

CERTIFICATES

Travel and Tourism—Basic

Certificate of Achievement

Career/Technical (Major Code: 02964)

Prepares students to gain an entry-level position as travel agents or consultants in the field of travel and tourism. Provides an overview of the opportunities available in the field and prepares students with fundamental skills to gain employment.

BUS 210	Business English	3
CIS/ LIB 151	Research Using the Internet	1
CIS 101	Introduction to Computers and Information Processing	4
T&T 138	Tourism and Travel Agency operations	3
T&T 160	Travel Destinations—Western Hemisphere	3
T&T 162	Travel Destinations—Europe, Africa, and the Middle East	3
T&T 260	Basic Computer Applications in Travel and Tourism	2
Total units		19

Travel and Tourism—Advanced

Certificate of Achievement

Career/Technical (Major Code: 02965)

Provides students with enhanced skills and a broader background for higher-level employment in the field of travel and tourism.

BUS 147	Successful Selling Techniques	1
BUS 211	Communication in Business and Industry	3
OR		
BUS 212	Business Communication	3
T&T 45	Tour and Tour Guiding	3
T&T 164	Travel Destinations—South Pacific, Asia, Orient	3
T&T 258	Worldwide Cruise Travel	3
T&T 261	Advanced Computer Applications in Travel and Tourism	2
T&T 290–293	Cooperative Work Experience Travel and Tourism I–IV (2-4)	2
Plus the courses required for the Travel and Tourism—Basic certificate		19
Total units		36

Virtual Office Professional

Higher Education Center at Otay Mesa

Dean Silvia Cornejo, M.A., Office 4118D, 619-482-6755

Faculty Maria Martinez, M.B.A.

Department Chair Marisa Soler-McElwain, LL.M.

General Description

The Virtual Office Professional is designed for: 1) People who want to promote and maintain all aspects of a small business on the Internet. 2) Individuals who want to work as virtual office and administrative support professionals. The basic program provides students with the skills and knowledge required to create and maintain a virtual (Web- and technology-based) business. Entrepreneurs and people involved in a variety of enterprises can learn to conduct their business online. The Virtual Office Professional—Intermediate program focuses on key skills required for positions that utilize virtual administrative support personnel, including executive assistants and office support specialists and provides further training in creating, marketing, and managing a virtual office. Topics include time management, workplace customization, evaluation of equipment and technology, communication methods that utilize advanced technologies, and business ethics. These virtual office professionals need strong computer and technology skills which can be acquired by completion of these certificate/degree programs. Students may take a career ladder approach in achieving all three levels of the program by completing the basic certificate, finding a job in the field, and continuing their education. They can then complete the intermediate certificate and the associate in science degree while continuing to work in the field.

Career Options

1) Virtual Office for Small Business Owners/Entrepreneurs.

Entrepreneurs and people involved in a broad variety of businesses acquire skills needed to conduct their business online. By completing the Virtual Office Professional —Basic Certificate, entrepreneurs in almost any field can develop a larger base of clients by setting up and maintaining a virtual office/business. The following list includes several majors offered by the School of Business, Professional & Technical Education at Southwestern College that can be enhanced by the addition of a Virtual Professional—Basic (or higher) certificate. The geographic area served by these businesses can expand to the national, international, or global level. These majors include: accounting, bookkeeping, payroll, computer desktop support/technician, computer programming/database, eCommerce/eBusiness, event and convention planning, financial services, hospitality and tourism, insurance, international business, logistics and transportation, legal assisting/paralegal, medical/coding/medical insurance, real estate/real estate loan processing, translation/interpretation services, travel and tourism, web design/development, as well as virtual office professional.

2) Virtual Office and Administrative Support Professionals.

The following list is a sample of the career options available for individuals who focus on virtual office skills. Most of these career options require a certificate or an associate degree; some require a bachelor's degree: virtual office assistant/receptionist, virtual office computer support specialist, virtual executive assistant, virtual secretary, virtual office manager/administrator, virtual office supervisor, virtual marketing assistant, and virtual web site support technician.



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

Degree/Certificate Options

Associate in Science Degree: Career/Technical

Virtual Business Office Professional

Major Code

A2454

Certificates of Achievement

Virtual Business Professional

A2458

Virtual Business Office Support Professional

A2459

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

ASSOCIATE IN SCIENCE DEGREE

Virtual Business Office Professional

Career/Technical (Major Code: A2454)

Prepares students to create a virtual (Web- and technology-based) business and how to set up a virtual office to work effectively in this environment. Emphasizes the creation, marketing, and management of the virtual office, the use of new technologies, and the development of key office support and technical skills required in the virtual environment.

BUS 135	eBusiness II: Creating an Effective Web Presence	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 182	Keyboarding for Office Professionals	2
BUS 183	Business Mathematics	3
BUS 200A	Microsoft Word: Beginning	2.5
BUS 200B	Microsoft Word: Advanced	2.5
BUS 206	Filing and Records Management	2.5
BUS 211	Communication in Business and Industry	3
OR		
BUS 212	Business Communication	3
BUS 290-293	Cooperative Work Experience in Business I-IV	2-4
Plus the courses required for the Virtual Business Professional—		
Basic certificate		18-19

Total units **41.5-42.5**

To earn an associate degree, additional general education and graduation requirements must be completed. See page 51.

CERTIFICATES

Virtual Business Professional

Certificate of Achievement

Career/Technical (Major Code: A2458)

Emphasizes the creation, marketing, and management of the virtual business and the use of new technologies in completing business transactions. Prepares students to work in a virtual (Web- and technology-based) office environment and provides an overview of virtual entities, including home-based businesses that are successful in today's global market.

BUS 96	Customer Service and Communication Techniques	1
BUS/CIS 129	Multimedia Presentations—PowerPoint	1
BUS 143	eStrategic Business Planning	2
BUS 191	Creating and Managing a Virtual Office	3
BUS 192	Marketing a Virtual Office	3
BUS 210	Business English	3
CIS 92	Microsoft Office Suite (3)	3–4
	OR	
CIS 101	Introduction to Computers and Information Processing (4)	
CIS/LIB 151	Research Using the Internet	1
LDR 152	Business Innovation and Creativity	1
Total units		18–19

Virtual Business Office Support Professional

Certificate of Achievement

Career/Technical (Major Code: A2459)

Prepares students to work in a virtual (Web- and technology-based) office environment. Emphasizes the creation, marketing, and management of the virtual office, the use of new technologies, and the development of key office support and technical skills required in the virtual environment.

BUS 135	eBusiness II: Creating an Effective Web Presence	3
BUS 140	Business Law/The Legal Environment of Business	3
BUS 182	Keyboarding for Office Professionals	2
BUS 183	Business Mathematics	3
BUS 200A	Microsoft Word: Beginning	2.5
BUS 200B	Microsoft Word: Advanced	2.5
BUS 206	Filing and Records Management	2.5
BUS 211	Communication in Business and Industry	3
	OR	
BUS 212	Business Communication	
BUS 290–293	Cooperative Work Experience in Business I–IV (2–4)	2
Plus the courses required for the Virtual Business		
Professional certificate		18–19
Total units		41.5–42.5