Invest in yourself, put yourself first.

SCHOOL of CONTINUING EDUCATION
2019/20 COURSE GUIDE

YOU ARE MEANT for Greatness

YOU, 2.0

WHAT'S NEW? TRENDING? NEXT?

CREATE & SHARE

FORGE AHEAD

Grant MacEwan University
P.O. Box 1786
Edmonton, Alberta
Canada T6J 2P2

MacEwan.ca/SCE
We acknowledge that the land on which we gather in Treaty Six Territory is the traditional gathering place for many Indigenous peoples. 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.
Edward Deming was a famous quality management guru who strived for continuous improvement of organizations. He highlighted that quality is everyone’s responsibility. This is particularly true today when customers continually demand “better,” “faster” and “cost effective” products and services.

What’s New in Corporate Training

Stay ahead of customers’ demands with our Organizational Quality Management (OQM) program. Quality Management can give both you and your organization the training and sustainability framework needed for:

- Improved quality outcomes for all stakeholders
- Faster and more appropriate quality responsiveness
- Avoidance of quality issues by making quality part of the job outputs
- Demonstrating that the existing quality management methodologies will be owned by everyone in the organization, both now and in the future
- Creating a quality culture that is inspired to reach for quality improvement outcomes that consistently deliver “better,” “faster,” “cost effective” customer value

OQM courses include:
- Introduction to Sustainable Quality Management
- Framework for Sustainable Quality Management
- Models for Continuous Improvement and Goal Attainment
- Process Mapping for Lean Quality Management

Courses can be customized with your organizational strategic goals and competencies integrated into the sessions.

“For the development of the (organizational quality management) course, (facilitator) Ron Markowski obviously listened to our objectives and requests, as the course completely met our requirements. Ron’s relaxed but professional manner of teaching was repeatedly identified by participants.”

Stuart MacLean, Associate Vice-president, Facilities at MacEwan University

Stay competitive and achieve organizational success with well-trained staff. Our team of professional development experts, industry partners, subject matter experts and course facilitators can recommend and deliver training solutions to meet your needs. Whether it’s training in business and management, digital media, technology and computers, or communication for the workplace, we want to be your partner in learning.

Our most in-demand courses and certificates for corporate training are:
- Business Analysis
- Project Management
- Leadership
- Management and Supervision
- Lobby Government Effectively
- Effective Business Writing

TO GET STARTED, CONTACT US AT 780-497-5207
CORPORATETRAINING@MACEWAN.CA
MACEWAN.CA/CORPORATETRAINING
Why is it advantageous to be a continuing education student in today’s job market?

Advances in technology along with ongoing requirements to adapt to new market conditions have led to increased competition and change. Individuals who can adapt to these new workplace conditions are more likely to succeed in a constantly evolving marketplace. Reskilling or upskilling through continuing education courses is one way to gain new competencies and stay ahead of the curve. According to RBC’s report on the coming skills revolution, “Humans Wanted: How Canadian youth can thrive in the age of disruption,” the top three findings from a Canada-wide research project on the future of work are: 1) At least 75 per cent of Canadian jobs will require a significant change to the skills needed to do them because of technological disruption, 2) There will be increasing demand for foundational skills such as critical thinking, coordination, social perceptiveness, active listening, and complex problem solving, and 3) Despite projected heavy job displacement in many sectors and occupations, the Canadian economy is expected to add 2.4 million jobs over the next four years, all of which will require this new mix of skills. Early adopters of new technology and ideas will increasingly become an asset to employers through gaining and maintaining mastery and competence.

What can you tell us about the expanding portfolio of the School of Continuing Education (SCE)?

At the School of Continuing Education, we are having lots of conversations with employers, educators and students about the kinds of courses that will lead to personal and professional success. While many of these courses are related to technology, such as coding skills and machine learning, “soft” or foundational skills remain very important to the success of business and industry. Effective communication, dealing with difficult people, managing change and understanding health and safety requirements are critical to the workplace in terms of morale as well as ensuring efficiency and effectiveness. At the SCE, we try to stay ahead of the curve and are exploring new series and “micro-learning” courses that will provide the essential skills learners need in a quick, accessible and affordable format. Predictive analysis and data analytics are some of the tools we use to anticipate demand for courses.

Where do you find inspiration? How do you stay current and creative?

I find my inspiration comes from talking with others and by being open to new ideas and approaches. I read a lot – blogs, news, fiction and non-fiction. There is a lot of information available, one of the challenges for me is to get better at curating information and determining what will be a fit with the mission and mandate of our school. I am fortunate to be working in an environment that encourages the development of new ideas and approaches and supports the school as an innovation sandbox.

You were just re-appointed to a second term as dean of the School of Continuing Education. What would you like to accomplish in your next term as dean?

We have just initiated a three-year action plan that focuses on supporting personal and professional success. We aim to increase our engagement with employers and other stakeholders, get better at analyzing trends that will help us develop new programs to support employment, and continue to provide quality services and coursework to our learners from Alberta and beyond. Plans are in progress to move the school to MacEwan’s main campus. This will provide us with more opportunities to collaborate with other faculties in developing innovative learning experiences, perhaps in areas that we have not yet imagined. It is an exciting time for the school and I am looking forward to my next term.

A message from the dean

Dr. Heather McRae

“Early adopters of new technology and ideas will increasingly become an asset to employers.”
MacEwan University's School of Continuing Education (SCE) offers lifelong learning opportunities to enhance your career and life.

We’re a proud part of Edmonton's vibrant downtown community. We’re within walking distance to the Funicular, the River Valley, Jasper Avenue and ICE District.

Why pursue continuing education at MacEwan?

- Courses and workshops are designed with work-life balance in mind (weekdays, evening & weekend, online, blended, in-class)
- Small and interactive classes with breakout-style activities, access to art and music studios, fully equipped Mac and PC labs
- Instructors are industry professionals, consultants, business owners and experienced adult educators
- 33% of students surveyed take professional development courses for career advancement
- 28% of students surveyed take professional development for new job opportunities
- 28% of students surveyed take professional development for personal interest
- Most certificates do not require an application – you can enrol in a course at any time to get started
- Certificates and courses are recognized by industry and professional associations including PMI, IIBA, SCMA and Blue Seal
Potential Career Paths

**NEW CAREER**
- I WANT A CAREER CHANGE
  - WORK EXPERIENCE (e.g. PROJECT MANAGER)
  - INDUSTRY EXPERIENCE (e.g. GRAPHIC DESIGNER)
- PROFESSIONAL DEVELOPMENT CERTIFICATE
  - BUSINESS ANALYSIS
- INDUSTRY DESIGNATION (BUSINESS ANALYSIS)
- NEW CAREER (e.g. BUSINESS ANALYST)

**START A SMALL BUSINESS**
- I WANT TO START MY OWN BUSINESS
  - INDUSTRY EXPERIENCE (e.g. GRAPHIC DESIGNER)
- CONTINUING EDUCATION COURSE
  - PHOTOGRAPHY
  - WEB DESIGN
  - DIGITAL MARKETING
- CONTINUING EDUCATION COURSE
  - BOOKKEEPING AND ACCOUNTING
- NEW CAREER (e.g. LAUNCH ONLINE MARKETING BUSINESS)

**CAREER GOAL**
- I WANT TO ADVANCE MY CAREER
  - CURRENT CAREER POSITION (e.g. HUMAN RESOURCES COORDINATOR)
  - PROFESSIONAL DEVELOPMENT CERTIFICATE
  - LEADERSHIP
- NEW CAREER (e.g. HUMAN RESOURCES MANAGER)

**NEWCOMER**
- I WANT TO WORK IN CANADA
  - EDUCATION AND WORK EXPERIENCE IN A COUNTRY OTHER THAN CANADA (e.g. BUSINESS DEGREE)
  - CONTINUING EDUCATION COURSES
  - PROJECT MANAGEMENT
  - ENGLISH AS AN ADDITIONAL LANGUAGE
  - INDUSTRY DESIGNATION (PROJECT MANAGEMENT)
- NEW CAREER (e.g. PROJECT MANAGER)

The School of Continuing Education can help you put your dreams into action. Whether you want to make a big change, be your own boss or build off your previous education and experience, our courses and certificates can help you work towards your goals.
Are you interested in a career that supports working with individuals with developmental disabilities like autism? 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 and other developmental disabilities.

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 children who have Autism Spectrum Disorder (ASD) or other 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 Behaviour Analyst (BCaBA®).

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

Professional Accreditation

This program will help students meet the course requirements to become a Board Certified Assistant Behaviour 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.

Certificate of Achievement and Courses

Are you looking for opportunities to take that next step in your educational or career path? MacEwan's certificates of achievement offer a great way to receive a MacEwan credential that may also be applied towards an external accreditation.

Behavioural Science

Are you looking for personal or professional development opportunities to learn about the applied behaviour analysis (ABA) approach used to assist individuals with developmental disabilities, including autism? Gain a new perspective and better understanding in this area, where the need for professional behavioural support is rising.

FOR INFORMATION ABOUT OUR SEMINAR SERIES, CONTACT BICA@MACEWAN.CA

FOR INFORMATION ABOUT CORPORATE TRAINING WORKSHOPS FOR GROUPS OF 10 OR MORE, CONTACT US AT CORPORATETRAINING@MACEWAN.CA OR 780-497-5207

Courses

Single-Case Research Designs
Clinical Behaviour Analysis and Professional Ethics
Behavioural Interventions in Developmental Disabilities

Application Fee $110
*Courses 45 hours | CCC
Certificate 3 courses | 135 hours | CCC
*Current MacEwan University students enrolled in a program while concurrently completing the Behavioural Interventions Certificate of Achievement courses will be assessed according to their program fees as listed on the MacEwan website for that particular program. External applicants, or MacEwan University graduates, must be enrolled as Open Studies student and will be assessed the course fees for Open Studies courses.

Visit MacEwan.ca for information regarding program fees.

Clinical Behaviour Analysis and Professional Ethics

Psychotherapies rooted in behaviour analysis include functional analytic psychotherapy, behaviour activation therapies, dialectical behaviour therapy, and acceptance and commitment therapy. This course will focus on interventions with verbally competent clients (including self-management) by understanding language development from a behaviouristic perspective, and by analyzing advanced language and cognition from a post-Skinnerian viewpoint (i.e., relational frame theory, derived relations, rule-governed behaviour, etc.). This course will also focus on the ethical standards for behaviour analysis in professional practice. Prerequisite: Minimum grade of C- in PSYC 241 and PSYC 385 or equivalent.

Behavioural Interventions in Developmental Disabilities

This course examines the application of behaviour analysis in practice with developmental disabilities, specifically in autism. Research and the clinical recommendations for behavioural interventions in practice will also be examined, along with the practice guidelines of the Behavior Analyst Certification Board (BACB®) and the National Standards Project in Autism.
COMING SOON

BOOKKEEPING AND ACCOUNTING CERTIFICATE ONLINE

• One of our most popular certificate programs will soon be offered online!
• Gain valuable skills in the basics of bookkeeping, accounting and understanding financial statements
• Great for beginners or busy business owners

Learn more about this in-demand certificate on page 11 or visit MacEwan.ca/Bookkeeping

Business & Management
Professional Development Certificates and Courses

Explore new directions for yourself or update your business skills with our professional development courses and certificates. 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 Series 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.

CERTIFICATE

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 confidently and network with assurance
• Respond efficiently and confidently to inquiries, requests, and problems
• Develop or improve your writing and grammar skills
• Create and produce concise, business correspondence
• Prepare meeting minutes that reflect essential, accurate information
• Work autonomously and be an effective team member

The courses will benefit:
• Administrative assistants
• Receptionists
• Legal assistants
• Program assistants
• Sales assistants
• 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

Cost: $399 | 7 hours | ACC
Certificate $1,995 | 5 courses | 35 hours | ACC

Costs are accurate at the time of printing and subject to change

Be your industry leader.
Stay in the know.
The current financial status of your business and to help it achieve its financial goals. By understanding GAAP (Generally Accepted Accounting Principles), you will learn to read, interpret and understand financial statements and the key formats of communication prepared by accountants. You will also learn how to evaluate financial data to make financial decisions, prepare budgets and perform a break-even analysis for a new business venture or product being considered.

QuickBooks - Level I
QuickBooks is an ideal accounting software package for small to medium sized businesses. In this introductory course, you will learn how to perform basic accounting tasks such as journal entries, purchases, sales and paychecks. You will also learn how to create new accounts and manage inventory, customer and vendor records. In addition, you will learn to generate various reports and perform year-end procedures.

Recommended prerequisite: Basic accounting knowledge or Bookkeeping Basics.

QuickBooks - Level II
Enhance your QuickBooks skills by covering advanced features related to account receivables, inventory and payroll transactions. You will learn how to set up a new company, bank reconciliations, budgets and departmental accounting, as well as security and access rights. In addition, you will learn to charge interest on overdue accounts, process credit card transactions and NSF cheques, as well as work with bad debts, sales tax, W-2, job tracking and foreign currencies.

Recommended prerequisite: QuickBooks - Level I.

Sage 50 Accounting - Level I
Develop your computerized accounting skills with this popular software used by many businesses. Learn about the chart of accounts, general journal transactions, inventory, purchases, sales and payroll. You will also learn how to prepare various financial statements. Recommended prerequisite: Basic accounting knowledge or Bookkeeping Basics.

Sage 50 Accounting - Level II
Build on your basic accounting skills with additional and advanced procedures such as creating a company, customizing settings, security features, budgeting, foreign currencies, accounting for time and billing, payroll procedures, and year-end processes. You will also learn how to create graphs and management reports.

Recommended prerequisite: Sage 50 Accounting - Level I.

OPTIONAL COURSE
Bookkeeping and Accounting Technology

Put your bookkeeping and accounting knowledge into practice with this hands-on, take-home project. Apply theory and principles to an assigned scenario using both manual and technical applications. With instructor guidance and feedback, you will be able to complete the books and financial statements with 100 per cent accuracy. Recommended prerequisite: Bookkeeping Basics. Recommended co-requisites: Accounting Basics, Understanding Financial Statements and Budgets, Sage 30 Accounting or QuickBooks Levels I and II, (Taxation Basics optional).

Related Courses
Accounting Basics (Course Page 26)

I was greatly impressed with the bookkeeping basics course. Went above and beyond my expectations.

Laurie Schlecker
Accounting Basics

CERTIFICATE
BOOKKEEPING & ACCOUNTING TECHNOLOGY

Sage 50 Accounting
Books, financial statements, depreciation, revenue, temporary investments, account receivables for partnerships and corporations.

Recommended prerequisite: Bookkeeping Basics.

Understanding Financial Statements and Budgets

Learn how to use financial statements to assess the

ACC Alberta College Campus | CCC City Centre Campus Fees are accurate at the time of printing and subject to change

BUSINESS AND MANAGEMENT // CERTIFICATES AND COURSES

CERTIFICATE

Package. Lots of hands-on software course. Went above and impressed with the Laurie Schlecker

Learn how to use financial statements to assess the accruals and entries for partnerships and corporations.

expense accounts, inventory adjustments, fixed assets and the matching of revenue and expenses at a cut-off date, accounting programs do by first learning to do it manually. You will

recording of financial transactions, which forms the basis of all the accounting programs used today. Gain an understanding of what the computer accounting programs do by first learning to do it manually. You will learn how to identify, evaluate, record and post financial transactions using basic accounting principles and procedures including journal entries, ledgers, and general journals. To illustrate a business transaction, you will learn how to prepare balances sheets and income statements.

Accounting Basics

Building on your skills and knowledge of bookkeeping basics, you will learn to prepare fiscal period end statements and reports. You will learn and practice the process for adjusting, using and receiving entries by the matching of revenue and expenses at a cut-off date, including cash accounts, bad debts, prepaid or unexpired accounts, inventory adjustments, fixed assets, depreciation, deferred revenue, temporary investments, account receivables for partnerships and corporations.

Recommended prerequisite: Bookkeeping Basics or equivalent.

FREE // 15

COURSE沿

BUSINESS ANALYSIS

Business budgeting enhances change within organizations

Bridge the gap between customer experience, business strategy and the organization. Create a new organizational state. Learn how to evaluate needs and select change initiatives using qualitative and quantitative criteria, define the scope of a solution, and assess potential risks.

Elicitation and Collaboration

Requirements are rarely obvious or clearly defined upfront. Business analysts perform the art of elicitation to draw out requirements and develop a common understanding. Learn how to perform elicitation, communicate results, and manage collaboration with all stakeholders using a combination of interpersonal and objective, data-driven techniques to develop the appropriate approach to performing business analysis for your particular situation.

Requirements Analysis and Design Definition

Once requirements are identified, they need to be modelled so that everyone understands what they are, and can ensure they are relevant to the change being performed, then evaluated for potential options. Learn how to evaluate the quality of requirements and how to validate them against the needs to be addressed. Discover the relationship between business analysis and solution design, and how to develop evaluation criteria to determine which option is the best fit for your organization.

Solution Evaluation

Once solutions are in place, organizations need to ensure they are actually meeting business needs and are operating correctly. Learn how to measure the performance of a solution and the impact on technology applications and operational projects as they occur. Discover how tracing requirements helps all stakeholders identify how solutions affect requirements. Business analysts need to be aware of benchmarking, decision analysis and root cause analysis will be used to determine whether to continue with an existing solution or look for an alternative.

Requirements Life Cycle Management

Requirements can change at any time. Priorities, market factors, new information or solution offerings can all affect requirements. Business analysts need to be able to properly manage changes to requirements and design. Learn how to assess changes to requirements as they occur. Discover how tracking changes helps understand the impact of changes, and how to facilitate the prioritization and approval of requirements. Tools and techniques that can be used to manage requirements throughout their entire life cycle will also be examined.

Business Analysis Planning and Monitoring

Business analysts need to develop approaches and plans that are tailored to the change being undertaken. Learn how to create appropriate business analysis plans based on the unique combination of people, organizational structure and capabilities, and the proposed change. Develop business analysis governance and information strategies, and assess business analysis performance. Discover how to estimate business analysis activity effort and duration and ensure all stakeholders are engaged in the business analysis approach.
CERTIFICATE
LEADERSHIP
MacEwan.ca/Leadership
Effective leaders create environments that challenge, motivate and engage. Discover the leadership qualities and competencies valued by organizations today.

Leadership and Career Growth
These courses will help you:
• Understand the importance of leadership attributes such as self-awareness, authenticity, character, accountability, and resiliency
• Create a positive work environment where employees feel understood, accepted, and engaged
• Explore strategies and tools for successfully guiding people through change and transition

Modules:
• 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
• 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
Change is a fact of life in organizations today. The ability to manage and navigate change is a critical skill for leaders at all levels. Learn how to support both organizational demonstration and transition by managing the change process. Topics such as recognizing the stages of loss and transition, communicating change and tips for reducing resistance and increasing acceptance will be covered. Strategies for maintaining team morale and focus on the changing vision will also be discussed.

Strategic Leadership and Critical Thinking
Strategic leadership is the ability to create a powerful direction and energy that sparks reliable, long-term growth. Critical thinking and strategic ability are necessary skills for leaders at all levels of the organization. This course de-mystifies strategy and strategic planning. Using real-life situations, you will learn approaches to create a clear strategy and apply techniques that translate strategic goals into engaging action plans.

Electives (choose one):
• Change Management Fundamentals
• Fostering Creativity & Innovation at Work
• Facilitating Resolution: Finding Common Ground

Plus one elective from:
• Manage Workforce Fundamentals
• Managing Workplace Conflict

Course: $399-$475 | 7-14 hours | ACC Certificate $2,394-$2,470 | 6 courses 42-49 hours | ACC

This certificate was updated version for 2019/2020. If you are interested in the certificate under the previous curriculum, please contact us at businessandmanagement@maclean.ca | 780-497-5207.

CERTIFICATE
MANAGEMENT AND SUPERVISION
MacEwan.ca/ManagementSupervision
Develop essential management skills for today’s workplace.

Leadership and Career Growth
These courses will:
• 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-solving, 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

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:
• Managing Workforce
• Fundamentals of Management and Supervision
• Managing Priorities and Making Decisions
• Effective Communication Techniques
• Managing Workplace Conflict
• Coaching for Performance

Course: $399 | 7 hours | ACC Certificate $2,579 | 7 courses | 49 hours | ACC

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Fundamentals of Management and Supervision
Managers and supervisors play a pivotal role in an organization and require unique skills to motivate and lead their teams. Explore the mindset and behaviours of an effective leader and the tools and tactics that can help you confidently handle the challenges of supervising in today’s business environment. Learn principles and strategies to enhance your supervisory skills. You will also learn from different types of workplace profiles and its effects on individuals and the organization. Identify your own conflict style and that of others, explore effective conflict solving process, and discover practical strategies and tools that will increase your confidence and skill in resolving conflicts in a constructive manner.

Coaching for Performance
Enhance your ability to develop and manage the performance of your team. Learn how to work with your employees to define roles, set expectations and goals and measure results. Acquire practical skills and techniques on how to coach, give and receive feedback, cope with failure and success, and motivate employees. The importance of providing meaningful recognition in building a productive work environment will also be covered.

Electives (choose one):
• Strategies for Managing Projects

The day-to-day work in organizations today is often project based. Whether this involves launching new products or services, changing business processes or moving offices, chances are that every manager and supervisor will have a role to play. Learning how to manage projects successfully is a valuable skill. In this practical, hands-on course you will learn the basics of managing projects throughout the various phases including conception, planning, execution and completion.

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Managers and Supervisors
Develop the skills needed to ensure your team understands the needs of a team and the impact of decisions. Explore critical thinking skills to solve problem and make decisions. Explore techniques and strategies to improve your own productivity and ability to adapt to changing priorities and keep yourself and your team on track. Discover how to delegate effectively, run effective meetings, reduce time wasters and manage the small details.

Effective Communication Techniques
Strong communication skills are essential for managers and supervisors to be effective. Learn to communicate and present information more confidently and persuasively. By exploring common barriers to communication and understanding your own communication style, you can reflect how your message is received, and subsequently, overcome. Discover simple, but profound strategies you can use to strengthen and add impact to your written and verbal communications.

Managing Workplace Conflict
If your role involves leading others, you will likely have times where conflict threatens to derail working relationships, team productivity and the work environment. But when handled constructively, conflict can also be a catalyst for change and growth. Learn about the different types of workplace conflict and its effects on individuals and the organization. Identify your own conflict style and that of others, explore effective conflict solving process, and discover practical strategies and tools that will increase your confidence and skill in resolving conflicts in a constructive manner.

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PROJECT MANAGEMENT

• MacEwan.ca/ProjectManagement

Equip yourself with the knowledge and skills to advance your project management in as little as four months. 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:
• Improve your ability to plan, implement and manage projects on time and on budget
• Help you develop in-demand project management skills based on industry best practices
• Provide you with tools, techniques and templates to apply to your project
• Provide you with the foundational knowledge, skills and educational content to prepare for the CAPM® or PMP® certification exams
• Enable you to 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 advance 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®) Registered Education Provider, and our courses are aligned with PMI’s A Guide to the Project Management Body of Knowledge (PMBOK® Guide).

Basics of Project Management

Gain an understanding of the project characteristics, along with the five Project Management Process Groups: Initiating, Planning, Executing, Monitoring and Controlling, and Closing to enhance overall performance and the success of projects in your career in project management. Learn how to identify key project risks and create action plans to reduce their effects. Discover how to create a realistic budget and timeline for a project based on the scope, risks, resources and other factors that may affect a project’s completion. You will learn how to apply various techniques to analyze, work breakdown structure, scheduling, estimating, risk assessments, evaluation criteria, change control and lessons learned.

Project Management and the Organization

Understanding how projects should align to organizational goals is fundamental to project decisions. Learn how organizations are increasingly dependent on effective project management to achieve strategic objectives and organizational goals. Discover how to manage organizational and environmental factors that can affect project performance. Concepts include: portfolios and program management, basic project fundamentals, organizational impacts on project structures and reporting relationships as well as project charter that ensures a direct link between the project’s intended deliverables and the strategic objectives.

Project Scope and Quality Management

Scope definition and quality control are fundamental to project success. Learn how to break out requirements into a project scope with the appropriate level of quality. Concepts include requirements elicitation and traceability techniques, scope management planning, work breakdown structure, scope validation and scope control. Students will apply these concepts to various exercises based on real world examples and case studies.

Project Schedule and Cost Management

Scheduling along with cost definition and control is critical to project success. Learn how to transform project scope and quality objectives into a feasible project schedule and cost baseline for tracking and control. Concepts include how to estimate the impact of adaptive versus predictive project management and effective techniques to develop and define project data and information for critical paths. Students will apply various techniques to measure and report the combined impact of schedule and cost variances against a baseline plan. Earned Value Analysis will enable students to properly forecast potential project outcomes.

Project Risk Management

Inappropriately managed risk can have serious consequences. Learn how to identify, accurately assess and respond to risk in an effective manner. Concepts include risk identification and understanding probability to develop reasonable risk response strategies. Incorporating risk through risk registers, audits and reassessment into the project management plan is addressed. Students will apply various techniques such as risk categorization, quantitative risk analysis, expected monetary value analysis, contingency analysis, risk mitigation strategies, decision trees, variance, and trend analysis.

Project Procurement Management

Negotiating contracts or defining the activities required by a vendor ensures a cost-effective project has the resources needed to meet challenges. Develop contracting strategies and the respective roles of the project and procurement departments in negotiating, administering, managing and closing contracts. Concepts include the procurement life cycle, basic components and types of contracts, evaluation and selection of contractors, risk management. Students will apply various techniques including making or buying analysis, selection of contract types, risk mitigation using procurement strategies, and procurement performance reviews and audits.

Project Integration Management

Integration of all interrelated project activities is the key to a successful project. Learn how to integrate processes assist the project manager to identify the interdependencies among activities to deliver projects on time and on budget. Learn to integrate all the elements of a project into a single comprehensive management plan and action that plan to plan. Concepts include monitoring and control techniques combined with a comprehensive change control process. Concepts include how the project management knowledge areas work together in an integrated fashion, configuration management change control tools, lessons learned and close out reports.

Professional Development Courses

• Professional Writing
• Reports, Proposals, Plans and More: Effective Communication Skills
• Scrum Basics – A Team Approach
• Program and Portfolio Management courses and certificate

Courses are packed with tons of engaging visuals, real-life examples and fun videos to solidify abstract concepts in practical ways. My passion is to make sure learning takes place in a fun and safe environment, where you can ask questions (no matter how trivial) in a group setting or one-on-one. Classes will be anything but boring!

Mubashir Sheikh
CBA, ITIL, PMP, PMI-ACP, PMI-RMP
Instructor, Project Management and Business Analysis Courses

ACC Alberta College Campus | CCC City Centre Campus

Fees are accurate at the time of printing and subject to change.
Professional Accreditation:
MacEwan University is a Project Management Institute (PMI) Registered Education Provider.

Courses
Strategic Project Management
Managing Multiple Projects
Agile Project Management
Project Survival and Recovery

Courses $449 | 7 hours | ACC
Certificate $1,796 | 4 courses | 28 hours | ACC

Strategic Project Management
Linking your projects to the organizational strategic plan is an essential strategy for project success. Discover how project governance tools and techniques can help you incorporate a holistic approach to establishing priorities, determining who the key stakeholders are, managing challenges and mitigating risks. Learn how to use a decision-making framework to ensure your project deliverables support your organization's values and goals.

Managing Multiple Projects
As a project manager, you are often expected to oversee multiple projects at one time in the most efficient, effective and timely manner. Learn the essential methodologies required to manage multiple deliverables and schedules. Discover how you can share resources, reduce overhead, and communicate more effectively to overcome challenges and keep your projects moving forward.

Agile Project Management
Use agile project methods and leadership skills to enhance the flexibility, collaboration, and productivity of your project team. Prepare your team to respond quickly to the challenges and shifting requirements of projects using proven techniques and processes developed by project management professionals.

Project Survival and Recovery
Why do projects fail and what can you do to ensure successful completion? Examine the common factors that contribute to project failure and learn to analyze the state of your projects with an emphasis on identifying obstacles to their success. Learn about the various strategies and techniques that can help your project recover, such as strategic alignment, communication strategies, and stakeholder engagement, which are all instrumental to ensuring your projects' success.

Related Courses and Certificates
Business Analysis courses and certificate
PAGE 15
Leadership courses and certificate
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Reports, Proposals, Plans and More: Effective Professional Writing
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Scrum Basics – A Team Approach
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Social Innovation
Melting urgent, complex challenges such as climate change, food security and urbanization requires new knowledge, skills and approaches. Social innovation is about finding ways to introduce lasting change at all levels - individual, organizational and societal - to increase the resilience of vulnerable people and the planet. Coming from every sector and discipline, social innovators share a curiosity and a passion for tackling social, environmental and/or cultural challenges.

Developed in partnership with Mount Royal University Continuing Education and Extension, this certificate provides social innovators with the opportunity to deepen their understanding of complex systems, develop their personal capacities as social builders, build relationships with other social innovators, and apply their learning to their own initiative or context.

Related Courses and Certificates
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Links:
www.MacEwan.ca/ProgramManagement
www.MacEwan.ca/SocialInnovation

The information taught in this course can be practically applied in your work environment. Phenomenal value for your money.

Jason Steele
Strategic Project Management
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

CANNABIS CAREER TRAINING SERIES

This series of online courses, offered in collaboration with the continuing and professional studies division of Kwantlen Polytechnic University (KPU), are designed to provide an overview of the successes and continual challenges within the rapidly expanding cannabis market. These courses are delivered online and are open to anyone, anywhere. Learn from professionals working in the industry, including horticulturists, scientists and marketing specialists.

- **Plant Production and Facility Management**
  - $1,499 | 13 weeks | Online
  - Learn the fundamentals of commercial cannabis plant production and facility management including an understanding of good production practices (GPP), quality assurance, quality control, quality management systems, and integrated pest management (IPM). Students will learn to identify key differences in plant characteristics, discuss how to design and optimize the environment for commercial-scale cannabis production, explore irrigation options and treatment techniques as well as growing mediums, hydroponic systems and crop cycles. Students will also examine the history of regulatory changes, the application process for licensed producers, standard operating procedure, design and implementation, and record keeping within the scope of Health Canada’s cannabis industry guidelines and requirements.

- **Marketing Under the Cannabis Act**
  - $1,499 | 13 weeks | Online
  - Examine the opportunities and challenges associated with marketing within the heavily restricted cannabis industry. Students will learn to analyze and apply the Cannabis Act marketing restrictions by developing a comprehensive marketing plan that demonstrates a thorough understanding of current packaging, labeling, promotion, display, selling and distribution regulations. This course is ideal for marketing professionals interested in transitioning into the strictly regulated cannabis industry. An understanding of general marketing concepts and principles is recommended.
Communication Series

Set yourself up for success in today’s workplace by acquiring solid communication, facilitation and relationship-building skills. In this series of courses, you will master the tools and techniques you need to understand different communication styles, write clearly and concisely, influence others through your communications, organize your thoughts and move past nervousness or fear when speaking or working with others.

Effective Business Writing
$399  | 7 hours | ACC
Every word you write becomes a reflection of you and your credibility. In today’s workplace, effective written communication is critical for success. Develop your ability to organize your ideas using an audience-centered approach to achieve the results you want. You will apply your knowledge with a variety of in-class exercises that will help you master the steps to producing clear and concise e-mails and business letters. You will also learn how to solve the most common grammar mistakes and how to polish your work by revising, editing and proofreading your written communications.

The Art of Public Speaking
$399  | 7 hours | ACC
Discover what it takes to get through any public speaking situation. Whether you’re delivering a formal presentation or just offering an opinion in a meeting, this is the course for you. Learn what causes your fear of public speaking and techniques that can help you face that fear and move through it. Discover the key factors that effective public speaking and the secret to making powerful presentations.

Lobby Government Effectively
$449  | 7 hours | ACC
If you’re talking to government, you are lobbying. Through organized promotion of a particular viewpoint, you can affect legislative change, fine-tune regulatory regimes, and craft new laws. Learn about the role of lobbying and when to lobby in this one-day workshop designed for non-profit, business, labour, and industry. You will also discover the eight determinants of success and three critical mistakes, and review current and past lobbying activities. In addition, you will have the opportunity to work on your own lobbying idea.

Facilitating Conflict Resolution: Finding Common Ground
$475  | 14 hours | ACC
Developing expertise in conflict resolution is a crucial skill for anyone in a leadership or supervisory role. Learn and apply strategies and tactics in shifting from positions to interests, facilitation, coaching, negotiation and mediation. Regardless of your role in your organization or social network, you will learn how to apply your knowledge to build a positive culture and sustain an atmosphere of respect for diversity and peace.

Human Resources Series

Whether you are a human resources professional or have HR responsibilities as part of your job, you can enhance the value you bring to your organization with these practical, targeted courses. Gain the specialized knowledge you need to hire the right people, build and improve workplace relationships, support employee engagement and development, and manage and measure productivity.

Effective Written Communications Made Easy
$399  | 7 hours | ACC
Have you had challenging conversations that didn’t go as planned? Whether you’re a manager giving difficult feedback or communicating change, an employee distancing with a supervisor or peer, or colleagues dealing with interdepartmental issues, these conversations can make us feel uncomfortable and anxious. In this interactive course, you will learn practical strategies for engaging in challenging conversations with increased confidence and ease. You will walk away with tools to help you manage your emotions, organize your thoughts and mentally prepare to discuss difficult issues in a positive and productive manner.

Writing and Editing Indigenous Work
$299  | 10 hours | ACC
Who has the right to work with Indigenous stories? Is there a right and wrong way to do so? Through readings, discussions and explorations of past, you will be introduced to the complexities of working with writing by and about Indigenous Peoples. Non-Indigenous editors and writers will learn how to work with Indigenous stories in a way that is culturally appropriate and helps ensure that books that accurately reflect Indigenous Peoples in Canada are published.

Lobbying for Success
$399  | 7 hours | ACC
Learn how to lobby successfully to get specific, behaviour-based outcomes. You will get specific, behaviour-based outcomes. You will contribute to your success. IQ gets you in the door, but it is your EQ — the ability to be aware of and manage emotions and related feelings — that truly extraordinary people who inspire and contribute to your success. EQ, also called EQ, is the emotional level.

Emotional Intelligence
$449  | 7 hours | ACC
When you look at the truly extraordinary people who inspire and make a difference, you will see that they do so by connecting with people at a personal and emotional level. Emotional intelligence, or EQ, is the ability to work with and to manage emotions and relationships. EQ gets you in the door, but it is your EQ your ability to connect with others and manage the emotion of yourself and others, that may contribute to your success.

Facilitating Conflict Resolution: Finding Common Ground
$475  | 14 hours | ACC
Developing expertise in conflict resolution is a crucial skill for anyone in a leadership or supervisory role. Learn and apply strategies and tactics in shifting from positions to interests, facilitation, coaching, negotiation and mediation. Regardless of your role in your organization or social network, you will learn how to apply your knowledge to build a positive culture and sustain an atmosphere of respect for diversity and peace.

Consent and Conflict Resolution:
$449  | 7 hours | ACC
 harbouring, organizing and managing workplace conflict and its effects on individuals and the organization. You will learn how to identify your own conflict style and that of others, understand the problem-solving process, and explore key principles and techniques for managing and resolving conflicts constructively.

Conflict Resolution
$499 | 7 hours | ACC
Conflict is a part of everyday life. It occurs in our workplaces and in our close relationships, as well as at a societal level. All too often we see conflicts leading to aggression, frustration and employee turnover. But if we learn to handle it constructively, conflict can also be a catalyst for change and growth. Learn about the different types of workplace conflict and its effects on individuals and the organization. You will learn how to identify your own conflict style and that of others, understand the problem-solving process, and explore key principles and techniques for managing and resolving conflicts constructively.

Writing Effectively
$399 | 7 hours | ACC
Learn how to develop documents that accurately reflect the people involved. Writing effectively helps ensure that books and writers will learn how to write stories in a way that is accurate and respectful for diversity and differences. Non-Indigenous editors and writers will learn how to work with Indigenous stories in a way that is culturally appropriate and helps ensure that books that accurately reflect Indigenous Peoples in Canada are published.

Indigenous Work
$249  | 12 hours | ACC
Who has the right to work with Indigenous stories? Is there a right and wrong way to do so? Through readings, discussions and explorations of past, you will be introduced to the complexities of working with writing by and about Indigenous Peoples. Non-Indigenous editors and writers will learn how to work with Indigenous stories in a way that is culturally appropriate and helps ensure that books that accurately reflect Indigenous Peoples in Canada are published.

Conflict Resolution and Mediation
$449 | 7 hours | ACC
Conflict Resolution and Mediation: Finding Common Ground
$475 | 14 hours | ACC
Developing expertise in conflict resolution is a crucial skill for anyone in a leadership or supervisory role. Learn and apply strategies and tactics in shifting from positions to interests, facilitation, coaching, negotiation and mediation. Regardless of your role in your organization or social network, you will learn how to apply your knowledge to build a positive culture and sustain an atmosphere of respect for diversity and peace.

Enhance your ability to develop and manage the performance of your team. Learn how to work with your employees to define roles, set expectations and goals, and measure results. Acquire practical skills and techniques on how to coach, give and receive feedback, cope with failure and success, and motivate employees. The importance of providing meaningful recognition in building a productive work environment will also be covered.

Hiring for Success
$399  | 7 hours | ACC
Ensure you make the right hiring decision. Learn how to prepare a job analysis and position profile, create better job advertisements, and develop a fair and consistent interview process for selecting employees. Interviewing is both an art and a science. Gain an understanding of the different types of questions and when to use them, along with interview techniques that get specific, behaviour-based examples of past performance.

Conflict Resolution: Finding Common Ground
$475  | 14 hours | ACC
Developing expertise in conflict resolution is a crucial skill for anyone in a leadership or supervisory role. Learn and apply strategies and tactics in shifting from positions to interests, facilitation, coaching, negotiation and mediation. Regardless of your role in your organization or social network, you will learn how to apply your knowledge to build a positive culture and sustain an atmosphere of respect for diversity and peace.

Fees are accurate at the time of printing and subject to change.
Running your own business takes courage and a lot of hard work. It also means learning new skills so that you can properly build, manage and market your product or services. The Small Business Series is a selection of courses designed to fill the gaps in your knowledge, whether it’s recruiting staff, understanding financial statements and budgets, the basics of building a professional-looking website, the ins and outs of social media marketing, or how to sell your business successfully to clients and investors.

### Small Business Series

#### Hiring for Success

$399 | 7 hours | ACC

Ensure you make the right hiring decision. Learn how to prepare a job analysis and position profile, create better job advertisements and develop a fair and consistent interview process for selecting employees. Interviewing is both an art and a science. Gain an understanding of the different types of questions and when to use them, along with interview techniques that get specific, behaviour-based examples of past performance.

#### Understanding Financial Statements and Budgets

$295 | 7 hours | ACC

Learn how to use financial statements to assess the current financial status of your business and to help it achieve its financial goals. By understanding GAAP (Generally Accepted Accounting Principles), you will learn to read, interpret and understand financial statements and the key forms of communication prepared by accountants. You will also learn how to evaluate financial data to make informed decisions, prepare budgets and perform a break-even analysis to assess the business venture or product being considered.

#### Supervisory Bootcamp

$499 | 14 hours | ACC

Are you new to a supervisory role? Whether you’re a team leader, project manager or unit coordinator, this course is designed to help you deal with many of the challenges you may encounter as you move into a supervisory role. You will learn how to clarify your role and responsibilities, as well as develop your communication skills in listening, asking questions, resolving conflict and giving feedback to employees. You will also learn how to give clear instructions and identify techniques to deal with employee challenges, such as discontent, complaints and lack of productivity.

### Additional Business Courses

Build your business skills and knowledge with our professional development courses. These short courses will provide you with practical training to help you achieve your personal and professional development goals. In addition to the courses listed below, you may also take individual courses from the professional development certificates listed throughout this guide.

#### Introduction to Enterprise Information Management

$495 | 14 hours | ACC

Discover how to help your organization effectively manage its information, reduce its information-related risks and start realizing a greater return on investment. Enterprise Information Management (EIM) is about enabling an organization to capital, manage, preserve, store and deliver the right information to the right people at the right time. In this introductory course, you will explore the key elements of an EIM framework and learn what you need to know and what they are responsible for under the Income Tax Act and the Excise Tax Act (GVT). Learn what accountants do to set up in your accounting records to facilitate the preparation of a tax return so you can minimize the costs of using professional advisors and prepare. Upon completion of this course you will understand the importance of the four types of income for tax purposes, general rules affecting deductibility of expenses, as well as be able to gather information required for Reconciliation of Accounting to Taxable Income, Capital Gains, and Capital Cost Allowance (income tax depreciation).

#### Digital Marketing 101

$225 | 3 hours | ACC

Reach your target audience and achieve results for your business by learning digital marketing methods and implementing progressive digital marketing techniques. Build your marketing toolkit by exploring the best methods and effective ways to implement the components of digital marketing, including search engine optimization (SEO), online advertising, social media, content marketing, and analytics. Through case studies and examples, you will also learn about emerging trends and best practices in digital marketing.

#### Website Success: SEO and Analytics

$195 | 4 hours | CCC

Take your website to the next level and optimize your ranking in search engines. Discover how search engine optimization tools and website analytics are used to drive new traffic to your website. This prerequisite: Web Design and Development Level II or intermediate website development skills.

#### WordPress for Web Page Publishing

$225 | 6 hours | CCC

Discover how to create your own user-friendly website, web page, photo site or blog tailored to your unique goals. You will learn to create, install, customize and publish in WordPress through hands-on activities, as well as how to work with themes, plugins, widgets and dashboard. This course does not include theme development which is discussed in Web Design and Development Level III. Required prerequisite: Basic computer skills. Recommended prerequisite: Web Design and Development Level I.

#### Medical Office Chaperones

$399 | 7 hours | ACC

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 and 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 discussion and hands-on activities to gain the knowledge and skills 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 patient support and assistance to the patients and physicians, and correctly document procedures and processes observed.

#### Scrum Basics – A Team Approach

$399 | 7 hours | ACC

Become a mentor and help others benefit from your knowledge and expertise. Whether you are a manager looking to accelerate employee development or have been asked to mentor a colleague, there are proven mentoring strategies to guide others in achieving success. In this interactive class you will examine the role of mentor, the difference between mentoring and coaching, the mentee’s role and how your insight and experience can help others achieve their personal and organizational goals.

#### Workplace Mentoring

$399 | 7 hours | ACC

Become a mentor and help others benefit from your knowledge and expertise. Whether you are a manager looking to accelerate employee development or have been asked to mentor a colleague, there are proven mentoring strategies to guide others in achieving success. In this interactive class you will examine the role of mentor, the difference between mentoring and coaching, the mentee’s role and how your insight and experience can help others achieve their personal and organizational goals.

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**“I took this course to expand my credentials in order to increase job opportunities. The classes were engaging and a lot more practical than the ones I take in my business degree program.”**

Marcus Parody
Taxation Basics, Fall 2009

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**ACC Alberta College Campus | CCC City Centre Campus**

Files are accurate at the time of printing and subject to change.
You work hard every day, don’t forget to work hard for you too.
CERTIFICATE

DIGITAL EXPERIENCE DESIGN FOUNDATION

• 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 mobile 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 design expertise through design documents, 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

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

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

Note: Access to a personal laptop or computer is required.

Digital Experience Design Basics I
Explore the field of user experience design (UXD) and the latest tools and strategies you can use to develop more effective digital design solutions. Students will learn to apply design processes, methods and visual design to the creation of digital products such as websites and software applications.

Digital Experience Design Basics II
Expanding on the techniques and strategies acquired in Digital Experience Design Basics I, students will continue to apply new skills to process- and task-oriented digital products such as mobile and desktop apps. Students will translate user behaviours and goals into user tasks, flow diagrams and clickable prototypes. Mobile user interface guidelines will be introduced and applied in a project-based setting. Prerequisite: Digital Experience Design Basics I

User Interface Design I
Learn to create effective digital experiences by identifying and selecting appropriate user interface (UI) patterns to design useful, usable and desirable interfaces. Expand concepts such as the evolution of UI and digital interaction devices, designing for mobile, user input, action and command, navigation, process, tasks, path and flow, UI transitions and micro-interactions. Students will demonstrate their knowledge and understanding of processes and task flow by designing a mobile application.

Prerequisite: Digital Experience Design Basics I

User Interface Design II
Expand on the knowledge acquired in User Interface Design I to conceptualize and create highly interactive digital products. Students will explore complex interface problems such as social interfaces, software interfaces, and interfaces yet to be created. Students will create innovative experiences using interaction design principles and new user interface patterns within project requirements and other constraints.

Prerequisite: User Interface Design I

Photography

• MacEwan.ca/Photography

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

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

Note: All courses in this program require a Digital SLR camera or equivalent.

Digital Photography Level I: Modes, Exposure and Creative Foundations
Learn to use your camera to construct successful photographs. This one-day course is designed to give you solid knowledge of your camera. Required: Digital SLR camera with manual capabilities.

Digital Photography Level II: Technical Skills and Creative Vision
Broaden your skills and develop your technical and creative vision through this project-based photography course. You will learn more about exposure through the Zone System and through a progressive series of assignments and critiques that will elevate your ability to evaluate your own work and create stronger images. Recommended prerequisite: Digital Photography Level I or equivalent.

Photography Independent Projects
Further advance and refine your creative and practical skills into an emerging photographic practice. Develop a body of strong and meaningful photographic work that draws on your skills and creative vision. You will explore exhibition strategies and critical debates to create a framework for the development, production and context of your independent projects. Recommended prerequisite: Previous Digital Photography courses.

OPTIONAL COURSE
Digital Photography Basics
Take better photographs by learning the operations and functions of your Digital SLR camera and learn practical applications for camera settings. This one-day course is designed to give you solid knowledge of your camera. Required: Digital SLR camera with manual capabilities.

I took these classes because I have a newborn at home and my photos were not turning out very well. Thankfully I took this course. This is an excellent starting point for beginners. I learned so much so fast. The hands-on component was a lot of fun and pushed you to take better photos right from the start. Information is presented very well and nobody gets left behind. The atmosphere was very relaxed and never rushed. I highly recommend this class if you want to be a better photographer! Jason Hulett
Digital Photography Level I
Art and Design // Certificates and Courses

Art and Design // Certificates and Courses

Quality photographs of your work give you an advantage. Acquire tips on angles to your subject’s pose, subjects, and how to compose and props and style. Work with enthusiasts and anyone aspiring to a career in photography. Upgrading your photography practice as well as your portfolio by incorporating specialized photography techniques to develop your skills and artistic sensibilities. Each course focuses on a specific aspect of photography. Take individual courses that interest you or complete a three-course series to develop a well-rounded skill set. This series is designed for photography enthusiasts and anyone aspiring to a career in photography.

Photographing Children and Families $295 | 9 hours | CCC

Capture beautiful family portraits with personality and style. Work with camera settings, light, composition and props to create exceptional individual and group portraits. Learn to skillfully and naturally pose subjects, and how to use lighting, colour and angles to your subject’s advantage. Acquire tips and tricks to capture stunning, professional quality photographs of children and families.

The Business of Photography $249 | 6 hours | CCC

Are you dreaming about starting your own photography business? Maybe you’ve started a side business and you are looking to take your photography business to the next level. Gain a better understanding of copyright, how to protect your images, and how to price your work. You will also learn how to develop your personal brand, set up your business, create your website, and strategically use social media marketing tools to get noticed.

Photography courses and certificate

Visual Art Foundation

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 concept, 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
• Engage in 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

Life drawing

Mixed Media and Painting Techniques

Approaches to Drawing

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

Drawing Fundamentals and Portfolio Development

Explore the principles of observational drawing including line, value, tone, volume and light. Gain the knowledge of how to draw in perspective and maintain proportions. Work with a range of subjects and learn to use materials effectively. Engage in discussions about art that will develop your understanding of how to apply the principles of art to create a compelling composition. Discuss the elements that make a polished portfolio presentation. Some work outside of class time is required to develop and finish projects. This course is for anyone who wants to develop their artistic skills while focusing on complete projects and the preparation of a portfolio presentation for application to fine art, animation, illustration, fashion and design programs. A list of art supplies for students to purchase will be sent via email before the first class. No toxic solvents or mediums permitted.

Perspective Drawing

Focus on advanced perspective drawing techniques including one-, two- and three-point perspective from observation. Explore techniques for creating the illusion of space, atmospheric perspective and shadows and reflections in perspective. Learn to render and manipulate the sense of architecture and objects in space. Create dynamic drawings based on your new understanding and enhanced skills. Gain insight into the way artists, comic book artists, illustrators and animators approach space, viewpoints and dimension in their art, graphs, and object creations. A list of art supplies for students to purchase will be sent via email before the first class. Recommended prerequisite: Drawing Fundamentals and Portfolio Preparation or equivalent.

Life drawing

This course is a must for those training as visual artists, animators, designers, illustrators and fashion designers. Draw the live model and gain a solid understanding of form, proportion, body masses and skeletal landmarks. Learn observation techniques to determine good proportions and accommodate for perspective views. Draw the figure with confidence and fluidity using various drawing materials. A list of art supplies for students to purchase will be sent via email before the first class. Recommended prerequisites: Drawing Fundamentals and Portfolio Development or well-developed drawing skills.

Mixed Media and Painting Techniques

Explore a range of visual art, illustration approaches and design principles through instructor-led projects. Experience the effective use of varied techniques and rendering approaches to create differing tactile effects and stylistic flows. Strengthen your approach to image creation by developing your imagery with a distinctive style and then polish your final artwork presentation. You will have the opportunity to stretch your creative expression with instructor support. A list of art supplies for students to purchase will be sent via email before the first class. Various materials will be used, including water-based paint, drawing and mixed media. No toxic solvents or mediums permitted.

Approaches to Drawing

Enrich your drawing using layered imagery, surface manipulation, mark-making and alternative tools. Experience a thoughtfull way to making decisions about how to draw out objects and ideas. Take the opportunity to try an open concept approach while thinking about conceptualizing and creating your artwork. You may consider questions like: “Will I set a goal?” “How can I best express beauty?” “What elements can I add to create an engaging image?” Or, you may prefer to use an experimental, free approach to looking at the same subject from different viewpoints. You may decide to interpret that subject through expressionism, visual storytelling, or high realism style. You may also choose to be inventive by playing with visual approaches like flatness, volume, exaggerated perspective, or optical tricks. Through this methodology, you will enhance your experience and your portfolio with a range and variety of unique projects. Recommended prerequisite: Previous drawing course. A list of art supplies for students to purchase will be sent via email before the first class. Various drawing materials will be used.

Related Courses and Certificates

Digital Media and Graphics Foundation courses and certificate

Painting Techniques

“Mixed media class was such a great experience! I loved the variety of projects and the class instruction. The teacher really challenged all of us.”

Hannah Schneider
Mixed Media and Painting Techniques

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PAGE 31
WEB DESIGN AND DEVELOPMENT

» 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

Web Design and Development Level I
Discover the basics of web design and development with a practical hands-on introduction to HTML, CSS, image editing and web design and development software. Design principles, content creation and proper navigation are covered along with usability issues, site structure and planning. You will have class time to practice the techniques. Required prerequisite: Basic computer skills.

Web Design and Development Level II
Build on the knowledge you acquired in Web Design and Development I and gain more in-depth experience using HTML5 and advanced CSS. Use existing jQuery plugins, or write your own to discover new ways of adding interactivity, animation and better usability. Create, design and implement web layouts focused on design principles and usability. Learn about site structure and web planning issues. You will have class time to practice the techniques. Required prerequisite: Web Design and Development I. Adobe Photoshop is an asset.

Web Design and Development Level III
Create client-focused, user-friendly websites using preferred software and learn how to integrate existing HTML websites into WordPress (CMS, content management system). You will practice interactivity and site customization with CSS, widgets and plug-ins, and learn how site design can achieve user-friendly access. See what is involved in project, content and workflow management. You will have class time to practice the techniques. Required prerequisite: Web Design and Development Level II.

Adobe Photoshop
Photoshop’s powerful set of tools, filters and functions are essential editing tools for professionals from designers to photographers. Learn to adjust, enhance and alter digital files and photographs. Become familiar with selections of colour palettes and working in layers, determining resolution and retouching techniques. Recommended prerequisites: Basic computer skills.

Website Success: SEO and Analytics
Take your website to the next level and optimize your ranking in search engines. Discover how search engine optimization tools and website analytics are used to drive new traffic to your website. Required prerequisite: Web Design and Development Level II or intermediate website development skills.

Related Courses and Certificates
Digital Marketing 101
Digital Media and Graphics Foundation courses and certificate
WordPress for Web Page Publishing
Personal Enrichment

Personal enrichment courses encourage creative exploration and lifelong learning. Let our professional facilitators guide you in exercising your creativity, pursuing your passions, building your understanding of other cultures and communicating in other languages.

Explore:
- Art & Photography
- Languages
- Indigenous Knowledge Series

Art and Photography

Any of our certificate courses may be taken individually for personal enrichment.

Visual Art
- Perspective Drawing
- Drawing Fundamentals and Portfolio Management
- Lifedrawing
- Mixed Media & Painting Techniques
- Approaches to Drawing
  (see page 33)

Photography
- Digital Photography Basics
- 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
  (see page 31)

NEW FOR 2019/20

RECONCILIATION, RECOGNITION, RESURGENCE

Learn about and appreciate the histories, narratives and traditions of Indigenous peoples with our NEW Indigenous Knowledge Series.

Discover short courses on:
- Writing and Editing Indigenous Work
- Introduction to Cree Worldview

Visit page 39 for more information.
Languages

Expand your horizons, increase your opportunities in business situations and make your next vacation more enjoyable by learning a new language. Develop or expand your language skills in a friendly and supportive learning environment. In these French and Spanish courses you will learn how to read, write and speak the language through in-class exercises and conversation.

When registering in Level II or III courses, we recommend that you have completed the previous level or have equivalent experience in the language. If you are not sure which level to register in, email us at sce@macewan.ca.

French Level I: Pronunciation, Vocabulary, Grammar and Conversation Basics
$295 | 30 hours | CCC
Gain basic French pronunciation and conversational skills, including the vocabulary used to ask and answer questions relating to the time, date and various other types of information. In this interactive course, you will build vocabulary to engage in simple conversations in a variety of situations including shopping, and ordering in restaurants. Although the emphasis will be on pronunciation and learning key phrases, basic grammar, reading and writing skills will also be covered.

“Spanish Level I was a great introduction to the language and will give me the basics to continue learning Spanish. The instructor made the class fun. She originates from Mexico, and was able to teach us authentic Spanish and differentiates between practical usage with Latin America and Spain.”

Jacqueline McLeod
Spanish Level I

French Level II: Pronunciation, Vocabulary Building, Grammar and Conversation
$325 | 30 hours | CCC
Practice and build your French language skills by adding to your vocabulary and increasing your ability to express yourself using different verb tenses, adjectives, and adverbs. Learn to describe people and objects, talk about the weather and leisure activities, ask for and give directions, make travel arrangements in a polite manner, and describe basic past actions. You will also learn to use more complex French grammatical tenses and further develop your reading and writing skills through games and dialogues.

French Level III: Intermediate Grammar, Vocabulary Building and Conversation Development
$345 | 30 hours | CCC
Improve your speaking and listening abilities as well as your reading and writing skills by learning and applying intermediate to advanced French language grammatical tenses. Broaden your range of vocabulary and express yourself with increased confidence and ease by engaging in more complex conversations that employ the use of past and future tenses.

Spanish Level I: Conversation Development
$295 | 30 hours | CCC
Learn to speak everyday Spanish for travel and basic social interactions. Topics include: asking for and giving personal information, exchanging greetings and introductions, asking for directions and describing people and places. The focus is on pronunciation, developing speaking and listening skills, and learning key phrases for a variety of situations. Basic grammar, reading and writing skills will also be covered.

Spanish Level II: Conversation Development for Independent Travel
$325 | 30 hours | CCC
Become familiar with the cultural aspects of the Spanish speaking world, and strengthen your verbal and written communication abilities by building your vocabulary and grammar skills. Learn to tell the time, express preferences, likes and dislikes, make requests and offers, and make comparisons. You will learn to give commands, use adverbs, apply direct, indirect and double object pronouns, and practice conversations in several tenses including progressive present and imperfect.

Spanish Level III: Independent Travel and Conversation Development
$375 | 30 hours | CCC
Continue building vocabulary, reinforce the use of past tenses, and further develop your ability to use direct and indirect objects. You will also be introduced to the subjunctive tense as well as other grammatical tenses, with the goal of enhancing personal expression.

Indigenous Knowledge Series

Take the opportunity to learn about and celebrate the history, culture and traditions of Indigenous peoples in Canada. Courses are presented by Indigenous facilitators who are experienced professionals in their fields, and are designed for anyone wanting to learn and expand their knowledge for personal or professional growth.

Writing and Editing Indigenous Work
$249 | 12 hours | ACC
Who has the right to work with Indigenous stories? Is there a right and wrong way to do it? Through readings, discussions and explorations of past, you will be introduced to the complexities of working with writing by and about Indigenous Peoples. Non-Indigenous editors and writers will learn how to work with Indigenous stories in a way that is culturally appropriate and helps ensure that books that accurately reflect Indigenous Peoples in Canada are published.

Introduction to Cree Worldview
$125 | 3 hours | CCC
Join an Indigenous Knowledge Keeper/Facilitator with MacEwan University, as they share some of the oral traditional teachings on Cree culture and historical content on the First Peoples of this land. The session will begin with a teaching indigenous smudge ceremony, and there will be an opportunity for participants to engage in dialogues in a circle process.

ACC Alberta College Campus | CCC City Centre Campus
Fees are accurate at the time of printing and subject to change.
English as an Additional Language (EAL)

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. We look forward to helping you reach your goals.

ACADEMIC STUDIES FOR POST-SECONDARY ADMISSION

Credit Courses
We offer academic and language upgrading for students looking to pursue Canadian post-secondary education. Courses are offered during the day, and funding may be available through Alberta Works.

Explore intermediate to advanced courses in reading and writing, listening and speaking and focus areas like vocabulary, grammar, and academic research writing.

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

PROFESSIONAL AND PERSONAL LANGUAGE SKILL-BUILDER COURSES

Non-Credit Courses
• Adult English classes are offered downtown at the Alberta College Campus
• Improve your conversational skills for social, professional and academic situations
• Non-credit courses are offered in the evenings
• Prepare for your IELTS exam
• Prepare to meet English requirements for professional designations and accreditations

Non-credit evening courses are offered in:
• Clear Speaking (High Beginner, Intermediate, Advanced)
• Writing Skills (High Beginner, Intermediate, Advanced)
• IELTS Preparation (Level I and II)

Prerequisite(s) apply. Register online or learn more at MacEwan.ca/EAL.

University Preparation (UP)

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 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.

COURSES OFFERED

| ENGL 010 | English 10
| ENGL 020 | English 20
| ENGL 030 | English 30
| MATH 010 | Mathematics 10
| MATH 020 | Mathematics 20
| MATH 030 | Mathematics 30
| SCIE 010 | Science 10
| PHYS 020 | Physics 20
| PHYS 030 | Physics 30
| CHEM 020 | Chemistry 20
| CHEM 030 | Chemistry 30
| BIOL 020 | Biology 20
| BIOL 030 | Biology 30
| CMSK 011 | Introduction to Computers Level I
| CMSK 015 | Introduction to Computers Level II

MacEwan.ca/EAL
EAL@macewan.ca
780-497-4000

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

OPEN TO DOMESTIC AND INTERNATIONAL STUDENTS.
Executive Professional Development Certificate Programs

The School of Continuing Education understands 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.

Develop new skills and up-to-date knowledge to continue your education and improve your career with these full-time, 12-month programs with September and January intakes.

Executive Professional Development Programs:
- Project Management and Professional Communication
- Business Analysis and Professional Communication
- Global Logistics Management and Professional Communication

We also provide customized training for groups in Canada and abroad

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

We offer customized and cost-effective international training in areas such as:
- 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
- Teacher Training
- Establishing a Training Unit
- English Language and Cultural Tours (high school/university/adult)

“MacEwan gave me knowledge from my field, but besides, it gave me intercultural awareness, persuasive and leadership skills and tons of conflict management, which no book or course can develop until you actually deal with them. MacEwan taught me to take opportunities, chances and always keep my mind open.”

Vladelina Valeria Lungu
Global Logistics Management graduate, August 2018
Conservatory of Music

Grow your musical talent! 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 at Allard Hall and the Alberta College Campus, both located in downtown Edmonton. For more details, please call, email or visit our website.

Private Lessons
Lessons are offered to all ages and at all stages.

PIANO
- Bianca Baciu
- Reinhard Berg
- Simon-Marc de Freitas
- Emily Greve
- Geraldine Haythorne
- Sarah Hill
- Margaret King
- Shuie Komiya
- Yama Kyukichihara
- Jodi LowBeer
- Inna Lazarac
- Echo Mazur
- Karen McNaughton
- Carol Mollery
- Glenda Murphy
- Marina Stoltz
- David Yui
- Cameron Watson

FLUTE
- Bill Damur
- Petar Damljerski
- Liane Garlie
- Margaret King

OBOE
- Beth Levy

CLARINET
- Echo Mazur
- Don Bass
- Dan Sutherland

BASSOON
- Diane Persson

SAXOPHONE
- Dan Davis
- Rossmarie Siewer
- Charles Stolte

TRUMPET
- Jeff Bryant
- Robin Doyon
- Joel Gray
- Dawn Hage
- Russ Whitehead

FRENCH HORN
- Mary Frazon
- Suzanne Langor

TROMBONE
- Allen Lowrey

EUPHONIUM AND Tuba
- Randy Hale
- Allen Lowrey

DRUMS AND PERCUSSION
- John McCormick
- Dan Skakun

VOICE
- Gill Anderson
- Gary Benson
- Mallory Chipman
- Kimberly Dennis
- Elizabeth Grigaitis
- Clint Hagel
- Ron Long
- Elizabeth Raycroft
- Judy-Lynn Sencuk
- Svetlana Sech
- Maara Shurley-Pryma
- Whitney Sloan
- Evan Woolf

VIOLIN
- Fabiola Amorim
- Marie Forestier
- Virginie Gagne
- Frank Ho
- Clayton Leung
- Vladimir Rubno
- Mathias Silvera
- Laura Veeze
- Neda Yamach
- Christine Yu

VIOLA
- Fabiola Amorim
- Clayton Leung

CELLO
- Meran Currie-Roberts
- Jan Woodman
- Joanne Yu

DOUBLE BASS
- Jan Tite
- Jan Urie

HARP
- Nora Bumanis
- Bonnie Cattam
- Keri Zwick

CLASSICAL GUITAR
- Michel Forester
- Trevor Sanders

ELECTRIC GUITAR
- Bill Damur
- Donald Ehret
- Kim Lesaca
- Trevor Sanders
- Robert Waldb
- Mitch Zorich

ELECTRIC BASS
- Kim Lesaca

EAR TRAINING
- Robert Klaikovich

MUSIC HISTORY/THEORY
- Robert Klaikovich
- Cameron Watson

COMPOSITION
- Reinhard Berg
- Cameron Watson

PERFORMANCE COACHING
- Faye Stolbery
Ensembles and Workshops for Adults

Call us to register for the following music workshops and ensembles. Visit our website and follow us on Facebook throughout the year for other exciting workshops and masterclasses.

HOW TO REGISTER

All courses, workshops and ensembles must be registered by phone or in person.

conservatory@macewan.ca
780-633-3725

Ensembles

Percussion Ensemble
The Percussion Ensemble is an enjoyable, eclectic musical journey. The ensemble performs a wide variety of music, including jazz, world, classical, rock and experimental. Performers make use of a vast array of percussion instruments from around the world: traditional (cymbals, drum set, xylophone), world (glock, conga, gong), experimental (flower pots, pails, trash cans) among others. This ensemble is a great opportunity for students becoming a member of the Alberta College Percussion Ensemble. Please contact John McCormick at 780-633-3801.

MacEwan Conservatory Big Band
$345 | 60 Hours | ACC | Evenings

For an exceptional educational and performance experience, join the MacEwan Conservatory Big Band! Participants will have the opportunity to play various styles of jazz music in a big band setting, and perform in several concerts throughout the year. Auditions are required to join the band. Contact Robert Davis for more information. Instructor: Jeff Bryant

Workshops and Courses

Performance Wellness
$240 | 8 Hours | ACC | Weekdays

This eight-week experiential workshop was created for students and teachers of the performing arts. Instructor Dr. Bianca Baciu has completed training in several mind-body integration fields and offers a multidimensional approach to performance health that brings together aspects of Somatics, Alexander Technique, Perfroming Arts Medicine, Mindfulness-based Stress Reduction and the Hakomi Method. Participants will develop in-depth body awareness and self-awareness that will enable them to play and sing with ease, and develop strategies in order to prevent and heal performance-related injuries.

Ear Training for Royal Conservatory Candidates
$50 | 8 Hours | ACC | Weekends

A class designed especially for the preparation of ear tests for June practical exam candidates of the Royal Conservatory, but suitable for other national exams as well. This intensive eight-week course specifically addresses the required ear tests at the level of each individual student. Highly recommended as a supplement for practical study, allowing more time at the practical lesson for repertoire and technical work. Instructor: Dr. Robert Klakowich

Music Preparatory
$200 | 14 Hours | ACC | Evenings

This seven-week program is designed to help students prepare for their written theory and ear training examinations that are part of the audition process for MacEwan’s Bachelor of Music. This course is also open to the general public as an intensive twelve-hour course. Classes will correspond with the last audition date of each year. If you need help preparing for the performance audition, please contact the Conservatory of Music at 780-633-3725 or conservatory@macewan.ca and we can help you find a private instructor.

Adult Beginning Folk Harp Class
$250 | 7 Hours | ACC | Evenings

Learn a solid foundation and receive personalized one-on-one instruction in this beginner harp class. Course includes six weeks of one-hour group classes plus two private, 30-minute lessons (7 hours total). Most harp playable harp verified by the instructor. Rental options are available which will be additional cost. Contact us at conservatory@macewan.ca for more details.

Vocal Belloting Workshop
Performers: $50, Auditors: $40 | 7 Hours | ACC | Weekends

This vocal belloting workshop will cover the basic anatomy, physiology and sensations of belling. Learn exercises and strategies to help develop your bell voice and explore vocal techniques in a group setting. Participants will explore posture, breath support, diction rules and vocal modifications to help demystify the bell voice. Towards the end of the workshop all participants (excluding auditors) will be given the chance to sing a piece of their choosing and be provided with pointers and feedback. Students are required to bring their own sheet music for the latter portion of the workshop.

Intro to Estill Voice Work
$50 | 13 Hours | ACC | Evenings

In this introduction to Estill Voice Work, participants will learn what recent voice science and anatomy has to teach vocalists about their voice and singing. Learn quick and practical tools to improve your voice. Understand the anatomical reasoning behind commonly used images and metaphors used by voice teachers, choir directors, and acting coaches. This course will cover the 13 figures of voice control and how they mix to create 6 basic qualities of the voice: open, closed, focused, uncontrolled, etc. Participants will have the opportunity to explore the different sounds the voice can make. Instructor: Ron Long

Jazz 101
$300 | 33 Hours | ACC | Weekends

Welcome to improvisation! In this fall full-year course, students will learn jazz improvisation skills from the very basics to fitting in at any jam session. The course has three major sections. In the first section, students will work on playing over the blues and simple diatonic tunes. In the second section, students will work on improvising over common jazz standards and progressions. The third section will focus on learning a new song and “jazz language” through building musical vocabulary. Since jazz is an art form, participants will have the opportunity to listen to a variety of jazz music in this class, and learn to transcribe melodies and chord progressions. This is a “hands-on” course, and much of the class time will be spent playing and workshopping jazz improvisation techniques. A minimum of two years of experience on your instrument is required. Instructor: Dan Davis

Beginner Jazz Combo
$800 | 33 Hours | ACC | Weekends

Looking for a group to practice and play jazz? Join the Beginner Jazz Combo! The combo will work on tunes by Horace Silver, Miles Davis, Benny Golson, Jaco Pastorius, Duke Ellington and many more. Students will learn melodies, come up with background figures and simple arrangements, and work on soloing skills. Students will have the opportunity to participate in concerts in January and April, as well as the MacEwan University Festival of Music. Students must participate in the Beginner Jazz Combo before moving on to the Intermediate Jazz Combo unless given approval by the instructor, Dan Davis.

Intermediate Jazz Combo
$750 | 33 Hours | ACC | Weekends

The Intermediate Jazz Combo provides musicians with some experience jazzing the opportunity to further their improvisation skills. Participants will play more challenging jazz standards and modern jazz tunes at various tempos to enhance their technique. Students will have the opportunity to participate in concerts in January and April at the Conservatory of Music on the MacEwan Campus. Instructor: Dan Davis

Wagner’s Ring: Study of Themes
$80 | 14 Hours | ACC | Evenings

This series of four workshops is an ongoing study of Wagner’s Ring des Nibelungen. Participants will study the themes and leitmotivs and how they relate to each other throughout the series. Participants must have participated in the Spring workshop, and students do not need to know music notation or theory to attend. Instructor: Reinhard Berg

What Makes Music Tick?
$80 | 14 Hours | ACC | Weekends

Let a practicing composer take you inside the minds of creators of music. Explore the rhythmic structure and phrasing of language and music while learning about the physics of sound as the basis of harmony. Students will be introduced to Schenkerian analysis in order to interpret the structure of a tonal work in relation to time and melody. Knowledge of music notation is not essential. Instructor: Reinhard Berg

Beginner Keyboard Class for Adults
$240 | 10 Hours | ACC | Evening

This 10-week hands-on keyboard course will cover both standard piano technique and use of technology in electronic keyboards. Participants will gain access to an instrument for home practice; an inexpensive portable keyboard will suffice (please speak to the instructor before shopping). Reading, playing by ear, improvisation, and composition will be covered. Instructor: Reinhard Berg

Songwriting I
$575 | 18 Hours | ACC | Evenings

Discover now approaches to writing your own original songs. In this 12-week course, participants will create songs by exploring different musical and lyrical techniques, examining various songs and styles, and discussing basic music theory and songwriting as a creative concept. Students will also have the opportunity to share their original pieces with the class and assess their compositions in a friendly, respectful setting. Instructor: Robert Waldbott

Songwriting II
$575 | 18 Hours | ACC | Evenings

Apply the techniques taught in Songwriting I while advancing your knowledge of chords, melody and lyrics. Students will be introduced to the art of writing songs and applying basic arrangement and production concepts. Participants will share their progress with the instructor, and receive friendly and respectful setting. Prerequisite: Songwriting I. Instructor: Robert Waldbott

Basic Rudiments Class
$215 | 13 Hours | ACC | Weekends

This course offers an introduction to music theory in a group setting, focusing worldwide on RCM Level 4 and equivalents. What they wish to continue the basics, or to prepare for the RCM Level 4 exam, can take intermediate rudiments in the winter term. Instructor: Robert Klakowich

Intermediate Rudiments Class
$275 | 17 Hours | ACC | Weekends

This course is an option for those with some previous theory background (approximately RCM Level 5 and equivalents). It will prepare students for the Level 8 Royal Conservatory and other equivalent national theory exams, and provides the necessary background for entrance into most university undergraduate music programs. Instructor: Robert Klakowich

Ear Training
$180 | 10 Hours | ACC | Evenings

This is an interactive course for all ages and levels covering areas such as sight singing, rhythm, interval and chord recognition, and melodic dictation in a group setting. It can be taken by anyone wishing to improve their aural skills. The course will also help national exam candidates (such as RCM, CM, AC and ARCT) prepare for their ear tests, as well as students preparing for entrance into a music degree program. Instructor: Robert Klakowich
Events

CHILDREN’S CONCERT SERIES
To encourage music appreciation at young age, this new series is designed for children under 10 years of age. Besides experiencing a live music performance with an engaging story, children will also enjoy arts, crafts, dance and movement which are incorporated into the programs.

CONNECTIONS CONCERT SERIES
Sunday afternoon concerts at Muttart Hall. Concerts feature emerging and esteemed faculty from the Conservatory of Music.

FALL MUSIC FESTIVAL
The Fall Music Festival was created by music teachers to encourage and guide musical understanding and performance skills in musicians of all ages. This annual event, held early in the instructional year, inspires students to incorporate the valuable comments provided by the adjudicators into their studies and offers them scholarship opportunities.

FOR MORE INFORMATION AND DATE CONFIRMATIONS, VISIT MACEWAN.CA/CONSERVATORY OR CALL 780-633-3725.

Programs for Children and Youth

Visit our website for more information on upcoming classes for young musicians.

MUSIC IN EARLY CHILDHOOD
classes for ages 3-6 years

BEGINNER PIANO
classes for ages 7-12

EAR TRAINING
classes for ages 8-12

JUNIOR JAZZ PIANO CLASS
classes for ages 7-10

ORCHESTRAS AND ENSEMBLES
for ages 8+

SUMMER CAMPS
for ages 8+

PRIVATE MUSIC LESSONS
instrumental, voice, theory, all instruments, all levels

CHILDREN WILL BUILD THEIR MUSICAL ABILITIES WHILE LEARNING TEAMWORK AND ORGANIZATIONAL SKILLS IN A FUN AND ENCOURAGING SETTING.
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 p.m., Monday to Friday

IN PERSON
Alberta College Campus
Registration and Information Services
10050 MacDonald Drive Edmonton, AB T5J 2P7

Complete the Continuing Education Enrolment Form and send it to:
Registration and Information Services, School of Continuing Education
MacEwan University
P.O. Box 1796
Edmonton, Alberta
T5J 2P2 Canada

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 formal 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.

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.

A Professional Development Certificate may be issued to individuals who have satisfactorily met attendance requirements of a prescribed evaluation component.

A Certificate of Achievement (Institutionally Approved Document)
A Certificate of Achievement may be issued to those individuals who have satisfactorily met expectations of a prescribed credit learning activity of 30 credits or more.

INCOME TAX RECEIPTS (T2202A)
Students in continuing education courses leading to a credential may be eligible to claim tuition and education tax credits. T2202A tax receipts will be made available to students online via My Portal/MacEwan.ca in February. Tax receipts will not be mailed and will only be accessible via the web.

TAX CREDITS

Students in continuing education courses leading to a credential may be eligible to claim tuition and education tax credits. T2202A tax receipts will be made available to students online via My Portal/MacEwan.ca in February. Tax receipts will not be mailed and will only be accessible via the web.

INDIGENOUS APPLICANTS
If you wish to declare your Indigenous identity for the purpose of developing support services, programs, and statistical purposes, please indicate:
- First Nations - Status
- First Nations - Non Status
- Metis
- Inuit

CHARGES OR MONEY ORDERS SHOULD BE MADE PAYABLE TO MACEWAN UNIVERSITY. FEES MUST BE PAID AT THE TIME OF ENROLLMENT. SPONSORED STUDENTS MUST SHOW PROOF OF SPONSORSHIP WHEN THEY ENROLL.

NOTE
A NON-REFUNDABLE $10.00 STUDENT ID CARD FEE WILL BE ASSESSED FOR ALL NEW STUDENTS ENROLLING IN THEIR FIRST CREDIT COURSE.

PERSONAL INFORMATION

PLEASE FILL IN ALL INFORMATION IN FULL (PLEASE PRINT)

HAVE YOU PREVIOUSLY ATTENDED OR APPLIED AT MACEWAN UNIVERSITY?

YES NO

STUDENT ID NO.: PROGRAM:

FAMILY (LAST) NAME: FOR RATER NAME (IF APPLICABLE)

FIRST NAME (LEGAL): MIDDLE NAME (LEGAL):

FAMILY (LAST) NAME: FORMER NAME(S) (IF APPLICABLE)

DATE OF BIRTH: CITY/TOWN:

STREET ADDRESS:

PROVINCE: POSTAL CODE: COUNTRY

FIRST NATIONS – NON STATUS

SCHOOL OF CONTINUING EDUCATION

ENTER THE FOLLOWING COURSES...

COURSE # SECTION # COURSE TITLE START DATE END DATE START TIME

ENROL IN THE FOLLOWING COURSES...

BY THE ACT OF APPLYING TO A PROGRAM AND/ OR ENROLMENT INTO COURSES, EACH STUDENT AGREES TO BE BOUND BY THE POLICIES AND PROCEDURES OF THE UNIVERSITY.

PAYMENT INFORMATION

**DO NOT SEND CREDIT CARD INFORMATION VIA EMAIL**

CREDIT CARD #: EXPIRY DATE:

CREDIT CARD HOLDER NAME:

CREDIT CARD HOLDER’S SIGNATURE:

MacEwan values the security of your personal information. In accordance with the Payment Card Industry standards, MacEwan no longer processes credit card data received over the phone or by email. The receipt of credit card information via email is strictly prohibited by the University. Data contained in the email is unencrypted and susceptible to theft by fraudulent individuals. If emails are sent for the payment of registration fees, your payment will not be processed. You must contact the appropriate person to arrange for payment using an alternative method.

PERSONAL INFORMATION COLLECTION NOTICE

The personal information requested on this form is collected under Section 35(c) of the Freedom of Information and Protection of Privacy Act for the purpose of one or all of the following: to determine eligibility for admission and financial assistance, to advise students about academic programs and to provide university services at MacEwan University. Questions concerning this collection should be directed to the Lead, Privacy and Information Management at privacy@macewan.ca.