan.ca/Urogyn

GERONTOLOGY POST-DIPLOMA CERTIFICATE
Older patients often require complex and specialized care. Nurses who specialize in gerontology are prepared for leadership roles in continuing care, acute care, community nursing, home care, health promotion and primary care. They work with dedication to bring compassion and comfort to end-of-life populations. This program consists of 18-credits (7 courses) that are offered on-site at MacEwan.

Learn more about this program at MacEwan.ca/Gerontology

MEDICAL BILLING
Learn the basics of medical billing in Alberta. Students will start by learning about the Schedule of Medical Benefits, fee codes and modifiers, the electronic records software, Healthquest, and more. This course is designed to help health care professionals become efficient and confident in their billing.

HOSPICE PALLIATIVE CARE POST-DIPLOMA CERTIFICATE
The Hospice Palliative Care program is perfect for healthcare professionals with a passion for caring for and enhancing the life of people living with acute or chronic life-threatening illnesses. Registered nurses specializing in palliative care address the physical, psychosocial and spiritual concerns of these individuals and those close to them, focusing on life, end-of-life and bereavement processes.

Learn more about this 18-credit in-person program at MacEwan.ca/Hospice

CRITICAL CARE AND EMERGENCY NURSING
Build on your experience as an RN, RPN, LPN and specialize your knowledge and skills in the vital areas of critical care and emergency nursing to enhance your practice and expand your options.

Explore our online certificate program and courses at MacEwan.ca/CriticalCare

Explore our online certificate program and courses at MacEwan.ca/Urogyn
Certificate of Achievement

Enhance your undergraduate degree by completing a Certificate of Achievement.

SUSTAINABILITY STUDIES
» MacEwan.ca/SustainabilityCertificate
Accessible to both current MacEwan students and new students, this certificate allows you to gain a solid understanding of sustainability and apply it to an area of your interest. Sustainability is more important than ever and applies to multiple disciplines, from business to education. Complete two core courses plus two electives from the approved list to earn your certificate.

The Sustainability Certificate of Achievement will help you:
• Engage in sustainable thinking, issues and ideas that are increasingly becoming the norm
• Consider complex social, environmental and cultural challenges when approaching problems and solutions
• Balance and build onto your education and experience
• Differentiate yourself in the market

COURSES
» SUST 201: Intro to Sustainability Studies
» SUST 301: Sustainability Challenges
» Choose 2 electives in other areas such as communications, humanities, social work, business and others. For the full list of courses, please visit our website.

Fees
The cost of completing all 12 credits in the certificate range from $1,752-$2,352. A $50 application fee applies.

Dr. Tai Munro
Director of Educational Development
and instructor for Sustainability Studies

Why should business and industry be more interested in sustainability?
As we all look forward to recovering from the impacts of the current pandemic, many are turning their practices and policies towards major questions of our time. How can we come back better, stronger, and more resilient? How can we challenge the inequities in our systems? How can we be successful in the present without harming the planet or future generations? Sustainability is about more than just not harming the environment. Sustainability is about finding the balance between cultural vitality, social equity, economic integrity, and environmental responsibility so that we may all contribute to our own well-being as well as that of our communities, our organizations and businesses, and our planet.

Businesses and industry are coming under more pressure to balance social equity, cultural vitality, economic integrity, and environmental responsibility. They are being asked to prioritize the well-being of our people, communities, and planet, while also thriving themselves. Sustainability uses systems thinking, which is an approach to examining how many different elements interact with each other, to create a more complete perspective on complex challenges and issues. This perspective can then be leveraged to achieve the future that we want rather than focusing on what we don’t want. Developing the skills and knowledge in sustainability can support you in leading the way into the future.
BEHAVIOURAL INTERVENTIONS

Are you interested in a career that supports working with individuals with developmental disabilities like autism spectrum disorder? Applied behaviour analysis (ABA) principles and procedures are applicable across a wide range of human services, especially in the assistance and treatment of individuals with autism spectrum disorder and other developmental disabilities.

These courses will benefit:
- Students in Bachelor of Arts, Education, Psychology, Social Work or Nursing programs
- Early childhood educators
- Behavioural intervention therapists
- Social workers
- Teachers
- Educational assistants
- Therapy aides/assistants
- Community aides
- Early education workers
- Adult day-program staff
- Group home staff
- Consultants

LEARNING AND CAREER GROWTH

These courses will help you:
- Acquire academic training and skills in applied behaviour analysis (ABA)
- Become equipped to implement behavioural support plans developed by a qualified applied behaviour analysis practitioner
- Gain the skills to work one-to-one with individuals who have developmental disabilities
- Explore basic strategies and tactics of behaviour self-management, as well as the application of self-management procedures to specific areas of concern
- Complete courses that will assist you in meeting the requirements to become a Board Certified Assistant Behavior Analyst (BCaBA®)

Professional Accreditation
This program will help students meet the course requirements to become a Board Certified Assistant Behavior Analyst (BCaBA®), as specified by the Behavior Analyst Certification Board (BACB®). Information about the BCaBA® and the additional requirements for it (practical experience component and final examination) can be found on the BACB® website.
ENGLISH AS AN ADDITIONAL LANGUAGE

It takes a lot of courage and optimism to live in a new country. We understand that in Alberta, one in five of us was born outside of Canada. At MacEwan, we want to help you make the most of living here, and we are committed to helping you improve your English language skills. Having a better command of the English language will make it easier for you to find work, study, meet new friends and interact with people in your community.

MacEwan.ca/EAL
eal@macewan.ca
780-497-4000
ACADEMIC STUDIES FOR POST-SECONDARY ADMISSION

Credit Courses
» Language upgrading for students looking to pursue Canadian post-secondary education
» Courses are offered during the day
» Funding may be available through Alberta Learner Income Supports

Explore intermediate to advanced courses in:
» Reading and writing
» Listening and speaking
» Focus areas like vocabulary, grammar and academic research writing

For more information and to view a full list of courses, visit MacEwan.ca/EAL.

Open to domestic and international students.

“Learning a new language is not an easy road, but not impossible to walk either. Lots of patience, discipline and support are required throughout the process, but specially at the beginning. Fortunately, I found lots of support with the MacEwan University ESL program...Many thanks to MacEwan and all the wonderful people I found throughout my journey, teachers, support workers, front desk, career advisors, etc. I can see a brighter future in Canada thanks to all the sacrifices I have made and the support I have received from MacEwan University.”

— Maria Rojas Carraquel
UNIVERSITY PREPARATION

MacEwan’s University Preparation courses are open to domestic and international students.

The University Preparation program offers a full range of core high school equivalency courses, which are prerequisites for application to university or college programs, skills training programs, apprenticeship training programs and technical institutes.

COURSES

» Biology 20
» Biology 30
» Chemistry 20
» Chemistry 30
» Computers Level I
» Computers Level II
» English 20-1
» English 20-2
» English 30-1
» English 30-2
» Mathematics 10 Preparation
» Mathematics 10 Common
» Mathematics 20-1
» Mathematics 20-2
» Mathematics 30-1
» Mathematics 30-2
» Mathematics 31
» Physics 20
» Physics 30
» Science 10
» Science 30
» Social 20-1
» Social 30-1

Courses are offered with quality instruction in an exciting university environment.

You will receive a personalized assessment of your current academic standing, a customized education plan and individualized attention to help you succeed.

MacEwan.ca/Preparation
preparation@macewan.ca
780-497-4029
FOUNDATION PROGRAM

pimâcihisowin

pimâcihisowin, which means “to create a life of independence” in Cree, is designed to address the gap between your high school credential and the requirements you need to be admitted into a post-secondary diploma or degree program.

Geared primarily towards Indigenous students, pimâcihisowin helps you achieve your post-secondary goals through:

• cultural support
• one-on-one mentorship
• Indigenous teachings
• access to university-level courses and University Preparation

MacEwan.ca/pimacihisowin

ALBERTA FOUNDATION PROGRAM New!

Students who are interested in a combination of English language preparation, academic upgrading and undergraduate courses for post-secondary admission may want to consider one of the Foundation programs. These programs are uniquely designed to help support students who are new to the post-secondary environment and will benefit from the progressive pathway to their goal program. It also includes the Foundation 101 course.

The Foundation 101 course helps students develop the critical skills needed to be successful in a post-secondary environment such as strategies for studying, organization, technology and how to manage student expectations.

The Alberta Foundation program is for domestic students and has funding available.

MacEwan.ca/AlbertaFoundation

ENGLISH FOR PROFESSIONAL ADVANCEMENT

Improving your English language skills helps not only in your professional life, but also on a daily basis. It connects you with the world around you. Choose from our list of non-credit courses to continue your English language learning one course at a time based on your goals.

• Clear Speaking
• Writing Skills
• Grammar Principles
• IELTS exam preparation

Visit our website for more details
MacEwan.ca/ProfessionalEnglish
**EXECUTIVE PROFESSIONAL DEVELOPMENT CERTIFICATE PROGRAMS**

The School of Continuing Education understands that education and learning know no boundaries. We are dedicated to growing the careers of international graduates and are pleased to offer professional development programs that combine professional and intercultural communication training for international learners, helping them develop the skills and knowledge they need to move forward in their careers.

**WE OFFER FULL-TIME, 12-MONTH PROGRAMS WITH SEPTEMBER AND JANUARY INTAKES IN THE FOLLOWING PROGRAMS:**

**Executive Professional Development Programs**
- Project Management and Professional Communication
- Business Analysis and Professional Communication
- Global Logistics Management and Professional Communication
- Digital Experience Design and Professional Communication
- Full-Stack Web Development and Professional Communication

**Professional Communication courses can include:**
- Writing Skills: Business Writing I and II, Effective Business Writing, Business Research
- Oral Communication: Fundamentals of Public Speaking and Advanced Business Presentations

**Students will also learn the basics of technology to succeed in the Canadian workplace.**
- Technology literacy: MS Visio, MS Office, Google Suite, and MS Project

[MacEwan.ca/SCEInternational](http://MacEwan.ca/SCEInternational)

*sceinternational@macewan.ca*
WE ALSO PROVIDE CUSTOMIZED TRAINING FOR GROUPS IN CANADA, INTERNATIONALLY AND ONLINE

We understand that international businesses and organizations must invest in continuing education to stay competitive, effective and successful in a global market.

We offer online or in-person customized and cost-effective international training in areas such as:
- Teacher training
- Project management
- Business analysis
- Global logistics management (supply chain management)
- Professional communications and interpersonal skills
- Leadership and management
- Technology and computers
- Web design and digital experience design
- English language and cultural tours (high school/university/adult)

“[A] one year experience could not be summarized in a few words; I could write an essay about it, and it would still be insufficient. To all my fellow newcomers, I heartily congratulate and wish [you] the very best for [your] future endeavors. All in all, MacEwan won’t disappoint you. I am grateful to be taught by the best.”

— Rajdeep Singh Dhaliwal
Global Logistics Management, 2019

200+
Professional development students annually

220
Educational tours annually

Educational tours each year with students from around the world

FOUNDATION PROGRAM
International

The Foundation Program International (FPI) is designed to provide international students with opportunities to achieve academic admission requirements for entry to a post-secondary diploma or degree program.

Students will be provided with:
- A custom educational plan developed to meet your post-secondary educational goals
- One-on-one mentorship
- Access to university-level courses, English as an Additional Language and University Preparation

MacEwan.ca/Foundation
foundation@macewan.ca
Conservatory of Music

Music Education Since 1903

Further your musical aspirations! The Conservatory of Music has been enriching music education in the Edmonton community since 1903. Whether you’re looking for a self-paced approach to learning, or you’re preparing for performance opportunities or examinations, our exceptional teacher-performers can help guide you to the next stage of your musical journey. Classes are offered online or in-person at Alberta College Campus, located in downtown Edmonton. For more details, please call, email or visit our website.

780-633-3725
conservatory@macewan.ca
MacEwan.ca/Conservatory
Facebook/MacEwanConservatory
“The Conservatory of Music is a great place to learn and grow as a person. There are a variety of instruments that you can study and on any given day you can hear a choir or an ensemble. I highly recommend taking in a concert or trying to learn an instrument here, it is never too late. This place and the musicians that teach here have helped improve my life and my family life. It is pure magic.”

— Valya
Conservatory of Music student
HOW TO

Register

ONLINE
MacEwan.ca/Explore. Simply add any course to your cart, check out and pay through our online system.

BY PHONE
780-497-4400
Toll-free 1-855-797-4400
8:30 a.m. – 4:00 p.m., Monday to Friday

IN PERSON
Student Support Centre
11110 - 104 Avenue, Room 11-512
Edmonton, AB T5K 1M9

MacEwan University’s Continuing Education Guide is published for information for the general public. Every effort is made to ensure accuracy at the time of printing. MacEwan University reserves the right to make necessary changes in matters discussed herein, including procedures, policies, calendar, curriculum, content, or emphasis and costs. When enrolling, please confirm course dates, times, location and fees with our information and registration assistants.

CREDENTIAL DEFINITIONS

Certificate of Attendance (Institutionally Approved Document)
A Certificate of Attendance may be issued to those individuals who have satisfactorily met the attendance expectations of a prescribed non-credit learning activity that has no formalized evaluation component.

Professional Development Certificate (Institutionally Approved Document)
A Professional Development Certificate may be issued to those individuals who have satisfactorily met expectations of a prescribed series of learning activities.

Skills Achievement (Institutionally Approved Document)
Skills Achievement documentation may be issued to those individuals who have satisfactorily met expectations of a prescribed series of learning activities. Courses may or may not have applicable GST based on whether the course falls within a Professional Development Certificate program.

Certificate of Achievement (Institutionally Approved Credential)
A Certificate of Achievement may be issued to those individuals who have satisfactorily met expectations of a prescribed credit learning activity of fewer than 30 credits for which there is a formal evaluation component.

All courses listed within a Certificate of Achievement are exempt from GST under the Excise Tax Act regarding educational services as these programs are reviewed and approved by a University council.

Please note: There are courses that are NOT GST exempt listed as additional options for students on the Professional Development Certificate program pages; however, those are intended to enhance the student e-commerce experience. The reason we do not want to include a sentence regarding GST exemption on every web page is to maintain the credibility and value of our other courses that are offered as stand alone or do not ladder into a certificate, as we feel this could negatively impact our marketing efforts.

English Language Proficiency
Prospective students must meet MacEwan University’s English language requirements before applying to a program, starting a certificate or enrolling in courses.

Corporate/Employee Sponsorship
If a company is assuming the costs of an employee’s registration, complete student information is still required (last name, first name, birth date, contact information, etc.). When registering, please provide these details, along with the sponsor’s name, phone number and payment information on company letterhead. If the student is unable to attend, the refund/withdrawal policies below apply - another staff member may not attend on his or her behalf without being registered.

Note: Employers may qualify to receive a 66% reimbursement of employee training costs through the Canada-Alberta Job Grant. For details, see AlbertaCanada.com/jobgrant

Fees
Other fees may be assessed for additional materials received in class or licence agreements with external organizations. Tuition fees for non-credit courses and additional fees may be subject to GST. All course and program fees are subject to change without notice.

Course Cancellations
MacEwan University reserves the right to restrict enrolment or to cancel any class for which there is insufficient enrolment. If the course you have enrolled in is cancelled, we will make every effort to contact you prior to the start date. Fees for cancelled classes will be refunded or applied to another course.

Refund Policy
Please see MacEwan.ca/SCE for information on refund policies for credit and non-credit courses.

Income Tax Receipts (T2202)
Students in continuing education courses leading to a credential may be eligible to claim tuition and education tax credits. T2202 tax receipts will be made available to students online via MyPortal.MacEwan.ca in February. Tax receipts will not be mailed and will only be accessible via the web.