

ASSOCIATE IN ARTS DEGREE

COMMUNICATION STUDIES FOR TRANSFER

STUDENT TRANSFER
ACHIEVEMENT
REFORM (STAR)
ACT (SB1440)



Associate Degree
for Transfer
A Degree with a Guarantee.™

TRANSFER PREPARATION * (MAJOR CODE: 01475)

Designed to provide students who desire a broad cultural education in the liberal arts and for the major who wishes to transfer to a four-year college or university. Coursework focuses on both theoretical principles of oral communication and practical application in public speaking in formal and informal debates. In addition, the curriculum encourages effective personal growth, citizenship, and social relations.

Program Student Learning Outcome Statement:

- Demonstrate the communication skills necessary to engage competently in interpersonal, small group, public speaking and mass communication contexts.

REQUIRED:

COMM 104 Public Speaking 3

LIST A-ANY 2:

6 units required

COMM 160 Argumentation and Debate 3
COMM 174 Interpersonal Communication 3

LIST B-ANY 2:

6 units required 6

COMM 103 Oral Communication (3)
COMM 176 Intercultural Communication (3)
COMM 200 Introduction to Mass Communication and Society (3)

LIST C (3–4 UNITS):

Or any single COMM course not used for List B 3–4
ANTH 102 Cultural Anthropology (3)
PSYC 101 General Psychology (4)
SOC 101 Introduction to Sociology (3)
ENGL 116 Critical Thinking and Composition (3)

Total units 18–19

- * Students planning to transfer to a four-year college or university should complete courses specific to the transfer institution of choice. University requirements vary from institution to institution and are subject to change. Therefore, it is important to verify transfer major preparation and general education requirements through consultation with a counselor in either the Counseling Center or Transfer Center. See catalog TRANSFER COURSES INFORMATION section on page 43 for further information.

COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT

HIGHER EDUCATION CENTER AT OTAY MESA

DEAN Silvia Cornejo, M.A., Office 4118D, 619-216-6755

FACULTY Elisabeth Shapiro, J.D.

DEPARTMENT CHAIR Vacant

GENERAL DESCRIPTION

In recent years, governmental entities and community planning groups have undertaken urban revitalization by focusing on initiatives that develop the local economy, create jobs, and maximize the use of local resources including the development of real property, transportation, water and other natural resources. Southwestern College has developed the Community, Economic, and Urban Development Program to provide students with the skills and knowledge required to be successful in this and related career fields. The program discusses the concepts of city planning, architectural design, land use, innovation, creativity, leadership, real estate, transportation, economics principles, and workforce development.

A work experience component offers volunteer or paid internship opportunities on local civic boards, commissions, councils, committees, private businesses, government agencies, or non-profit organizations located throughout San Diego County focusing on the south county region. Students gain practical skills and can work toward employment in the field or transfer to a four-year college or university that has related programs in the area of urban planning.

CAREER OPTIONS

Urban planner has been considered one of the "best careers" in surveys conducted by various organizations. The following list is a sample of the career options available for individuals who complete studies in the Community, Economic, and Urban Development major. Some of these options require an advanced certificate or an associate degree; some require a bachelor's or master's degree: urban/city planner or designer, transportation planner, environmental technician, research analyst, title examiner, construction manager, operations manager, architect, real estate and land use designer, property and community association manager, economic developer, housing specialist, parks and recreation planner, surveying and mapping technician, workforce developer, community activist, charitable and social service organization worker/manager, and entrepreneur involved in urban planning and design.

DEGREE/CERTIFICATE OPTIONS MAJOR CODE

Associate in Science Degree: Career/Technical
 Community, Economic and Urban Development 01061

Certificates of Achievement
 Community, Economic and Urban Development—Basic 01062
 Community, Economic and Urban Development—Intermediate 01063

Consult with a counselor to develop a Student Education Plan (SEP), which lists the courses necessary to achieve your academic goal.

ASSOCIATE IN SCIENCE
 ! COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT

CAREER/TECHNICAL (MAJOR CODE: 01061)

Prepares students to work in leadership roles in private, public, and nonprofit organizations engaged in various community planning, economic, development, and residential/commercial revitalization activities. Develops skills in community land-use planning, economic development, business planning, community leadership, design concepts, economics, and real estate principles and practices.

Program Student Learning Outcome Statement:

- Prepare a report on a South San Diego County community or regional planning initiative or other related effort that they have researched.

ACCT 101	Principles of Accounting I	4
BUS 52	Basics of Government Contracting	2
BUS 83	Principles of Economic Development	3
BUS 84	Grant Research and Writing Fundamentals	1
BUS 100	Introduction to Community, Economic, and Urban Planning	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
BUS 211	Communication in Business and Industry OR	3
BUS 212	Business Communication	
ECON 101	Principles of Economics I	3
ECON 102	Principles of Economics II	3
GEOG 145	Introduction to Mapping and Geographic Information Science (GIS)	3
LDR 152	Business Innovation and Creativity	1
LDR 154	Community and Collaborative Leadership	3
LDR 155	Strategic Planning and Sustainability OR	3
RE 101	Real Estate Principles	
LDR 156	Microfinance and Sustainable Development (3) OR	2-3
LEGL 266	Mediation, Negotiation, and Conflict Management (2)	

BUS 290-293	Work Experience in Business	2-4
Total units		40-43

To earn an associate degree, additional general education and graduation requirements must be completed. See page 59.

PROGRAMS

CERTIFICATES
 ! COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT—BASIC

CERTIFICATE OF ACHIEVEMENT

CAREER/TECHNICAL (MAJOR CODE: 01062) BASIC

Prepares students to work in private, public, and nonprofit organizations engaged in various community, and economic development activities. Provides an overview of the key areas involved in the field, including concepts of sustainability, strategic planning, microfinance, community design, real estate, economics, and legal issues related to the field.

Program Student Learning Outcome Statement:

- Prepare a PowerPoint presentation on a community planning initiative or other related effort that they have been exposed to in the South Bay or in the broader San Diego region.
- Research and analyze a current business, community or economic development issue and prepare a report and PowerPoint presentation that includes an analysis of the issue(s) and provides recommendations for follow-up.
- Satisfy this competency in the preparation of the report described above in Box A in this Information Competence Section.

GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment

BUS 100	Introduction to Community, Economic and Urban Planning	3
BUS 83	Principles of Economic Development	3

Some courses within this program may require additional coursework that must be completed prior to enrollment in these courses. Please consult the individual course listings for prerequisites and any other limitations on enrollment. ! !

BUS 211	Communication in Business and Industry OR	3
BUS 212	Business Communication	3
ECON 101	Principles of Economics I	3
GEOG 145	Introduction to Mapping and Geographic Information Science (GIS)	3
LDR 152	Business Innovation and Creativity	1
LDR 154	Community and Collaborative Leadership	3
LDR 155	Strategic Planning and Sustainability OR	3
RE 101	Real Estate Principles	3
Total units		22

⚠️ COMMUNITY, ECONOMIC AND URBAN DEVELOPMENT— INTERMEDIATE

CERTIFICATE OF ACHIEVEMENT CAREER/TECHNICAL (MAJOR CODE: 01063)

Prepares students to work in private, public, and nonprofit organizations engaged in various community planning, economic development, and residential/commercial revitalization activities. Develops skills in project management, accounting, business ethics, human resources, labor relations, and business communications.

Program Student Learning Outcome Statement:

- Prepare a report on a South San Diego County community or regional planning initiative or other related effort.
- Research and analyze a current business or a community or economic development issue, and prepare a report and PowerPoint presentation that includes an analysis of the issue(s) and provides recommendations for follow-up.
- Participate in a planning or economic development committee or council composed of people of diverse backgrounds.

GAINFUL EMPLOYMENT:

The U.S. Department of Education requires colleges to disclose a variety of information for any financial aid eligible program that “prepares students for gainful employment in a recognized occupation.”

Students who complete this program will have acquired the necessary analytical tools to successfully secure gainful employment in the field of study.

For more information regarding the data provided for this program and what it means to you as a student, please feel free to visit our SWC Gainful Employment website at: www.swccd.edu/gainfulemployment

ACCT 101	Principles of Accounting I	4
BUS 52	Basics of Government Contracting	2
BUS 84	Grant Research and Writing Fundamentals	1
BUS 140	Business Law/The Legal Environment of Business	3
BUS 142	Business Ethics—Corporate and Personal	1
ECON 102	Principles of Economics II	3
LDR 156	Microfinance and Sustainable Development OR	3
LEGL 266	Mediation, Negotiation, and Conflict Management	2
BUS 290–293	Work Experience in Business	2–4
Plus the courses required for the Community, Economic and Urban Development—Basic certificate		22
Total units		40–43

COMPUTER AIDED DESIGN AND DRAFTING

SCHOOL OF HEALTH, EXERCISE SCIENCE, ATHLETICS, AND APPLIED TECHNOLOGY

DEAN Terry Davis, M.H.A., Office H403, 619-482-6551
DEPARTMENT CHAIR David Preciado, A.A.

GENERAL DESCRIPTION

Designed to provide students with the skills and technical knowledge requested by employers using Computer Aided Design and Drafting (CADD) in a variety of disciplines. This program focuses on the development of CADD skills and problem-solving strategies in the development of two- and three-dimensional models. Additional engineering options allow students to acquire advanced CADD skills in areas of special interest.

The CADD technology associate in science degree prepares the student for various job opportunities in a wide variety of disciplines. There is an increasing demand for competent engineering technicians knowledgeable in the use and application of CADD software. Students planning to enroll in a four-year college engineering program will benefit greatly by developing CADD skills used in most engineering departments.

CAREER OPTIONS

Below is a sample of the career options available for the computer aided design major. Some require a certificate of achievement and most require an associate in science degree: mechanical, aeronautical, structural, and civil engineering. New areas of use can be found in animation, simulation, and theatrical departments. While drafting