NEW programs starting September 2018!

> Advanced Accounting & Finance
> Cybersecurity
> Foundations of Analytics
> Professional Addiction Studies
> and more!
Join us!

Events at McMaster University Continuing Education

Stay connected and informed by visiting our events page at www.McMasterCCEevents.ca

Attend a free online program preview to get a taste of upcoming courses and answers to all of your questions. McMaster Continuing Education also hosts in-person academic and community events throughout the year.
Your home for lifelong education

Online. In-Person. 12-Weeks. One-day. Diploma. Certificate. Whatever you need to achieve your goals, we offer it here. McMaster University Continuing Education is dedicated to your success. Each term we strive to provide new course and program options to meet industry demand and your evolving educational needs.

Some new programs coming in 2018-2019 include:

- AGILE Project Management
- Foundations of Analytics
- Cybersecurity
- The Art of Seeing™
- The Art of Presentations
- Professional Addiction Studies
- Crisis and Mental Health Training
- Professional Development Online Courses

From a community perspective, this year we will continue to partner with community groups across the Hamilton area to foster diverse collaborations. Doing so provides an important opportunity for mutual learning and a way of breaking down barriers and enabling socially relevant educational opportunities.

We hope this next academic year will bring you closer to your goals and aspirations, while enriching your life in a way that only lifelong education can.

Sincerely,

Lorraine Carter, PhD
Director, McMaster University Centre for Continuing Education

P.S. We are now offering experiential learning projects in a number of the courses in our popular Human Resources Management program. This is a unique opportunity to take theories learned in class and apply them to real challenges presented by industry partners. Learn more at McMasterCCE.ca/experiential-learning

McMaster University recognizes and acknowledges that it is located on the traditional territories of the Mississauga and Haudenosaunee nations, and within the lands protected by the “Dish With One Spoon” Wampum agreement.
Need to Know

Course Locations

📍 HA Hamilton Area – Courses/Workshops are held at various locations in and around Hamilton, Ontario.

📍 H Downtown Hamilton Campus (McMaster Continuing Education) – Most in-person classes take place here (1 James St. N., Hamilton).

様々 McMaster University Main Campus – Clinical Research Associate courses are offered at the main McMaster campus (1280 Main St. W., Hamilton).

📍 B McMaster University Ron Joyce Centre – Some Lean Six Sigma and Project Management sessions are held here (4350 South Service Rd., Burlington).

📍 T BMO Institute for Learning – AGILE Project Management is held here (3550 Pharmacy Ave., Toronto).

Course Formats

BD Blended – Includes both in-person and online learning within the same course, with fewer in-person classes.

👤 In-Person – Learn in a collaborative classroom setting.

💬 Online – Learn online in a dynamic group environment with instructor and student interaction.

OS Online Self-study – Learn online independently while working towards specified assignment deadlines.

📍 Fast Track/Accelerated – Complete your Accounting Certificate or Diploma in person in 8-12 months with a heavier course load. (Fast Track)

📍 A traditional In-Person course that works through course content faster with more frequent classes. (Accelerated)

Applying to Graduate

Please apply to graduate in Mosaic after the final grade for your last course has been posted to Mosaic (2-4 weeks after your final class/exam). You will receive an email from McMaster once your graduation status is confirmed. For more information, visit www.McMasterCCE.ca/apply-to-graduate.

Accessibility

McMaster strives to provide an accessible learning environment for all students. Please contact Student Accessibility Services at 905-525-9140 ext. 28652 or online at sas.mcmaster.ca. McMaster communications are provided in an electronic format. Please contact the Centre for Continuing Education if an alternative format is required.

English Language Proficiency Requirements

If your first language is not English, you must meet the University’s English language proficiency requirements as outlined at future.mcmaster.ca/admission/language/

Policies, Services and Student Resources

Please visit the website for McMaster University Centre for Continuing Education’s policies, services and student resources: McMasterCCE.ca/cce-policies

While all information in this catalogue is accurate as of July 2018, changes in class schedules may take place. Where there is a difference, the website supercedes this catalogue. Please visit www.McMasterCCE.ca for up-to-date information, including new program announcements, and to enrol.

Student Data

Please note that McMaster stores all contact records in our customer relationship management database. The data for this system is stored on servers located within the United States. If you prefer that your contact information not be stored in this system, please let us know at conted@mcmaster.ca. For the complete privacy statement relating to this system, please visit McMasterCCE.ca/privacy-statement.

Enrol online

To avoid disappointment, please enrol early.

Returning students, please use your MAC ID.

> Enrol online at: www.McMasterCCE.ca

Enrolments are also accepted:

> In person: McMaster University, Centre for Continuing Education One James Street North, 2nd floor, Hamilton, ON L8S 4L8

> By fax: 905-546-1690

> By mail: McMaster University, Centre for Continuing Education 1280 Main Street West, OJN, 3rd floor, Room 386 Hamilton, ON L8S 4L8

Credit card/debit payments preferred. Cash payments no longer accepted.
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### Credentials

**Certificate of Completion:** Participants will receive a certificate acknowledging completion of a minimum of 30 hours of education and successful completion of an evaluation component.

**Certificate:** A program of study coherently organized around clear learning objectives and having academic content equivalent to a minimum of 15 units of credit (most McMaster Continuing Education courses are 3 units.)

**Diploma:** A program of study involving a significant body of academic work coherently organized around clear learning objectives and having academic content equivalent to a minimum of 24 units of credit (most McMaster Continuing Education courses are 3 units.)

**Non-Credit/Professional Development/Certificate of Attendance:** Participants will receive acknowledgement of participation in a set of activities at McMaster that does not have the status of an academic program.

McMaster University Certificates and Diplomas Policy (Senate Approved May 2017)

**Note:** As per McMaster University Senate policy (May 2017), a course can be used towards a maximum of two McMaster credentials. At McMaster, the term credential refers to a certificate, a certificate of completion, a diploma, a MyOWNMcMaster milestone, and an undergraduate degree.
“My McMaster University Continuing Education Diploma was very helpful in finding my first job in Accounting in Canada. Choosing the fast track option at McMaster saved me a lot of time, and time has value. My instructors were all very good. They all had their CPA designation and are professional accountants. They can teach you the theoretical knowledge of accounting, as well as provide information on the practical environment.”

Jing
Graduate, Diploma in Accounting
Staff Accountant, Kudlow & McCann Chartered Professional Accountants
Cheques and balances. It all adds up.

McMaster University’s Accounting programs were designed in collaboration with industry experts and the DeGroote School of Business to help you efficiently achieve your learning goals. Choose the pathway that’s right for you!

Features
- Our university-level courses are recognized towards fulfilling the prerequisite requirements for entry into the CPA PEP and/or exemptions from the CPA preparatory courses as well as towards CPA Canada’s Advanced Certificate in Accounting and Finance (ACAF).
- Online (self-study) courses begin bimonthly so you can start right away
- Fast track to complete the diploma in as little as 10 months (in-person format only)
- Study with skilled instructors who bring industry experience and share up-to-date workplace applications
- No application required

Formats
- In-Person: weekdays, evenings and weekends
- In-Person fast track: finish in just 10 months
- Online self-study
- Online

Who should take this program?
- Anyone wishing to pursue a career in managerial or financial accounting
- Professionals pursuing a designation or CPA Canada’s ACAF
- Students who only wish to take a few courses, without completing one of our academic programs, may do so as long as posted prerequisites or equivalencies are satisfied prior to enrolment
- New students are encouraged to contact the Centre for Continuing Education for academic counselling and a program study plan

Careers in Accounting
- Auditor
- Chief Financial Officer
- Controller
- Finance Director
- Financial Analyst
- Investment Banker
- Management Advisor
- Non-profit Executive Director
- Portfolio Accountant
- Strategic Management Consultant

CPA Ontario recognizes McMaster’s accounting courses towards fulfilling the prerequisite requirements for entry into the CPA Professional Education Program (PEP) and/or exemptions from the CPA preparatory courses, as well as towards CPA Canada’s Advanced Certificate in Accounting and Finance (ACAF).

Students pursuing an external designation or program are responsible for ensuring that they review, understand, comply with, and satisfy the external program’s requirements. See a full list of course equivalencies at www.mcmastercce.ca/accounting/CPA-professional-associations.
Diploma in Accounting

Admission and Program Requirements

- Previous post-secondary education is not required
- Individuals with post-secondary education:
  - Complete 5 core + 6 specialist courses
  - Complete as many basic and/or additional specialist courses as required for external accreditation
- Individuals without post-secondary education:
  - Complete Effective Communication (ACC 920) and Organizational Behaviour (HRM 821) courses
  - Complete 5 core + 6 specialist courses
  - Complete as many basic and/or additional specialist courses as required for external accreditation

Certificate in Advanced Accounting

Admission and Program Requirements

- Open to individuals with post-secondary education who have completed foundation/core-level accounting courses outside of McMaster Continuing Education prior to beginning the Certificate
- To qualify for the Certificate, students must complete any 6 specialist courses

Note: Graduates of the Diploma in Accounting are not eligible for the Certificate in Advanced Accounting and graduates of the Certificate in Advanced Accounting are not eligible for the Diploma in Accounting.

Fast Track Full-time Equivalency

Looking to complete the Diploma in Accounting in just 10 months? Consider the fast track option! Students committed to the fast track schedule and who are available Mondays & Thursdays in the Fall and Winter terms can complete the Diploma requirements in 10 months. Contact Accounting@McMaster.ca for details and a full timetable.

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol.
NEW! Diploma in Advanced Accounting and Finance

Admission and Program Requirements

> Open to individuals who have completed all five core courses offered under the Diploma in Accounting (or equivalent) + Business Law (BUS 436) or equivalent prior to beginning the diploma.
> Complete 7 specialist + 5 applied courses to qualify for diploma

Note: Intended for students interested in writing CPA Canada's Advanced Certificate in Accounting and Finance (ACAF) exam.
Pending CPA Ontario Approval

NEW! Certificate in Advanced Accounting and Finance

Admission and Program Requirements

> Open to individuals who have completed all five core courses as well as all seven specialist courses offered under the Diploma in Accounting (or equivalent) + Business Law (BUS 436) or equivalent prior to beginning the certificate.
> Complete 5 applied courses to qualify for certificate

Note: Intended for students interested in writing CPA Canada's Advanced Certificate in Accounting and Finance (ACAF) exam.
Pending CPA Ontario Approval

For full course descriptions + outlines, visit McMasterCCE.ca/accounting

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Diploma in Accounting</th>
<th>Certificate in Advanced Accounting</th>
<th>Diploma in Advanced Accounting and Finance</th>
<th>Certificate in Advanced Accounting and Finance</th>
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<tr>
<td>Core</td>
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<tr>
<td>Basic</td>
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</tbody>
</table>

*Must have completed courses (or equivalent) before starting program. ☑ Take courses to earn certificate/diploma. ☑ Optional.

Downtown Hamilton  BD Blended in-person + online learning  Fast track/Accelerated downtown Hamilton  Online  OS Online self-study
Big Data Analytics

Master digital data for meaningful insights.

Vast amounts of data are produced at an ever-increasing pace. Organizations are seeking professionals with the ability to harness this information to make more effective business decisions. Join the fast-growing field of big data, data analytics and data science with McMaster’s Big Data Analytics Certificate program!

Features
- Translate theory to application with lecture + computer lab class format
- Utilize current industry software to solve business problems
- Learn from industry experts
- Complete a capstone course based on industry sectors
- 6-course certificate

Formats
- In-Person
- 3-Hour class weekly
- Application required
- Bring your own device

Who should take this program?
- Graduates with a degree or diploma in science, computer science, technology, mathematics, business, or engineering
- Professionals with work experience in the field of technology, business intelligence, web analytics or foundational data analysis
- Employees in financial, insurance, healthcare, marketing, retail, government, logistics, transportation, information systems, media/entertainment sectors or other sectors that utilize data analysis
- Individuals seeking a new career path in technology, informatics, data collection, data use, and data analysis

Certificate in Big Data Analytics
Requirements
- Successful completion of all 6 courses (18 units of academic credit)

What is Big Data Analytics?
Big Data Analytics is the process of examining large sets of data in order to understand what has happened in the past (trends or patterns) and to anticipate future outcomes.

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and application details.
Characteristics of Big Data

Volume
Amount of data generated by organizations or individuals.

Velocity
Frequency and speed at which data is generated, captured and shared.

Variety
Proliferation of new data types, including those from social, machine and mobile sources.

For full course descriptions + outlines, visit McMasterCCE.ca/big-data-analytics

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<td>BDA 101</td>
<td>Data Analytics and Modelling</td>
<td>9H</td>
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<td>BDA 102</td>
<td>Big Data Analytics</td>
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<td>BDA 103</td>
<td>Data Management</td>
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<tr>
<td>BDA 104</td>
<td>Predictive Modelling and Data Mining</td>
<td>9H</td>
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<tr>
<td>BDA 105</td>
<td>Big Data Programming</td>
<td>9H</td>
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<tr>
<td>BDA 106</td>
<td>Big Data Analytics Capstone Course</td>
<td>9H</td>
<td>9H</td>
<td>Permission required</td>
</tr>
</tbody>
</table>

Schedule subject to change. All courses listed above are 3 units.

Careers in Big Data

- Business Analyst
- Data Analyst
- Data Analytics Manager
- Data Architect
- Data Visualization Developer
- Business Intelligence Specialist
- Database Administrator
- Project Manager – Data Analytics
Business Administration

Business is everywhere.

Developed in collaboration with the DeGroote School of Business, McMaster’s flexible Business Administration program is designed to help a wide range of professionals gain, add or refine the crucial business skills that employers seek.

Features
- Select the best program option for your needs. Students can complete a certificate, diploma or diploma with concentration. We are here to help you select the best program for your goals.
- A diploma in Business Administration can be earned in 8-12 months on a fast-track course load.
- Courses can be taken as part of the program or individually.
- No application required.
- NEW! Accelerated online core courses. These intensive 8-week online courses allow dedicated students to complete their program faster.

Formats
- In-Person
- Online

Who should take this program?
- Professionals pursuing external designations.
- Individuals wanting to gain academic credentials.
- New Canadians.
- Current professionals wanting to upgrade their knowledge.
- Anyone wanting to gain industry expertise or update their current knowledge and skills.

Careers in Business Administration
- Account Manager
- Administrative Coordinator
- Business Development Associate
- Entrepreneur
- Financial Planner
- General Manager
- Human Resources Generalist
- Marketing Associate
- Office Manager
- Sales Representative

Affiliated Associations
- Association of Administrative Assistants
- Canadian Institute of Management
- Global Risk Management Institute

For a complete list of affiliated associations, please visit: McMasterCCE.ca/business-admin/professional-associations

Formats
- In-Person
- Online

Who should take this program?
- Professionals pursuing external designations.
- Individuals wanting to gain academic credentials.
- New Canadians.
- Current professionals wanting to upgrade their knowledge.
- Anyone wanting to gain industry expertise or update their current knowledge and skills.

Careers in Business Administration
- Account Manager
- Administrative Coordinator
- Business Development Associate
- Entrepreneur
- Financial Planner
- General Manager
- Human Resources Generalist
- Marketing Associate
- Office Manager
- Sales Representative

Affiliated Associations
- Association of Administrative Assistants
- Canadian Institute of Management
- Global Risk Management Institute

For a complete list of affiliated associations, please visit: McMasterCCE.ca/business-admin/professional-associations
“McMaster fit the bill with university-level education that was flexible enough to complete between work and family life, all online. I really grew as a manager with the Business Administration Certificate.”

Diane
Graduate, Business Administration Certificate

www.McMasterCCE.ca/Diane

Business Administration Programs

Certificate in Business Administration
> All 5 core courses

Diploma in Business Administration
with a concentration in:

- Creative, Critical and Design Thinking
  > All 5 core courses + McMaster University’s Creative, Critical and Design Thinking program (3 courses)

- Finance
  > All 5 core courses + 4 Finance electives

- Human Resources
  > All 5 core courses + 4 Human Resources electives including Human Resources Management (HRM 901)

- Management
  > All 5 core courses + 4 Management electives including Human Resources Management (HRM 901) and Business Strategy (BUS 852)

- Marketing
  > All 5 core courses + 4 Marketing electives

- Project Management
  > All 5 core courses + either McMaster University’s Project Management program or the corresponding Global Knowledge program

- Risk Management
  > All 5 core courses + 3 Risk Management courses (must be taken in order)

- Business Analysis
  > All 5 core courses + the corresponding Global Knowledge program

Diploma in Business Administration
> All 5 core courses + any 3 elective courses
Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol. All courses listed below are 3 units. Schedule subject to change.

<table>
<thead>
<tr>
<th>Course</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>BUS 850 Business Communications**</td>
<td>BH</td>
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<tr>
<td>BUS 825 Business Foundations**</td>
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<tr>
<td>BUS 860 Foundations of Business Finance†</td>
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<tr>
<td>MKT 819 Introduction to Marketing**</td>
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<td>HRM 821 Organizational Behaviour^</td>
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<td>CCD 101 Cultivating Creative Thinking</td>
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<tr>
<td>CCD 102 Critical Thinking for Problem Solving</td>
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<tr>
<td>CCD 103 Design Thinking</td>
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<tr>
<td>ACC 855 Business Statistics</td>
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<tr>
<td>ACC 818 Economics</td>
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<tr>
<td>ACC 933 Financial Management</td>
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<tr>
<td>BUS 490 Financial Modelling and Analysis</td>
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<td>HRM 898 Compensation</td>
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<td>HRM 901 Human Resources Management*</td>
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<td>HRM 923 Human Resources Planning</td>
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<td>HRM 899 Labour Relations</td>
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<td>HRM 921 Occupational Health &amp; Safety</td>
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<td>HRM 897 Recruitment &amp; Selection*</td>
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<td>HRM 902 Training &amp; Development^</td>
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<td>HRM 941 Wellness in the Workplace</td>
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<tr>
<td>BUS 436 Business Law</td>
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<tr>
<td>ACC 855 Business Statistics</td>
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<tr>
<td>BUS 852 Business Strategy*</td>
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<tr>
<td>ACC 818 Economics</td>
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<tr>
<td>ACC 933 Financial Management</td>
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<tr>
<td>ACC 932 Management Information Systems</td>
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<tr>
<td>BUS 816 Operations Management Techniques</td>
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<tr>
<td>BUS 847 Principles &amp; Practices of Supervision</td>
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<tr>
<td>MKT 106 Branding &amp; Image^</td>
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<tr>
<td>PUB 111 Building Social Media Relationships</td>
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<td>MKT 102 Consumer Behaviour</td>
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<td>MKT 103 Integrated Marketing Communication</td>
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<td>MKT 101 Marketing Plans &amp; Implementation^</td>
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<td>MKT 104 Market Research</td>
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<td>PUB 113 Social Media Research &amp; Techniques</td>
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<tr>
<td>RSK 713 Risk Management Principles &amp; Practices</td>
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<td>RSK 714 Risk Assessment &amp; Treatment</td>
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<tr>
<td>RSK 715 Risk Financing</td>
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</tbody>
</table>

† BUS 860 is replacing HRM 817 as a core course. Students who already took HRM 817 do NOT need to take BUS 860.
* Required for concentration.
^ Experiential learning project course, no final exam.
** Offered in both online and accelerated online formats, take care to select the correct section upon enrolment.
“McMaster has a great reputation. The fees are worth it, the instructors are excellent, the campus is beautiful and the people are diverse. I loved meeting new people who were pursuing the same goals as me! I had a great experience with McMaster University Continuing Education.”

Tavneet
Graduate, Diploma in Human Resources Management
Recruitment Consultant, Recruiting in Motion

www.McMasterCCE.ca/Tavneet
# Business of Golf & Resort Management

Swing into action!

Enhance your knowledge and learn the skills required for employment in the exciting and growing golf industry. Employment opportunities within the golf industry continue to grow with over 300,000 jobs in Canada and over 1.98 million jobs in the U.S.

### Features
- 10-course diploma offered online
- Collaborate and network with a diverse group of professionals within the golf industry
- Interact with instructors and other students through monitored discussion forums
- Earn a diploma in just 12 months by taking two courses at the same time, all year.
- No application required

### Formats
- Online

### Who should take this program?
- Anyone working in the hospitality or tourism industry looking to advance their career
- Anyone looking to enter the field of golf and resort management
- People working in the golf & resort industry
- Anyone working in or looking for jobs in golf equipment manufacturing, marketing, financing
- Individuals requiring continuing education or re-certification credits for a professional designation

### Diploma in Business of Golf & Resort Management

**Requirements**
- Successful completion of all 10 courses (30 units of academic credit)
- Courses may be taken in any order and are delivered in a collaborative, online format.
- There are no prerequisites for any courses.

### Program Information

Each course bridges theory and practical experience through a combination of case studies, discussions, presentations and other teaching and learning methods. Emerging trends and practices are incorporated into coursework to ensure that all content is current and relevant.

Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol.
## Courses may be taken in any order

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
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<td>GLF 103</td>
<td>Business Law for Golf Managers</td>
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<td>Golf Club Governance</td>
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<td>GLF 110</td>
<td>Strategic Management in Golf Operations</td>
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Schedule subject to change. All courses listed above are 3 units.

## Careers in Golf & Resort Management

- Club Manager
- Food & Beverage Manager
- General Manager
- Golf Course Superintendent
- Turf Professional/Landscape Specialist
- Various roles with equipment suppliers, national brands, tournaments and golf associations

For full course descriptions + outlines, visit [McMasterCCE.ca/golf-management](http://McMasterCCE.ca/golf-management)
Foundations of Analytics
Business Intelligence, Data Analysis and Data Science

Your Introduction to the World of Analytics.
The Foundations of Analytics program presents an introductory level of content in the areas of Business Intelligence, Data Analysis and Data Science. No previous academic or work experience in these areas is required! Select courses based on your academic and professional background and future learning needs.

Features
- Courses are approved for academic credit
- Specialize in a program related to your academic and career pathways
- Courses taught by industry professionals
- No application required

Formats
- In-Person
- Online

Who should take this program?
- Anyone with limited academic or work experience in data analytics wishing to pursue a career or educational program in Business Intelligence, Data Analysis and Data Science.
- Individuals interested in enrolling in the Big Data Analytics Certificate program (p. 10) but who lack the prerequisite knowledge in statistics, computer programming and basic analytics.

Certificates of Completion: 3 Options

Requirements
- Foundations of Analytics: Business Intelligence
  > Complete any 3 Business Intelligence courses
- Foundations of Analytics: Data Analysis
  > Complete any 3 Data Analysis courses
- Foundations of Analytics: Data Science
  > Complete 3 Data Science courses

Academic Certificate

Requirements
- Foundations of Analytics: Business Intelligence, Data Analysis and Data Science
  - Complete 5 courses (minimum one course from each topic area: Business Intelligence, Data Analysis, Data Science)

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol.
Our Certificate and Diploma programs make a difference in our students’ lives – and that’s something to celebrate! Every November, we host a graduation ceremony to honour our students’ achievements. We hope to see you there soon.

The 2018 Graduation Ceremony is Thursday, November 8 at LIUNA Station in Hamilton.

Finishing your program this year? Be sure to apply for graduation after your last course. For more information visit mcmastercce.ca/apply-to-graduate

“Your accomplishments are the result of hard work and personal will. You have balanced competing work, family and community responsibilities, and dug deep to find the resilience and determination necessary to achieve your educational and career goals.”

Lorraine Carter
Director at McMaster Continuing Education, addressing the 2017 graduation ceremony attendees.

Graduate with McMaster University Continuing Education
My OWN McMaster

OWN your education. OWN your future.

Study online and in-person, days, nights and weekends. My OWN McMaster allows you to combine a diploma + degree + designation (if applicable). Start with diploma studies and progress towards your degree.

NEW! Two degree options available: History and Sociology

Features

› OWN your schedule with the flexibility of courses offered online and in-class, days, nights and weekends
› OWN your learning plan as you select courses to suit your needs
› OWN your time as you complete your studies while starting and/or maintaining your career
› OWN your professional development as you combine your diploma+degree+designation

Format

› In-Person: weekdays, evenings and weekends
› Online

Who should take this program?

› Professionals looking to add more credentials to their resume and gain the practical (diploma studies) and theoretical (degree studies) skills that many employers seek
› Professionals seeking to earn a first degree to advance their career
› People wanting to study on a flexible schedule

Degree programs

- Bachelor of Arts in History
- Bachelor of Arts in Sociology

1. Apply to MyOWNMac indicating your Diploma of study
2. Consult with advisors to develop your learning plan
3. Enrol in your first course

Complete 20 (3 unit) courses worth 60 units of study (diploma courses + electives) and Receive your Diploma and Professional Designation (if applicable)

Consult with advisors to plan your degree studies

Complete 10 undergraduate degree courses worth 30 units of study Receive Bachelor of Arts Degree + Diploma
Courses with an experiential learning project enable you to take the theories learned in class and apply them to real challenges presented by industry partners. Bonus: these courses have no final exam!

Currently available in a variety of our Human Resources Management courses (p.22). Coming soon to courses in Marketing and Business Administration.

Learn more at [www.McMasterCCE.ca/experiential-learning](http://www.McMasterCCE.ca/experiential-learning)
Features

- No application required
- Courses can be taken as part of the program or individually
- Diploma can be completed on a part-time basis or in 8-12 months with a fast-track course load
- Experiential learning projects where students apply their knowledge to solve a real industry problem
- Students who complete the diploma may apply for advanced credits towards degree studies

Formats

- Online
- In-Person: weekdays, evenings and weekends
- Blended

Who should take this program?

- Anyone wishing to pursue a career in human resources
- Anyone pursuing a Certified Human Resources Professional (CHRP™) or Certified Human Resources Leader (CHRL™) designation
- Managers who want to gain confidence in human resources issues

Human Resources Management

People + Skills

The Human Resources Management program has been designed in association with the DeGroote School of Business to help human resources professionals succeed as strategic partners within their organization.

Gain university-level knowledge and applied skills in the key human resources disciplines of recruitment, strategic planning, training, labour relations, compensation, health and safety, and human behaviour.

Diploma in Human Resources Management

Requirements

- All 5 core courses + 3 elective courses (24 units of credit in total)

Professional Designation

Human Resources Professionals Association (HRPA™)

- Students pursuing an external designation such as CHRP™/CHRL™ are responsible for ensuring that they satisfy the external program’s requirements. Courses approved by the Human Resources Professionals Association are noted in the schedule on the next page.
- Effective October 2014, a university degree is no longer required for the CHRP™ designation.
- For information on the CHRP™, CHRL™ and CHRE™ designations, offered through HRPA™, visit www.hrpa.ca
- After enrolling in 3 courses, students are eligible for a student membership with the HRPA™. This student membership offers great benefits such as access to networking events to enhance career opportunities.

Full diploma available online!
"The HR program at McMaster has given me confidence in my role at work. I had already been in a learning and development role, but I find that having the HR diploma behind me now gives me that extra confidence that I needed."

Rita May
Graduate, Human Resources Diploma
Learning and Development Coordinator, Hatch

www.McMasterCCE.ca/Rita

Careers in Human Resources Management

- Career transition
- Compensation
- Human Resources Assistant
- Human Resources Generalist
- Labour relations
- Occupational Health and Safety
- Organizational Development
- Recruiter
- Training and Development
- Workplace accommodations

For full course descriptions + outlines, visit McmasterCCE.ca/HR

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<td>HRM 901 Human Resources Management*</td>
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<td>HRM 899 Labour Relations*</td>
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<td>HRM 821 Organizational Behaviour**</td>
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<td>HRM 897 Recruitment &amp; Selection*</td>
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<td>ACC 830 Basic Bookkeeping</td>
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<td>BUS 850 Business Communications**</td>
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<td>HRM 817 Business Finance &amp; Accounting*</td>
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<td>HRM 923 Human Resources Planning*</td>
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<td>HRM 921 Occupational Health &amp; Safety*</td>
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<td>BUS 847 Principles &amp; Practices of Supervision</td>
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<td>HRM 902 Training &amp; Development**</td>
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<td>HRM 941 Wellness in the Workplace</td>
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*Course approved by the Human Resources Professionals Association™
^ Experiential learning project course, no final exam.
**Offered in both online and accelerated online formats, take care to select the correct section upon enrolment.
Basic Bookkeeping is 1.5 units. All other courses listed above are 3 units.
Schedule subject to change.
Payroll

Maximize your earning potential.

Payroll professionals play a critical role in organizations. Employers nationwide are looking for certified payroll professionals to hire and promote.

McMaster University’s Payroll programs prepare payroll practitioners to manage the compliance requirements of an organization’s annual payroll cycle, deliver clear and reliable payroll information, and contribute a payroll perspective to organizational policy and strategy discussions.

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, fees and to enrol.
## Careers in Payroll

- Payroll Manager
- Payroll & Benefits Specialist
- Human Resources Generalist
- Payroll Analyst
- Payroll Compliance Specialist
- Payroll Services Supervisor
- Total Rewards Manager
- Payroll Technician

For full course descriptions + outlines, visit McMasterCCE.ca/payroll

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<td>ACC 928 Introductory Management Accounting</td>
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*PAY 202 must be taken last. All courses listed above are 3 units. Schedule subject to change.
Managing risk is good for business.

Risk is part of our everyday lives. Learning how to assess, identify, communicate and control the exposure to risk will enable you to better create and implement structured risk management programs within your organization.

Professional Designations

- The three Risk Management courses fulfill the educational requirement for the CRM designation through The Global Risk Management Institute
- Courses in this program count towards the Insurance Institute's Fellow Chartered Insurance Professional (FCIP) designation

Formats

- In-Person
- Online

Who should take this program?

- Anyone working in an area of business where risk is assessed (Insurance, Finance, Health Care, Hospitality, Technology, Digital Spaces and more)

Certificate of Completion in Risk Management

Requirements

- Complete all three Risk Management courses to receive a Certificate of Completion in Risk Management.

Diploma in Business Administration – Risk Management Concentration

Requirements

- Complete all three Risk Management courses and the five Business Administration core courses (page 12) to receive a Diploma in Business Administration with a Risk Management concentration.

For full course descriptions + outlines, visit McMasterCCE.ca/risk-management

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<td>RSK 714 Risk Assessment &amp; Treatment</td>
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<td>RSK 715 Risk Financing</td>
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Online sections are intensive 8-week courses - students should plan to dedicate approximately 9 to 11 hours per week to course work. Schedule subject to change. Courses must be taken in order. All courses listed are 3 units.

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, fees and to enrol.
Investigate cybersecurity threats and master techniques needed to protect your network.

In today’s society, most, if not all of us, are dependent on computers, networks and data stores. We bank, shop and connect online. This ever-increasing dependency comes with a price – the risk of lost or compromised data, as well as the risk of criminal behaviour, identity theft and fraud. There is a growing need for cybersecurity professionals who can protect electronic information and systems from attacks and other information risks.

Who should take this program?
- Cybersecurity professionals
- Security analysts
- Intel analysts
- Policy analysts
- Security operations personnel
- Network administrations
- Systems integrators
- VARS
- Security Consultants

*Participants should have TCP/IP Networking or equivalent

Courses

Introduction to Cybersecurity
- Discover the importance of cybersecurity in information technology
- Understand cyber attacks and the techniques used to take control of an unsecure system as well as malicious software types used in computer networks
- Learn the defensive measures security teams can take to prevent attacks

Cybersecurity Foundations
- Gain a global perspective of the challenges of designing a secure system, touching on all roles needed to provide cohesive cybersecurity
- Learn about current threat trends across the internet and their impact on organizational security
- Review standard cybersecurity terminology and compliance requirements, examine sample exploits, and gain hands-on experience mitigating controls
- Work with live viruses, including botnets, worms, and Trojans (in a contained lab environment)

Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, policies, prerequisites, enrolment deadlines, fees, and to enrol.
The Essentials

Critical tools for professional success.

Are you as efficient and productive during the workday as you would like to be? Do you have the professional and interpersonal skills to excel in today’s competitive business environment? Through a series of highly concentrated programs that you can tailor to your needs, the Essentials courses offer crucial tools to help you achieve your professional goals.

Business Essentials
Succeeding in any business endeavour really comes down to a few time-honoured principles that are applicable in a variety of business settings. Learn the skills required to become a successful business manager: strategic planning, communication, finance and superior customer service.

Communication Essentials
Knowing how to communicate effectively is an indispensable skill. The ability to express yourself clearly and confidently affects both your professional and personal life and can have a significant impact on your relationships with others. Learn valuable verbal and written skills that will improve your interpersonal communication immediately.

Innovation Essentials
Everyone has the ability to be creative and adopt innovative thinking. The first step is understanding what these topics really mean, and the multitude of ways they can occur. Learn how to implement strategies that will generate new ideas and solutions, and explore and expand possibilities using an innovative mindset.

Leadership Essentials
Great leaders are made, not born. Learn how to tap into your natural leadership abilities and enhance your credibility in the workplace. With the insights gained in this program you’ll discover how to improve productivity and better motivate your team.

Productivity Essentials
Studies show that a significant amount of time is lost during the workday due to disorganization. This program will teach you the secrets of effectively organizing your time, prioritizing your commitments and optimizing your professional interactions with management, co-workers and customers. By implementing these simple and effective strategies you’ll achieve a significantly increased level of personal productivity.

Team Essentials
Teamwork is crucial to any harmonious work environment. This program examines the qualities that foster truly outstanding teamwork. You’ll learn how to effectively manage, motivate and work as part of a successful team, including, most importantly, how to strengthen your overall team by recognizing the individual strengths of your team members.

Certificate of Completion
Requirements
Successfully complete five days of training within a program, in addition to an evaluation component, within three years to earn a Certificate of Completion.

Bring any course to your office! Customize to suit your corporate needs. Call 905-525-9140 ext. 24321 for details. Visit www.McMasterCCE.ca for the latest schedules, course descriptions, enrolment deadlines, fees, policies, class updates and to enrol.
"Lifelong learning is a mindset that encourages us to challenge our mental models and inspires us to be open to new experiences that shape our perceptions. Lifelong learning allows us to absorb new information and process it in a way where the path to understanding is the goal.

Rumeet Billan, Ph.D., Essentials Instructor

For full course descriptions + outlines, visit McMasterCCE.ca/essentials

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<td>Achieving SMART Goals</td>
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<td>The Art of Active Listening</td>
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<td>Building High-Performance Teams</td>
<td>Willi Wiesner</td>
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<td>ESS 819</td>
<td>Intrapreneurship: The Innovator Within</td>
<td>Michael Piczak</td>
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<td>ESS 811</td>
<td>Leadership Foundations</td>
<td>Rumeet Billan</td>
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<td>ESS 812</td>
<td>Leading Change for Success</td>
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<td>ESS 821</td>
<td>Leading Millennials</td>
<td>Rumeet Billan</td>
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<td>ESS 802</td>
<td>Maximizing Personal Productivity*</td>
<td>Peter O’Donnell</td>
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<td>ESS 798</td>
<td>Meetings that Make a Difference</td>
<td>Peter O’Donnell</td>
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<td>ESS 810</td>
<td>Navigating Change for Success</td>
<td>Nitin Deckha</td>
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<td>ESS 877</td>
<td>Negotiation Skills</td>
<td>Janice Locke</td>
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<td>ESS 808</td>
<td>Problem-Solving Primer</td>
<td>Laura Cole</td>
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<td>ESS 836</td>
<td>Project Management</td>
<td>Bruce Garrod</td>
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<td>ESS 804</td>
<td>Strategic Planning Fundamentals</td>
<td>Anil Gupta</td>
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<td>ESS 807</td>
<td>Strengthening Communications with True Colors</td>
<td>Linda Spence</td>
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<td>ESS 796</td>
<td>Supervision Essentials*</td>
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<td>ESS 805</td>
<td>Unconscious Bias: How we make Decisions</td>
<td>Rumeet Billan</td>
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*Students must enrol at least two weeks before the start date to allow time for pre-work or an assessment to be completed prior to the course. All courses are held in person. Course fees include refreshments and materials (lunch is not included). Upon successful completion, one-day and two-day courses may be applied towards elective requirements in the Business Administration Diploma. Schedule subject to change.
Lean Six Sigma

Pursuing excellence.

In a constantly changing business environment, organizations must adapt at an ever-increasing pace. To survive, they must create efficiency and optimize their processes. Many industries are recognizing the value of implementing Lean Six Sigma for its capacity to increase profits, decrease costs and improve efficiency. Today there is a growing trend of recruiting for this skill set in industries such as health care, financial services, information technology, engineering, operations, project management, not-for-profit, government sectors and more.

Who should take this program?

- Project managers, engineers, quality experts and continuous improvement specialists searching for opportunities to drive greater organizational value
- Leaders at all levels of the organization focused on identifying opportunities for dramatic improvement in customer satisfaction and corporate profitability
- Groups of employees from organizations seeking greater value and success

Features

- McMaster University’s Lean Six Sigma Green Belt program utilizes the DMAIC (Define, Measure, Analyze, Improve, Control) method, providing the roadmap, tools and methods to successfully drive improved process solutions
- Participants who successfully complete the program will be awarded a McMaster University Certificate of Completion.

Format

- Blended program: uses both in-person and online modules
- The five modules within this program must be completed in sequence within one term

Professional Designation

Project Management Institute

- This program qualifies for 70 PDUs from the Project Management Institute (PMI)®

The PMI Registered Education Provider logo is a registered mark of the Project Management Institute, Inc.

LSS 100 Lean Six Sigma

<table>
<thead>
<tr>
<th>Modules</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>Introduction</td>
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<tr>
<td>Define Phase/Measure Phase</td>
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<td>B</td>
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<tr>
<td>Live Project &amp; Analyze Phase</td>
<td>B</td>
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<td>B</td>
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<tr>
<td>Improve Phase/Lean Thinking/Control Phase</td>
<td>B</td>
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<td>B</td>
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<tr>
<td>Plant Tour &amp; Project Work</td>
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<td>H</td>
<td>B</td>
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</tbody>
</table>

Schedule subject to change.

“Now that I’ve taken the Lean Six Sigma course, I’m getting bigger projects and more responsibilities at work, which I’m really enjoying. I find that having completed the course, I am extremely confident and I have my instructor and McMaster to thank for that.”

Sarah
Participant, Lean Six Sigma
Manulife Senior Process Analyst

www.McMasterCCE.ca/Sarah
Fundamental Career Development Tools

The right tools to build a successful career.

Learn how to interact in a variety of professional situations with this facilitated online course. In just 5 weeks, you’ll cover the situational online and in-person communication that you will likely encounter as part of your job search and career advancement. Participants who complete this free non-credit course are eligible for a Certificate of Attendance if they achieve a passing grade.

Features

- Instructor-facilitated
- Learn how to use online tools, such as LinkedIn and email, to request informational interviews from referrals or cold contacts
- Learn how to write emails following professional conventions for communication
- Conduct a career conversation with a mentor or supervisor, to gather information related to career advancement or job searching

Format

- Online
- No charge

For full course descriptions + outlines, visit McMasterCCE.ca/career-development

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<th>SKL 101</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
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<tr>
<td>Fundamental Career Development Tools</td>
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Schedule subject to change.
Completing McMaster’s Project Management Program fulfills the project management educational requirements to apply to write the PMP® exam. For details contact the Project Management Institute (PMI®): www.pmi.org

Always on target.
Stay ahead in the fast-paced and constantly evolving business environment. Invest in project management training to deliver higher quality results with fewer resources. Organizations today seek people who are versatile and have deep, strategic insight. Learn how to establish realistic schedules, manage detailed budgets and calculate risk while mastering project leadership and communication in this invaluable training for professionals of all levels.

Format
- In-Person, full days at McMaster Continuing Education in downtown Hamilton
- Modules may be taken individually, in bundles of 3 or in a bundle of 6. The bundle of 6 (PMP 100) allows for over $1500 in savings!

Who should take this program?
- Anyone who manages projects, from team members to senior executives
- Anyone pursuing a Project Management Professional (PMP®) designation or other credentials from the Project Management Institute®
- Career-minded individuals who want to ensure they have mastered the skills employers value most

Programs
- Project Management Program - PMBOK 6
  - Cohort with 6 modules; a total of 18 classroom days
  - Upon program completion, participants will receive a Certificate of Completion in Project Management from McMaster University

- PMP Exam Prep Boot Camp
  - A 5-day intense exam preparation course

NEW! AGILE
- A 2-day introduction to AGILE at the BMO Institute for Learning in Toronto, ON

Apply the Certificate of Completion towards a Business Administration Diploma. Learn more online.

Work towards your PMP® Certification
Project Management Certificate of Completion Program

Project Management Fundamentals
Module 1: PMP 101
Effectively manage all phases of a project. Learn the project management framework of initiation, planning, execution, control and formal closing and discover what it takes to ensure project success. In this skills-building course, focus on practical tools and techniques. This course is the prerequisite for all other modules.

Project Management, Leadership & Communication
Module 2: PMP 102
Managing a successful project involves more than schedules and templates – it requires the ability to work effectively with people in a variety of roles. With an interactive classroom environment and hands-on exercises and self-assessments, there are many opportunities to practice and grasp the various models, strategies, tools and techniques in applying effective management, leadership and communication skills.

Schedule & Cost Control
Module 3: PMP 103
Master the skills you need to effectively establish and manage a realistic schedule and detailed budget. Develop an integrated budget and schedule while monitoring project performance during execution. Gain analytical techniques and management tools that ensure projects are delivered on time and within budget, as well as the skill to create baselines for project schedules and budgets.

Risk Management
Module 4: PMP 104
Proactively reduce the probability of project failure. Learn how to use proven approaches and techniques specific to risk management. Plan and analyze projects so as to minimize risk in a formal environment. Identify, analyze and address uncertainty throughout the project life cycle and incorporate lessons learned and industry best practices.

Contract Management Principles & Practices
Module 5: PMP 105
Manage all aspects of project procurement effectively. Learn the logic behind contracting principles and practices, and the terms, techniques, and tools of converting project needs into outsourced goods and services. Ensure successful procurements by grasping the roles, responsibilities, and expectations of internal and external stakeholders involved in the procurement chain.

Quality for Project Managers
Module 6: PMP 106
Acquire the ability to effectively integrate quality management concepts, tools and processes to integrate quality into your projects. Hands-on applications focused on quality planning, quality assurance, and quality control concepts will increase your learning and enhance the likelihood of project success.

Schedule subject to change.

PMP Exam Prep Boot Camp

PMP 201 PMP® Exam Prep Boot Camp
Gain the essential preparation needed to pass the PMP® and CAPM® exams. Concentrating on exam content from A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Fifth Edition and other sources, this course includes a wide variety of learning tools and study aids, all using PMI® terminology.

AGILE Project Management

PMP 301 AGILE
Looking for tools to increase flexibility, productivity and increased transparency in projects? Our 2-day AGILE program will introduce you to rapid deployment of solutions while increasing flexibility and adaptability to change.

Schedule subject to change.
Introducing Professional Development Online

In order to broaden the variety of courses available to you, McMaster Continuing Education has partnered with the Learning Education Network or LERN to offer you short, online, non-credit courses to support your professional development. Learn from experts across Canada and the United States on a variety of subject areas from the comfort of your home.

For details and to enrol visit

www.mcmastercce.ca/professional-development-online
Maximize Your Organization's Potential with McMaster Corporate & Custom Training Programs

Give your team the skills and training needed to succeed.

“Our dedicated team will work with you to select or develop a course to fit your organizational needs. From Project Management to Leadership Training to Addiction and Mental Health workshops, we are ready to help give your organization the edge it needs to succeed.

For more information and to get started visit mcmastercce.ca/corporate-custom-training

“The McMaster Lean Six Sigma course spurred a fundamental shift in thinking. We were working on real-life business cases that had meaning to us. It’s an excellent investment in our company that will benefit our customers and our team.”

Trevor Pocaluyko
Director of Operations, Turkstra Lumber

“The partnership we have with McMaster Continuing Education is great. A lot of the coursework and course assignments can be applied to our employees’ work right away...it’s groundbreaking.”

Bonnie Hakim
HR Advisor, Training & OD, Corporate Training, Brink’s Canada Limited
“This was one of the best investments I have made in myself. I gained new skills and knowledge from instructors who are top in their industries. The experience and new education I completed has helped me grow as a person and in my profession. Their extensive knowledge on the subject matter and real world experience provided more insight and understanding than just course material would have.”

Laura
Graduate, Digital Marketing Certificate
Digital Optimization Specialist, Toys R Us Canada

www.McMasterCCE.ca/Laura
Creative, Critical & Design Thinking

Change the way you think.

No matter what industry you work in, building your creative, critical and design thinking skills will enhance your ability to solve complex problems in your organization.

The tools taught in this 3-course certificate of completion program are used by leaders in business, government, health care, the arts, technology and more. Equip yourself to grow your career. Change the way you think in order to change the way you lead.

Features
- Take any course as a stand-alone or finish all 3 to earn a certificate of completion
- These courses can also be used as part of the Business Administration Diploma with a concentration in Creative, Critical & Design Thinking, or they can be taken as general electives in the Business Administration Diploma
- No application required

Format
- Online
- In-Person

Who should take this program?
- Anyone working in business, marketing, government, health care, the arts, technology and more
- New and current managers
- Recent college/university graduates

Certificate of Completion in Creative, Critical & Design Thinking

Requirements
- Students must complete all 3 courses (9 units) in order to qualify for the Creative, Critical & Design Thinking Certificate of Completion
- Courses may be taken in any order

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<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
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<tr>
<td>CCD 101</td>
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<td>CCD 102</td>
<td>Critical Thinking for Problem Solving</td>
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<td>CCD 103</td>
<td>Design Thinking</td>
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All courses listed are 3 units. Schedule subject to change.
Digital Marketing


McMaster’s Digital Marketing Certificate program gives communications professionals the essential tools and tactical skills to effectively apply data, manage creative content, and implement and measure digital strategies to engage and convert today’s consumer.

Features

› Develop industry-current strategic digital marketing skills
› 5-course university-level certificate program
› Learn from experienced digital marketing experts
› Complete in 1 year
› No application required

Format

› Online

Who should take this program?

› Marketing/Communications Professionals
› Public Sector/Non-Profit Communicators
› Web Designers/Web Managers/Developers
› Graphics/Animation Professionals
› Entrepreneurs

Certificate in Digital Marketing

Requirements

› Successful completion of all 5 courses (15 units of academic credit)

Participants in this program should have prior education or experience in Marketing or related fields, such as:

› A degree or diploma in Marketing, Communications or a related area of study and/or
› At least 3 years of marketing, communications or web design experience

What you can expect

› Integrate marketing theory with the latest technological tools to build and apply dynamic digital strategies
› Examine mobile marketing best practices, new media management tools, and social media marketing platforms and practices
› Master digital data metrics and measurement
› Learn effective search engine marketing and optimization tactics, and creative content strategies

Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, policies, prerequisites, enrolment deadlines, fees and to enrol.
Digital Marketing

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<tr>
<th>Course Code</th>
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<tr>
<td>DMK 101</td>
<td>Fundamentals of Digital Marketing*</td>
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<td>DMK 102</td>
<td>Digital Marketing Strategy</td>
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<td>DMK 103</td>
<td>Search Engine Optimization, Search Engine Marketing, and Digital Advertising</td>
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<td>DMK 104</td>
<td>Content Management: Creating and Utilizing Dynamic Digital Content</td>
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<td>DMK 105</td>
<td>Data Management: Digital Metrics and Measurement</td>
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</table>

For full course descriptions + outlines, visit McMasterCCE.ca/digital-marketing

All courses listed are 3 units. Schedule subject to change.
*DMK 101 is a prerequisite for all other courses in the program.

Careers in Digital Marketing

- Account Manager
- Analytics Manager
- CRM and Email Marketing Manager
- Digital Marketing Specialist
- Marketing Manager
- PPC Search Manager
- SEO/SEM Specialist
- Social Media Manager
Marketing

There’s marketing in everything.

Successful marketing requires developing, communicating and executing a thoughtful and strategic marketing plan. From analyzing customer trends to building relationships and understanding the competition, effective marketers have a range of communication, business and analytical skills.

Developed in association with the DeGroote School of Business, the Marketing program will help you gain or enhance the knowledge and skills required to excel in a marketing role.

Features
- Select the best program option for your needs. Students can complete a certificate, diploma, or diploma with concentration.
- Diploma can be completed on a part-time basis or in less than 12 months with a fast-track course load.
- It is recommended for students to start with Introduction to Marketing (MKT 819) as a foundation course.
- Complete the program in person or online.
- Take courses individually or as part of a program.

Formats
- In-Person
- Online

Who should take this program?
- Those who are new to the marketing field.
- Current Marketing Professionals wishing to upgrade their expertise.

Marketing Programs

Certificate in Marketing
- All 5 core courses

Diploma in Marketing
- All 5 core courses + 3 elective courses (24 units of credit in total)

Diploma in Marketing with a concentration in Digital Marketing
- All 5 core courses + 4 Digital Marketing courses including Fundamentals of Digital Marketing

Coming in 2019! Certificate in Advanced Marketing

Careers in Marketing
- Account Executive
- Account Manager
- Brand Manager
- Communications Specialist
- Entrepreneur
- Events and Promotion Coordinator
- Marketing Manager
- Marketing Research Analytics
- Marketing Specialist
- Public Relations Specialist

Full diploma available online! Visit www.McMasterCCE.ca for the latest schedules, enrolment deadlines, fees, policies, prerequisites, class updates and to enrol.
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<th>Course Code</th>
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<td>MKT 102</td>
<td>Consumer Behaviour</td>
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<td>MKT 103</td>
<td>Integrated Marketing Communication**</td>
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<td>MKT 819</td>
<td>Introduction to Marketing**</td>
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<td>MKT 101</td>
<td>Marketing Plans &amp; Implementation^</td>
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<td>MKT 106</td>
<td>Branding &amp; Image*</td>
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<td>PUB 111</td>
<td>Building Social Media Relationships</td>
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<td>MKT 107</td>
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<td>PUB 113</td>
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Schedule subject to change.
All courses listed are 3 units.
^ Experiential learning project course, no final exam.
**Offered in both online and accelerated online formats, take care to select the correct section upon enrolment.

“Before I began the McMaster program I was working in banking and trying to pursue marketing but continued to hit roadblocks without experience or formal marketing education. This program exceeded my expectations and I was able to make the career adjustment.”

Shelby
Marketing Diploma graduate
Brand Manager, Campbell Company of Canada

For full course descriptions + outlines, visit McMasterCCE.ca/marketing
# Web Design

Combine powerful design and practical business skills.

The McMaster Web Design Certificate program incorporates the principles and practices of web design with professional skills in demand by employers — communication, collaboration, project planning and execution. The program is one of the few university-level web design certificates available in Canada. It is offered entirely online, which allows students flexibility and the opportunity to learn from peers and instructors from across the country. This program focuses on helping students develop a strong portfolio for career growth and job search.

<table>
<thead>
<tr>
<th>Features</th>
<th>Format</th>
<th>Who should take this program?</th>
</tr>
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<tbody>
<tr>
<td>&gt; Showcase your work to future employers through the professional portfolio of projects you’ll build throughout the program</td>
<td>&gt; Online</td>
<td>&gt; Anyone with a background in graphic design, multi-media, communication and web analytics</td>
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<tr>
<td>&gt; Collaborate with peers in a cohort model of delivery</td>
<td>&gt; Contact us through our website if you wish to take courses concurrently</td>
<td>&gt; Anyone pursuing a career in web design</td>
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<td>&gt; Learn from qualified and experienced web designers</td>
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<td>&gt; Anyone seeking professional development in the latest practices of web design</td>
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<tr>
<td>&gt; 5-course university-level certificate program</td>
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<td>&gt; Professionals in marketing, public relations, customer relations and consumer research</td>
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<td>&gt; No application required</td>
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<td>&gt; Entrepreneurs</td>
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## Certificate in Web Design

### Requirements

> Successful completion of all 5 courses (15 units of academic credit).

## Benefits

**Enhance your knowledge and skills in the following areas:**

> Web design principles and theory
> Communication and writing principles for the web
> HTML5, CSS3, JavaScript, jQuery
> Database/Data-driven websites such as PHP, SQL, XML
> Responsive web design
> Project planning and management
> New and emerging trends

Full certificate available online!
Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, enrolment deadlines, fees, policies, prerequisites, class updates and to enrol.
WEB 201 Fundamentals of Web Design: Principles & Practices of Website Design
WEB 202 The Information Architecture: Design for Usability & Interactivity
WEB 203 Web Design I: The Application of Web Design
WEB 204 Web Design II: The Advanced Application of Web Design
WEB 205 Strategic Web Design: Building Data Driven Websites

Careers in Web Design
- Application Developer
- Digital Marketing Specialist
- Freelance Designer
- Front End Developer
- Multimedia Specialist
- UX/UI Designer
- Web Content Manager
- Web Designer

“Before starting the program, I thought I would struggle trying to learn something as complicated as web design in an online course, but the instructors were always helpful and active online. They helped me to succeed and create projects up to my full potential. I now feel confident in offering web design services in my graphic design business.”

Jenelle
Graduate, Web Design Certificate
Graphic Designer/Owner of Graphically Yours

For full course descriptions + outlines, visit McMasterCCE.ca/web-design
The Art of Presentations

Confident and captivating communication.

The Art of Presentations was developed in partnership with Theatre Aquarius to help individuals enhance their presentation skills and confidence through the use of innovative theatre techniques.

**Features**
- This workshop reinforces the skills and techniques used by trained professional theatre artists to help participants become expert presenters
- Participants will learn how to create and present their own story, evoke emotion, command attention and generate empathy
- This workshop is highly interactive with individualized coaching

**Format**
- In-Person: 3 half-day workshops at Theatre Aquarius Arts Education Centre

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The Art of Seeing™

Learn to see. See to learn.

The Art of Seeing™ is a visual literacy program developed in partnership with the McMaster University Department of Family Medicine and the McMaster Museum of Art to enhance and support professional growth and self-care. Learning to look at visual art is a means to better understand ourselves and others.

**Features**
- This workshop reinforces collaboration with a diverse group of professionals
- Participants will develop skills to enhance and support professional and personal growth with an emphasis on wellness, resilience and humanistic leadership

**Format**
- In-Person: 3 half-day workshops at a variety of Hamilton art galleries and museums

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<tr>
<th>Semester</th>
<th>The Art of Presentations</th>
<th>The Art of Seeing™</th>
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<tbody>
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<td>Fall 2018</td>
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Health & Social Services

“McMaster University was my first choice, being the best in healthcare studies, and the reputation it has among healthcare workers. My instructors were highly skilled and supportive. It was very convenient to study online.”

Fizza
Graduate, Health Informatics Diploma
Imagine better health.

The Applied Clinical Research program, offered by McMaster University Continuing Education and affiliated with the Faculty of Health Sciences, is designed for individuals seeking to enter the field of clinical research to acquire the knowledge and skills needed for employment.

**Features**
- 5 courses
- Open enrolment – no application required!
- Finish in 16 months
- Students will complete an online capstone project as the final course in the program, which provides a concentrated opportunity to apply clinical research methods, techniques and strategies to a real-world situation/case

** Formats **
- Online
- Courses must be taken in order

**Who should take this program?**
- Professionals from a variety of academic backgrounds, including health sciences, medicine, nursing, life sciences and rehabilitation sciences
- Individuals seeking skills to become a: Clinical Research Associate, Clinical Research Project Manager, Clinical Research Coordinator, Clinical Trial Coordinator, Clinical Trial Supervisor

** Applied Clinical Research Certificate Requirements **
- Students must complete all five courses (15 units) in order to qualify for the Certificate in Applied Clinical Research
- Students are given a three-year period to complete all required components of the certificate program. This requirement is based on the need to remain current with legal, regulatory and ethical considerations in the field of work

**Applied Clinical Research Program Prerequisites**
In order to ensure that learners have the basic capabilities necessary to be successful in the program’s academic courses, it is recommended that learners have the following pre-requisite knowledge and skills:
- Knowledge and skills in statistics and mathematical literacy
- Proficiency with computer program applications, such as Excel
A university degree or college diploma or status as a mature student are strongly recommended.

Full certificate available online! Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, enrolment deadlines, fees, policies, prerequisites, class updates and to enrol.
# Careers in Applied Clinical Research

- Clinical Research Assistant / Assistant Clinical Researcher
- Clinical Research Associate
- Clinical Research Coordinator
- Clinical Research Project Manager
- Clinical Trial Coordinator
- Clinical Trial Supervisor
- Research Associate
- Research Associate in a specific discipline/specialty (e.g., Oncology Research Associate)

For full course descriptions + outlines, visit [McMasterCCE.ca/acr](https://www.McMasterCCE.ca/acr)

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<tr>
<th>Course</th>
<th>Fall 2018</th>
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<td>ACR 101</td>
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<td>ACR 102</td>
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<td>ACR 105</td>
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All courses listed above are 3 units. Courses must be taken in order; ACR 104 & ACR 105 may be taken simultaneously. Schedule subject to change.
“McMaster was the right choice for me because of the format. It was a great online program and the instructors set an excellent pace. The best part of the program was the online discussion modules. You are able to meet people not only within Ontario but across the country and around the world. We learned so much from each other.”

Corra
Graduate, Health Information Management Diploma
Health Information Clerk, Markham Stouffville Hospital

www.McMasterCCE.ca/Corra
For Suad Badri, Canada is both “heaven and haven.”

The Sudanese refugee, who holds a PhD in Geography and a master’s degree in electrical engineering, came to Hamilton on her own in 2014, leaving behind three teenage sons and two grown daughters. A professor and community outreach worker at the Ahfad University for Women, Badri had been targeted by Islamic fundamentalists in the Sudanese government for having spent a year on a fellowship in the United States.

Now, while she waits for her sons to join her in Canada, she is enrolled in McMaster’s Leadership in Community Engagement certificate program, offered through the university’s Centre for Continuing Education. And thanks to a $5,000 scholarship from Western Union, her participation in the program is now that much easier.

Badri is the first student to receive this scholarship, which is specifically designated for newcomers wishing to take continuing education classes.

“Many newcomers arrive here with lots of skills and qualifications from their own countries, which then don’t get recognized — it’s hard getting credentialed in Canada,” explains Suzanne Brown, an Assistant Director for the Centre for Continuing Education. “Taking continuing education courses means getting an academic credential faster, with more flexibility than a traditional degree program — which is ideal for people who are working or have family obligations.”

Brown points out that Western Union has a particular familiarity for many newcomers, many of whom use the service to transfer funds to family back home, or to pay tuition fees to schools across Canada — including McMaster. Badri says that even as Sudan was under sanctions from the U.S., she was still able to use Western Union to send money to her family — so she says it’s fitting that their scholarship is now helping her further her education.

“Western Union Business Solutions is proud to offer this award to McMaster University Centre for Continuing Education because we believe a high-quality education today leads to better employment opportunities tomorrow.”

— Michael Barker-Fyfe, national manager of key accounts for Western Union

While Badri says she would ultimately love to get back into university teaching, she’s noticed many needs within the Sudanese community in Hamilton that have inspired her to focus her efforts on them for now.

To that end, she completed training to teach English as a Second Language and has a project on-the-go to create culturally relevant ESL learning materials for Sudanese newcomers. She is also deeply involved in many community organizations, including the city’s advisory committee for immigrants and refugees, Hamilton Urban Core and the CityHousing Hamilton Community Access Program.

With her community activities and through her McMaster education, Badri hopes to inspire other newcomers to become active in civic life.

“I realized the value of civic engagement because at my university back home, part of my job was to reach out to the community and make a contribution that way,” she says. “It’s been difficult not being able to find work teaching, so I decided to go back to school. Newcomers have many challenges, but this scholarship has set my mind at ease. I’m able to follow my passion and learn new skills at a very high level.”
Clinical Research Associate (CRA)

Design, manage and maintain clinical trials.

The Clinical Research Associate program, affiliated with the Faculty of Health Sciences, is designed to develop the concepts, skills, strategies, attitudes and knowledge required to perform clinical trials.

NOTE:

» No further applications for new candidates are being accepted to this program

» If you are currently enrolled in the program, you will have the opportunity to finish the program between now and Winter 2019. Winter 2019 will be the final term in which you can take courses.

Format

» In-Person, evenings

» Classes are held on McMaster’s main campus (1280 Main Street West, Hamilton)

Clinical Research Associate Certificate

Requirements

» All 5 courses (all courses are 3 units, 15 units of credit in total)

The CRA Certificate teaches the skills necessary for a job in any institute where clinical trials are run, such as hospitals, universities or the pharmaceutical industry. You may be eligible to transfer credits into this program for courses you’ve completed. Upon completion of this program, you may be eligible to apply for up to 15 credits of advanced standing towards undergraduate degree studies.

For full course descriptions + outlines, visit McMasterCCE.ca/cra

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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</thead>
<tbody>
<tr>
<td>CRA 101</td>
<td>Clinical Trial Research Coordinator</td>
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<tr>
<td>CRA 102</td>
<td>Research Ethics &amp; Regulatory Affairs</td>
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<tr>
<td>CRA 103</td>
<td>Clinical Trial Methodologies in Practice</td>
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<tr>
<td>CRA 104</td>
<td>Statistics, Databases &amp; the Internet in Clinical Research</td>
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<tr>
<td>CRA 105</td>
<td>Critical Analysis &amp; Advancement of Writing &amp; Communication Skills</td>
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</table>

All courses listed are 3 credits. Schedule subject to change.
Health and Social Service Skill Development

The skills you need to make a difference.

McMaster Continuing Education offers a series of short, timely programs within specialized topic areas in health and social service sectors. Areas of focus include addiction studies, health information, and workplace health and safety. Students select courses based on their academic and professional backgrounds and future learning needs. These courses may also be valuable to students enrolled in related post-secondary programs.

Features

- Courses are approved for academic credit
- Specialize in a program related to your academic and career pathways
- Courses taught by industry professionals

Formats

- Online, and/or In-Person format (varies by course)

Who should take this program?

- Individuals interested in employment in health and social service fields
- Individuals seeking courses to fill academic or professional skill gaps
- Individuals seeking prerequisite knowledge for a health or social service program
- Individuals seeking to upgrade prior knowledge in health and social service studies
### Certificates of Completion: 7 Options

**Requirements**

<table>
<thead>
<tr>
<th>Program</th>
<th>Details</th>
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</thead>
</table>
| **Fundamentals of Addiction for Allied Health Professionals** | Courses are taken from the Professional Addiction Studies program  
> Completion of 3 courses (9 units)  
> Introduction to Addiction course is the required first course  
> **Coming January 2019**  |
| **Principles of Health Information**                        | Courses are taken from the Health Information Management program  
> Completion of 3 courses (9 units)  |
| **Evaluation and Data Analytics for the Health Sector**      | Courses are taken from the Health Information Management and Health Informatics programs  
> Completion of 3 courses (9 units)  |
| **Workplace Wellness Management**                           | Courses are taken from the Human Resources Management and Health Information Management programs  
> Completion 3 courses (9 units): HRM 941, HRM 921 and one other course.  |
| **Foundations in Canadian Health**                          | Learn about the Canadian health care system and foundational skills for work and study in allied health programs  
> Completion of 3 courses (9 units)  |
| **Pathophysiology & Epidemiology**                          | Learn the fundamentals of the effects of health conditions and diseases on the human body and population  
> Completion of 3 courses (9 units)  |
| **Health & Social Services**                                | Bridge theory and practice through a combination of courses from the health and social service programs  
> Completion of 3 courses (9 units)  |

### Academic Certificates: 2 Options

**Requirements**

<table>
<thead>
<tr>
<th>Certificate</th>
<th>Details</th>
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</table>
| **Health & Social Services Certificate**                        | Bridge theory and practice through a combination of courses from the health and social service programs  
> Completion of 5 courses (15 units)  |
| **Canadian Health Studies Certificate**                        | Learn about the Canadian health care system and foundational skills for work and study in allied health programs  
> Completion of 5 courses (15 units)  |
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>ADD 206</td>
<td>Assessment and Treatment Planning</td>
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<td>ADD 211</td>
<td>Concurrent Disorders</td>
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<td>ADD 207</td>
<td>Human Development in Context: Understanding the Person with Addiction Issues</td>
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<td>ADD 201</td>
<td>Introduction to Addiction</td>
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<tr>
<td>HTH 101</td>
<td>Health Information Management</td>
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<tr>
<td>HTH 108</td>
<td>Information Analysis &amp; Data Analytics</td>
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<td>HTH 106</td>
<td>Managing Health Privacy &amp; Security</td>
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<td>HTH 104</td>
<td>Privacy, Confidentiality &amp; Security</td>
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<td>HTH 115</td>
<td>Records Management</td>
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<tr>
<td>HTH 110</td>
<td>Health Informatics Data Analysis</td>
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<tr>
<td>HTH 108</td>
<td>Information Analysis &amp; Data Analytics</td>
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<tr>
<td>HTH 122</td>
<td>Quality and Performance Evaluation</td>
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<tr>
<td>HTH 400</td>
<td>Foundations in Epidemiology</td>
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<td>HTH 401</td>
<td>Medical Terminology</td>
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<td>HTH 402</td>
<td>Understanding the Canadian Healthcare System</td>
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<tr>
<td>HTH 116</td>
<td>Pathophysiology I</td>
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<tr>
<td>HTH 117</td>
<td>Pathophysiology II</td>
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</table>

All courses listed are 3 units.
^Experiential learning project course, no final exam.
Schedule subject to change.
Health Informatics
Health Information Systems

Where health and information technology intersect.

Using technology, clinical guidelines, information systems and data management practices, health informatics professionals optimize the collection, storage and use of information in healthcare. Health informatics applies to the areas of nursing, clinical care, dentistry, pharmacy, public health, occupational therapy and medical research.

Features
- Part-time program, consisting of 9 courses
- Taught by health informatics professionals
- 9 or 10 week course duration
- Dynamic online learning environment
- Designed in consultation with professional associations

Formats
- Online
- Cohort

Who should take these programs?
- Health care professionals seeking a second career or a new career path
- Individuals with related study, or background in computer science, IT, business, data management/analytics
- Health informatics professionals looking to upgrade their previous education background
- International professionals seeking Canadian education in health informatics

Health Informatics Diploma
Requirements
- Students must complete all 8 core courses, plus one elective course (27 units).

Health Information Systems Certificate of Completion
Requirements
- Students must complete any 3 of the 5 following courses: HTH 109, HTH 110, HTH 111, HTH 120, HTH 122 (9 units).
- Available to individuals who have already completed a Health Information Management program

<table>
<thead>
<tr>
<th>Core</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>HTH 101 Health Information Management I</td>
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<tr>
<td>HTH 120 Foundations of Health Informatics</td>
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<td>HTH 121 Health Data Standards &amp; Classification</td>
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<td>HTH 104 Privacy, Confidentiality &amp; Security</td>
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<td>HTH 105 Health Information Systems &amp; Technology</td>
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<td>HTH 111 Project Management for the Health Sector</td>
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<td>HTH 109 Systems Analysis &amp; Evaluation</td>
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<td>HTH 110 Health Informatics Data Analysis</td>
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<tr>
<td>HTH 122 Quality &amp; Performance Evaluation</td>
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<td>HTH 103 Professionalism, Ethics &amp; Professional Standards</td>
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<td>HTH 114 Health Informatics Practical Experience</td>
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All courses listed are 3 units. Schedule subject to change.
Health Information Management

Managing the evolution of health delivery.

In the electronic/digital age, information is gathered, stored, analyzed and managed constantly. Learn about the management of health information in terms of industry standards for data collection, usage and analysis, privacy and security measures, and integration of health information systems. Discover how information management is revolutionizing health care within various sites and service sectors.

Features
- Part-time program consisting of 8 courses
- University-level 9 or 10 week courses
- Dynamic online learning environment
- Designed in consultation with professional associations

Formats
- Online
- Cohort

Who should take this program?
- Health care professionals seeking a second career or a new career pathway
- Data analysts for health care
- Computer/IT professionals employed in health information systems development
- International professionals seeking Canadian education in health information

Health Information Management Diploma

Requirements
- Students must complete all five core courses, plus three elective courses (24 units).

Health Information Certificate

Requirements
- Students must complete all five core courses (15 units).

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<th>Core</th>
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<tr>
<td>HTH 101</td>
<td>Health Information Management I</td>
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<td>HTH 102</td>
<td>Health Information Management II</td>
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<td>HTH 104</td>
<td>Privacy, Confidentiality &amp; Security</td>
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<td>HTH 105</td>
<td>Health Information &amp; Systems Technology</td>
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<td>HTH 115</td>
<td>Records Management</td>
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<td>HTH 103</td>
<td>Professionalism, Ethics &amp; Professional Standards</td>
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<td>HTH 107</td>
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<td>Project Management for the Health Sector</td>
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<td>HTH 113</td>
<td>Health Information Management Practical Experience</td>
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All courses listed are 3 units. Schedule subject to change.
Leadership in Community Engagement

Collaborative Leadership and Grassroots Governance.

Transform your social action with this anti-racist, anti-oppression program. In this program, you will learn to critique dominant and alternative models of leadership and the importance of grassroots, collaborative leadership development within diverse urban communities. You will also explore the practical, political, cultural, ethical, and interpersonal dimensions of doing research and evaluation in community contexts.

Features

- 5-course certificate
- Collaborate with a diverse group of professionals engaged in their communities
- Opportunities for experiential learning and mentoring

Formats

- In-Person
- Blended in-person and online learning

Who should take this program?

- Anyone working with people in marginalized communities
- Those working in the public sector
- Managers and organizational leaders
- Social workers, law enforcement workers, legal system workers and more.

Visit [www.McMasterCCE.ca](http://www.McMasterCCE.ca) for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol.
> Courses

**LCE 101 Foundational Principles and Practices in Community Engagement**
This course provides co-learners with a broad overview of community engagement philosophies, practices, and skills. Through focus on the history and development of community engagement approaches, exploration of themes including working across difference, multi-sectoral group work, relationships, communication, conflict resolution, and project management; and consideration of the role of technology and media in community engagement, this course provides a strong foundation for the Leadership in Community Engagement Certificate. In addition to experiencing talks, workshops, and activities, co-learners will have opportunities to reflect on their learning through individual assignments and group discussion. Learners will practice their emerging community engagement skills by planning and troubleshooting a community initiative with a small, multi-sectoral group of their co-learners.

**LCE 102 Communication & Conflict in Communities: Ethical Approaches in Supporting Successful Group Process and Decision Making**
This course prepares co-learners to take roles as facilitators and mediators within their work engaging diverse urban communities. Rooted in real life scenarios and challenges experienced in community engagement work in Hamilton and similar communities, co-learners will hone their skills in supporting effective communication and in mediating complex group dynamics. This course takes a blended learning approach, alternating online and face to face (F2F) interactions with the content, in order to explore frameworks for group development, facilitation, decision-making, and conflict resolution. Learners will engage in ongoing personal reflection on how power, privilege, and identity intersect with the roles and characteristics required to authentically support grassroots leadership.

**LCE 103 Facilitating Collaborative Leadership and Grassroots Governance in Communities**
This course prepares learners to support communities in developing their own leadership skills, setting their own priorities, and driving local change. Building on and expanding the “7 C’s” of the Social Change Leadership Development (SCLD) Model, and rooted in real life projects and initiatives, co-learners will explore strategies for supporting the development of collaborative leadership. Co-learners will critically reflect on key characteristics, capabilities, and skills of effective leaders, with a focus on understanding and developing capacities that support grassroots leadership development. This course takes a blended learning approach, dividing class time between face-to-face (F2F) sessions, and online content delivery and discussion. Through written analysis, group activities, and in dialogue with their peers, learners will reflect on issues of social location, power, and history in order to align their community engagement work with the values of social justice, equity, and shared leadership.

**LCE 104 A Primer on Evaluation, Community-based Research, and Persuasive Asks: Data Driven Community Work**
This course prepares co-learners to engage in community-based research and evaluation (R&E) projects, by introducing them to prevalent research and evaluation methodologies, and engaging learners in exploring the practical, political, cultural, ethical, and interpersonal dimensions of doing research and evaluation within diverse urban communities. Based in best practices research, and rooted in real-life examples, the course provides practical tools for leading effective research and evaluation projects, and for engaging in persuasive community-driven dissemination of project results and findings. Using a blended approach to learning, the course provides co-learners the opportunity to learn about methodologies and dissemination methods at their own pace through online technologies while face to face (F2F) time is used to engage deeply with the challenges of doing R and E in communities, and to collaborate in applying these approaches to real-life situations and settings in their professional lives.

**LCE 105 Practicing Engagement: A Reflective Project Course**
This course prepares co-learners to be effective participants in a community-based project. Building on topics and themes from other certificate courses, co-learners will develop skills and learn to use practical tools for project management, by engaging in hands-on, sustained participation with other group members, to achieve a mutually agreed upon project related to community engagement. This course includes regular face-to-face (F2F) sessions wherein co-learners will support each other in achieving their project goals; reflect on their developing skills; as well work toward their small group’s component of the chosen group project. Throughout the course, co-learners will identify and work through issues and challenges related to group formation and process, and will engage in ongoing critical reflection about the roles they take when working within diverse urban communities.

<table>
<thead>
<tr>
<th>Courses may be taken in any order</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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<tbody>
<tr>
<td>LCE 101</td>
<td>Foundational Principles &amp; Practices in Community Engagement</td>
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<tr>
<td>LCE 102</td>
<td>Communication &amp; Conflict in Communities: Ethical Approaches in Supporting Successful Group Process &amp; Decision Making</td>
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<td>LCE 103</td>
<td>Facilitating Collaborative Leadership and Grassroots Governance in Communities</td>
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<tr>
<td>LCE 104</td>
<td>A Primer on Evaluation, Community-based Research, and Persuasive Asks: Data Driven Community Work</td>
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<tr>
<td>LCE 105</td>
<td>Practicing Engagement: A Reflective Project Course</td>
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All courses listed are 3 units.
Schedule subject to change.

9H Downtown Hamilton    BD Includes both in-person and online learning within the same course
Professional Addiction Studies

Building holistic skills for health professionals.

The Professional Addiction Studies programs provide an opportunity for individuals seeking to work in the field of addiction to acquire the knowledge and skills required for employment and professional certification. The programs also serve as professional development for those already working in fields such as mental health and addiction, counselling, law enforcement, nursing, social work, and child and family services.

**Features**
- Flexible course load for part-time study
- Applications accepted throughout the year
- Start the program at various times throughout the year

**Program Overview**
- Explore holistic information about various aspects of addiction. In recognition of the prominence of trauma in the addiction field, courses are designed with a trauma-informed lens
- Differentiate distinct theoretical and applied approaches pertaining to the application of screening, assessment and treatment approaches
- Use evidence-informed practice across a continuum of treatment modalities in order to support diverse populations and provide culturally-safe care
- Translate theory to practice in the support of individuals, groups, families and communities

**Formats**
- Online

**Professional Designations**
- Content for core courses was developed to meet the Canadian Addiction Counsellors Certification Federation (CACCF) core competencies.

**Admission Requirements**
- Completed online application (www.mcmastercce.ca/addiction-studies-program)
- Current resume
- 1-2 page letter stating: previous training and experience in the helping field, your assessment of your learning needs, why you think this program will help you meet your learning needs
- Undergraduate degree or college diploma in a related field OR a minimum of 2 years full-time (4000 hours) supervised relevant experience.
- Non-refundable application fee
Professional Addiction Studies Diploma

Requirements

- 10 three-unit courses of 42 hours (8 required courses, and 2 elective courses)
- Total of 30 units of credit
- Students are given 5 years to complete all required components of the diploma program.

Professional Addiction Studies Studies Certificate

Requirements

- 5 three-unit courses (choice of full program list)
- Total of 15 units
- Students are given 5 years to complete all required components of the certificate program.
Who should take this program?

- Addiction counsellors
- Child and youth workers
- Crisis outreach workers
- Guidance counsellors/employment counsellors
- Intake and assessment workers/Case managers
- Law enforcement
- First responders
- Mental health professionals
- Nurses
- Occupational therapists
- Social workers and social service workers

For full course descriptions + outlines, visit McMasterCCE.ca/addiction-studies-program

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Fall 2018</th>
<th>Winter 2019</th>
<th>Spring 2019</th>
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</thead>
<tbody>
<tr>
<td>ADD 204</td>
<td>Addiction Treatment: Theories, Models and Applications for Professional Practice</td>
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<td>ADD 206</td>
<td>Assessment and Treatment Planning</td>
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<td>ADD 203</td>
<td>Counselling Skills for Addiction Professionals</td>
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<td>ADD 208</td>
<td>Families and Addiction</td>
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<td>ADD 205</td>
<td>Group Work and Mutual Aid</td>
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<td>ADD 207</td>
<td>Human Development in Context: Understanding the Person with Addiction Issues</td>
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<td>ADD 201</td>
<td>Introduction to Addiction*</td>
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<tr>
<td>ADD 827</td>
<td>Introduction to Addiction*</td>
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<td>ADD 202</td>
<td>Pharmacology</td>
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<td>ADD 211</td>
<td>Concurrent Disorders</td>
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<td>ADD 210</td>
<td>Contemporary Treatment Approaches</td>
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<td>ADD 214</td>
<td>Counselling in the Work Environment: Creating Workplace Wellness</td>
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<td>ADD 213</td>
<td>Diversity and Inclusive Practice</td>
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<td>ADD 215</td>
<td>Field Experience</td>
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<td>ADD 209</td>
<td>Trauma Informed Care in Addiction</td>
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<td>ADD 212</td>
<td>Working with Compulsive Behaviours</td>
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All courses listed above are 3 units. Schedule subject to change.

*ADD 827 will become ADD 201 starting in Winter 2019. If students take ADD 827 in Fall 2018 they should not take ADD 201 in a future term.
Crisis and Mental Health Training

Industry-recognized workshops taught by certified trainers.

In difficult times, people can reach out to a variety of individuals for support. If that person is you, will you be ready? Ensure you are prepared by upgrading your helping skills in the areas of suicide, crisis and mental health. Learn to recognize signs and symptoms of a mental health crisis and how to provide support. McMaster offers industry recognized workshops by certified trainers to develop your knowledge and skills.

Format

- In-Person, interactive workshops

Who should take this program?

- Child and youth workers
- Community service workers
- Counsellors
- Crisis outreach officers
- First responders
- Health care workers
- HR and wellness professionals
- Law enforcement
- Mental health and addictions professionals
- School board members
- Social workers

ASIST: 2-day workshop
Mental Health First Aid: 2-day workshop
safeTALK: Half-day training

Upon successful completion of any of the three workshops, participants will receive a certificate from the certifying body.

Crisis Prevention Training

Requirements

- This training requires participation in a 2.5 hour online program, followed by a 1-day in-class session instructed by Safe Management Group.

Course is held at McMaster University Continuing Education but students must register through Safe Management. Details at McMasterCCE.ca/crisis-and-mental-health-training-programs

For full course descriptions + outlines, visit
McMasterCCE.ca/crisis-and-mental-health-training-programs

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<tr>
<th>Workshop</th>
<th>Fall 2018</th>
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Course

- Crisis Prevention Training

Schedule subject to change.

Downtown Hamilton
Metallurgy of Iron & Steel

Iron ore steel? Know your product.

McMaster’s Metallurgy of Iron & Steel program is in demand worldwide. This online program teaches the science of making and using steel, and equips industry professionals with technical knowledge of the properties of steel.

Who should take this program?
> Professionals involved in steel manufacturing or fabrication requiring a working knowledge of metals
> Technologists, machinists and welders
> Sales representatives, administrators, managers and quality assurers
> Engineers without a background in metallurgy

Format
> Online
> Courses are 13 weeks in duration

Features
> Instructor facilitated lessons and discussions
> Accessible format - study from any location
> Learn from industry experts

North America’s only academic certificate in metallurgy

Metallurgy of Iron & Steel Certificate
> Planning your learning pathway?
The suggested course order is:
1. MET 450 Physical Metallurgy
2. MET 451 Heat Treatment of Steels
3. MET 452 Steels in Service
4. MET 449 Primary Production of Steel
5. MET 453 Steel Products Manufacturing

Visit www.McMasterCCE.ca for the latest schedules, policies, prerequisites, enrolment deadlines, class updates and to enrol.
“During the program, I began to feel empowered. I knew it was just a matter of time and effort and I would be where I wanted to be. Now after completing the McMaster programs, I’m a manager, I’m happy with my job, and the future looks bright.”

Shawn
Graduate,
Metallurgy Certificate
Senior Rod & Mill Manager, Indalco Alloys

For full course descriptions + outlines, visit McMasterCCE.ca/metallurgy

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<td>MET 453</td>
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Schedule subject to change. All courses listed are 3 units.
Earn a designation. Your next career move.

Learn more: www.McMasterCCE.ca