

**CALIFORNIA INSTITUTE OF CAREER DEVELOPMENT  
(CICD)**

**CATALOG**

**2024**

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## **Mission Statement**

To empower youth and adults of disadvantage and disaster affected communities with life changing and career focused educational training and thus to enable a productive community.

## **PURPOSES:**

As we come out of the once a life-time pandemic induced economic disaster, the lower end of our workforce is going to face a life-changing reality. Millions of non-college-educated adults and youths are going to find it difficult to grapple with the reality of a fewer number of jobs and opportunities. This sector of the workforce needs to be trained with career program that are going to be a fit for the ever-changing labor market demands.

## **OBJECTIVES:**

- ✓ To develop each student's understanding of the information and language specific to his/her career field.
- ✓ To provide students with all the materials, faculty and administrative support needed to successfully complete their non-degree.
- ✓ To encourage and foster the value of life-long learning in our students.
- ✓ To provide students with the most up-to-date and comprehensive information available in their field of study.

- ✓ To utilize evaluation tools and materials which require the students to effectively demonstrate the integration of the concepts and skills they have learned.
- ✓ To give graduates a well-rounded introduction to Office and Business Administration Assistant fields.
- ✓ To give graduates a well-rounded introduction to Medical Assisting, including clinical, laboratory, and administrative fields.
- ✓ To equip graduates with the skills and confidence required to meet the patients' needs in different environments (Medical Assisting).
- ✓ To give students familiarity in medical terminology, office accounting practices, insurance coding and billing, medical documentation, the patient record, and other health care administration topics (Medical Assisting).
- ✓ To give students familiarity in Basic Medical subjects, train the students in back office clinical procedures, and laboratory procedures (Medical Assisting).
- ✓ To give graduates a well-rounded introduction to Office Business Administration and Business Finance Administrative Assistant, including real-time case studies in the administrative fields.
- ✓ To give graduates a well-rounded introduction to the career field of Software Quality Assurance including

automation, DevOps (development and Operations),  
Data Mining and Analysis, Web, and Machine Learning  
Smart App Builder and in Digital Marketing.

## **Ownership**

The California Institute of Career Development (CICD), is a **non-profit** organization established in April 2021, is a full-service career development training Institute located at 1631 N. First Street, #300, San Jose, CA 95110 (proposed physical location). CICD specializes in training anyone who is displaced due to economic, technological and safety effects of COVID-19 pandemic on any industry that has been shaken out.

CICD is committed to providing quality programs to help students achieve their lifelong personal and professional goals. We are a non-profit corporation, which provides career solutions to Service / IT and Medical providers. We will be enrolling students and helping them fulfill their goals and achievements. The first batch of students enrolled will be of Office and Business Administration, and it is first batch to graduate in 2023.

CICD Mission is to empower youth and adults of disadvantage and disaster affected communities with life changing and career focused educational training and thus to enable a productive community.

CICD received its non-profit registration from the Secretary of State

of California. The programs offered by CICD are vocational in nature and provide certificates on successful completion of the program. In a typical year CICD enrolls up to 50 – 100 or more students. The enrollment takes place throughout the year.

CICD is developing its reputation by making lasting improvements in organizations, and offering solutions that are practical, innovative, and cost-effective. Our expertise provides informative and current, lecture- based education, while our competency-based training provides the relevant skill development for our graduates for their chosen career. This winning combination prepares them to meet, and surpass, the demands of today's employers.

CICD offers hands-on education using the latest in Healthcare and Information Technology; develop professionalism, flexibility, responsibility, and skills needed to be successful in the health care field. Continuous Job Placement Assistance (in the field of study) for eligible graduates, Short- Term Industry-Related Training, Tutoring, Library Services, Advisory Programs, and Externships are among the benefits found at the CICD.

CICD is a legitimate non-profit corporation registered in the State of California. The facility and equipment used fully comply with all federal, state, and local ordinances and regulations, including requirements for fire safety, building safety, handicapped access, and

health.

## **General Information**

### **Approvals**

The institution is a private institution, that is approved to operate by the bureau, and that approval to operate means compliance with state standards as set forth in the CEC and 5, CCR. An institution may not imply that the Bureau endorses programs, or that Bureau approval means the institution exceeds minimum state standards.

### **Non-Discrimination Policy**

CICD is non-sectarian and does not discriminate about race, creed, color, national origin, age, sex, disability, or marital status in any of its academic program activities, employment practices, or admissions policies. The Institute does not accept any foreign students thus no Visa service is provided. Institute does not provide instruction in any other language other than English.

### **Admission Requirements**

Requirements for admission at CICD are based upon the applicant's career goals, their motivation to succeed, and their ability to benefit from the professional or occupational training they have chosen.

### **Steps towards enrollment**

All applicants are required to complete a personal interview with a counselor

to mutually determine whether the program meets the needs of the applicant and are given a guided tour of the facility, a thorough presentation of the training program they are interested in and are qualified for and receive information on tuition and fees. During this process, the Institute administers the Wonderlic test to Medical Assistant course applicants who are not high school graduates or its recognized equivalent. In addition, all applicants must be able to demonstrate access to fiscal resources adequate to meet the financial obligations associated with the training.

All students, including those with physical or mental handicaps, are considered for acceptance according to the admissions standards stated in this catalog.

**To be considered for the admission to all the programs, applicants must:**

**General Requirement:**

- Be 17 years of age or beyond the age of compulsory school attendance in the State of California.
- Be a high school graduate or its recognized equivalent; or pass the institute's ATB entrance exam.

**For Cybersecurity and Machine Learning programs:**

- Should have at least one year programming and computer experience or its equivalent.
- Minimum 3 Months experience or equal education in of Scripting Skills Python, Java, Perl, SQL, XML
- Minimum 3 Months experience or equal education in HTML and CSS.

**For ‘Data Mining – Data Analyst’ program:**

- Be an Associate degree Holder or its recognized equivalent.
- Should have at least one year programming and computer experience or its equivalent.
- Minimum 3 Months experience or equal education in of Scripting Skills Python, Java, SQL, XML
- Minimum 3 Months experience or equal education in Database Management System.

**For ‘DevOps – Development and Operations’ program:**

- Be an associate degree Holder or its recognized equivalent.
- Should have at least one year programming and computer experience or its equivalent.
- 3 Months of Linux Scripting experience or equal education.
- 3 Months of Networking experience or equal education.
- 3 Months of Web Services experience or equal education.

**For ‘Software Quality Assurance Automation’ program:**

- Should have at least one year programming and computer experience or its equivalent.
- Minimum 3 Months experience in Scripting Skills Python, Java, Perl, SQL, XML or equal education.
- Minimum 3 Months experience in HTML and CSS or equal education.

## **Transfer of Credits**

The transferability of credits you earn at CICD is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the diploma you earn in Medical Assisting is also at the complete discretion of the institution to which you may seek to transfer. If the diploma, or certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending CICD to determine if your diploma or certificate will transfer.

Students desiring credit for previous postsecondary education or experience will be interviewed and tested to determine the level at which they may be able to join a class already in progress. Students who wish to transfer credit from another institution must provide an official transcript from that institution. Final determination related to the award of transferred credit or credit for experience will be at the sole discretion of CICD. Students granted credit would have their tuition reduced by an amount determined by the CICD by prorating the tuition.

Students already enrolled and are changing programs will be evaluated for satisfactory progress in their previously enrolled program to determine which credits can be considered for transfer to the new program. If transferable units are found, then the length of

the new program will then be adjusted, and appropriate tuition credits will be applied.

The transfer of credit is accepted only from schools accredited by an agency recognized by the U.S. Department of Education or the Council for Higher Education Accreditation.

The Institute does not have any transfer or articulation agreements between the institution and any other college or university that provides for the transfer of credits earned in the program of instruction.

Currently, no credit for prior experiential learning is granted by this institution.

### **English Proficiency**

Programs offered by CICD are open to all who have graduated from high school with a diploma or an equivalent. If the applicant does not meet the above-mentioned requirement, he or she is requested to take a basic admission test which tests his or her ability to grasp, comprehend and communicate with others.

During the enrollment process, candidates must interview with the admission staff, tour our facility, and provide evidence for having completed a high school diploma or equivalent. Candidates must demonstrate proficiency in English language prior to enrollment. CICD does not train candidates in the English language or have the resources to translate the classroom lecture sessions in any other language.

Admission of students from countries where English is not the primary language or whose native language is not English must provide CICD with one of the following:

- 1) Test of English as Foreign Language (TOEFL) exam score of at least 500 or higher (paper version) or a score of 150 on the computer-based version.
- 2) Completion of a high school diploma or college-level program in a nation that uses English as the language for education.

### **Ability to Benefit.**

All applicants are required to meet the counselor to mutually determine whether the program meets the needs of the applicant. The students will be eligible for medical assistant. The information packet will be given for the respective program accompanied by a guided tour of the facility. Career Councilor will assess if the program benefits the student to enhance his/her skills.

The Institute administers the Wonderlic test to all applicants. In addition, all applicants must be able to demonstrate access to fiscal resources adequate to meet the financial obligations associated with the training.

### **Records Maintained**

1. The student's personal and academic progress records are maintained like the attendance rates, test scores.
2. The admission office maintains the documents of the personal

- Interview and recommendation made by the interviewer.
3. Test scores from Wonderlic test. Documents from the counseling sessions
  4. Documents from the initial screening sessions which include marketable skills and employment background.

**Test Administered:**

The WONDERLIC testing system is used to determine Ability to Benefit or A.T.B... Not all tests designed by WONDERLIC are eligible to determine A.T.B... Therefore, only the WBST test is utilized.

The Exam is administered only to students without a high school diploma or its recognized equivalent who wish to enter the Medical Assisting Program. The percentage of non-passing students ranges from ten to twelve percent depending upon the minimum requirements that each program necessitates. The results of the testing must be periodically registered with WONDERLIC, and an official report of the testing is sent to both the school and student.

**ENTRANCE/ASSESSMENT TESTING**

Wonderlic is a test that measures general cognitive ability (ability to learn, understand instructions and solve problems). The school has established a raw score of 200 verbal skills and 210 quantitative skills to be a minimum entrance score. Additional testing can be administered to help determine a prospective student's ability to be trained to perform tasks associated with the occupations and job

titles for which training is to be offered. All scored test score sheets must be kept in each student's file.

### **TEST ADMINISTRATION:**

There exists a situation known as the Testing "Bill of Rights".

These are things that make the testing as accurate and valid as possible.

- (1) The Testing Environment must be conducive to testing,  
Example: No Distractions or Noise, Good Lighting, Good Ventilation
- (2) Client Awareness: The client needs to understand why they are being tested.  
Explain the process in detail. Encourage them to do their best. Grade the Test ASAP.
- (3) Standardization of Instructions; Make sure the client has a good understanding of how to do the test. If they cannot do the practice session, then you need to make judgment on whether to do the test. Demonstrate - but do not let the client con you into helping them.
- (4) Client Observation: Your personal observations, including subjective comments are important. Look for things such as Does the client have trouble seeing or hearing? Did their injury cause them trouble during testing? What was their attitude? These types of observations need to be noted because they may influence the testing results,

ENTRANCE ASSESSMENT MANUALS, INCLUDING MASTER EXAMS, ANSWERSHEETS AND SCORING GUIDES ARE PROVIDED TO EACH BRANCH. GUIDELINES FOR ADMINISTERING & SCORING THE WONDERLIC ENTRANCE TESTS

The WBST is a standardized test, approved for use by the U.S. Department of Education, that measures general cognitive ability. Cognitive ability is the ability to learn, understand instructions and solve problems.

THE SCORED ANSWER SHEET WILL BE RETAINED FOR THE STUDENT'S FILE

**Evaluation:**

Annual Evaluations of the ATB student is done to keep track about the validity of the admission and the progress of the student academically with the help of the test scores and attendance Standards for Satisfactory Progress

**STANDARDS FOR SATISFACTORY PROGRESS**

These standards apply to all students. Continued enrollment as regular students is allowed only for those who meet the minimum standards set forth for satisfactory progress.

Students enrolled in Medical Assisting Program are in satisfactory progress if

–

- ✓ Absences are no greater than 24 hours of clinical practice per

Module and have made up all absences.

- ✓ Late arrivals in class are no greater than 3 times in each module and have made up for all missed material.
- ✓ Have maintain a grade average of 75% (C) or greater with no score of less than 75% (C) on any exam, test, assignment, or project; and
- ✓ Have demonstrated satisfactory clinical skills and proper attitude appropriate to the nursing profession.

### **Maximum Timeframe for Program Completion**

The Programs have a maximum time for completion that is equal to 1.5 times the total length of the program (e.g., 36 weeks for a 24-week program or 900 hours for a 600-hour program). Periods during which the student is interrupted during their training, for reasons deemed acceptable by the institute (medical leave of absence, etc.) are considered in the calculation of the maximum times for completion.

### **INCREMENTS:**

The maximum times frame will be based on the clock hours of the program; the maximum times frame will not exceed more than 150% of the total clock hours of the program.

### **Excused Absences**

1. Personal illness

2. Severe illness or death in family
3. Religious observances
4. Required court appearances.
5. Medical, dental, or legal appointments
6. Family-related emergencies

Both attendance participation and academic performance (grades, works, assignments, projects, and externship) are considered in the measurement of satisfactory progress.

**REPORTING:**

Both attendance participation and academic performance (grades, works, assignments, projects, and externship) are considered in the measurement of satisfactory progress. Progress is reported at 50% and 100% of the maximum program length.

**Students enrolled in the programs are in satisfactory progress if:**

- ✓ Have at least attended and completed 35% of the program, with a grade average of at least 70% (C) with no score less than 70% (C) in any tests, assignments, projects, at the 25% point of the maximum time frame allotted for the program.
- ✓ Have at least attended and completed 60% of the program; with a grade average of 70% (C) with no score of less than 70% (C) on any tests, assignments, projects, at the 50% point of the

maximum timeframe allotted for the program.

Credits attempted in a course in which a grade of "Incomplete" is received will count as credits attempted in the calculation of maximum timeframe.

Leaves of absence are included in the maximum timeframe calculation. Students who withdraw without completing a course and who wish to re-enroll will be evaluated for satisfactory progress on credits attempted prior to withdrawal. The decision to accept the student is the sole discretion of the Institute. If allowed to re-enroll; the course which was not completed will be repeated. Students who fail to meet the minimum academic and attendance requirements are placed on probation until their performance becomes satisfactory.

### **APPLICABILITY**

The above policies are applicable for both full-time and part-time students. At the end of each increment the student's progress will be evaluated whether the student met the required completion to move into the next increment if any.

### **Appeal**

Students who are not in satisfactory academic progress may appeal against the Institute's decision in writing to the Chief Academic Officer. The Institute must receive the appeal from the student within three business days of being notified of the non-satisfactory academic

progress. All appeals will be responded to within ten (10) business days of receipt by the Institute.

### **Re-Establish Satisfactory Progress**

Should students return to the institution to re-establish the satisfactory progress the student must provide the documentation of the progress to the chief academic officer, and he would be able to determine if he could re-establish.

### **Attendance Requirements**

Regular attendance by students at scheduled class meetings, clinical labs or other activities assigned, as part of a course or program, is required. Minimum attendance of 80% is required to graduate. A student must obtain permission from the instructor if he or she is absent for more than 2 days in a week. Occasionally, personal circumstances may arise which may render it impossible for students to attend scheduled classes and activities. Whenever such circumstances can be anticipated, a student should confer with his or her instructor, so the faculty has an opportunity to offer the student the option of making up the missed material. In cases of unforeseen circumstances, a student should consult with his or her instructor to arrange for make-up work. Class time missed due to late arrivals, early departures, or other absences from class or clinical practice is counted along with whole day absences to calculate a student's total class hours attended.

Absences within a given week may be made up for educational purposes and for the sake of progress by one of the following:

Theory class may be made up only by attending a formal class during the same week but at a different time of the day than the individual's own class. The theory class must be the identical presentation missed, or by completing assigned projects or work identical or equivalent to those missed during the absence.

For medical Assisting students, the Laboratory time missed may be made up during the same week by attending another formal, equivalent laboratory session or activity. Any absence may be made up by attending a professional society meeting (AST, etc.).

It is the student's responsibility to collect handouts and assignments from the instructors that were given when he /she was absent. It is the student's responsibility to take any missed exams. He/she is advised to talk to the instructor and arrange a date for the exam to be taken.

### **Absences**

Excused absences are those in which a student is absent from class or clinical practice due to personal illness, severe illness or death in the family, religious observances, jury duty, court appearance, medical, dental, or legal appointments or another duty/assignment connected with the Medical Assisting and cleared with the Director of Education. These absences will not be recorded but the student is responsible for materials or objectives missed. No make-up assignments will be

allowed. For absences over three

(3) consecutive days due to illness, the student must return to class with doctor's note. Any condition or infection, especially skin or respiratory, or any disability such as a back injury will require clearance from the doctor.

Medical Assisting students may not miss more than 24 hours of Lab practice per module. Any absences incurred should be made up before the student can be allowed to move to the next module. If absences are incurred in the last module, the student may not graduate unless all missed theory and clinical hours are made up.

### **Tardiness**

The Institute places upon its students the same demands that an employer will place upon them as an employee. Therefore, students are expected to be on time for each class session. A student who is not in attendance

Within fifteen (15) minutes of the scheduled class starting time will be documented as tardy unless written authorization by the Chief Academic Officer or the Director of Education is presented to the instructor. Excessive tardiness may lead to probation, suspension, or termination. Excessive tardiness is defined as being late or leaving early greater than 15% of elapsed program days.

### **Leaving Early**

Students are expected to remain in class or clinical area for the entire session. A student who is not in class for the entire session due to

early departure will be documented as leaving early unless written authorization by the Chief Academic Officer or Director of Education is presented to the instructor.

### **Attendance Probation**

A student will be placed on attendance probation if:

- a. The student is absent more than twenty percent (20%) of the elapsed program days.
- b. The Institute, at any time in its discretion, determines that the circumstances giving rise to any such student's absences are not reasonable.

A student will be placed on attendance probation if

- a. He/she misses more than two (2) days of theory per module and twenty-four (24) hours of clinical time per module.
- b. The Institute, at any time in its discretion, determines that the circumstances giving rise to any such student's absences are not. Reasonable.

If a student on attendance probation and or academic probation is absent or violates any of the terms of such probation, the Institute may, within its sole discretion, terminate and/or suspend such student. Any student on academic probation will be terminated if the student is absent more than twenty (20%) of the total class days.

Any student who is subject to termination for violation of the

attendance policy may petition the Chief Academic Officer, in writing, to remain in class. Such a petition must include the extenuating circumstances justifying the request to remain in class. The determination of the student's written petition will be made by the Institute in its sole discretion and will be final and binding on the student. Students who are on academic probation and who violate the attendance policy will be terminated.

### **Leave Of Absence (LOA)**

Leave of absence may be granted; maximum leave of absence for a twelve-month period may consist of non-consecutive days.

Leaves of

Absence granted under this section are not counted toward the twenty percent (20%) maximum absences allowed under the "Attendance Requirements" section. Students requesting a leave of absence must submit a written request, supported by acceptable documentation, to the Chief Academic Officer or the Director of Education. The request must contain the dates of the requested leave and the reason for the request. The Chief Academic Officer or the Director of Education shall indicate the Institute's approval or denial of the leave of absence by signing the form and placing it in the student's education file with a copy being furnished to the student and the Financial Officer. The determination of the student's written request for a leave of absence will be made by the Institute in its sole discretion and will be final and binding on the student.

Students are responsible for contacting the appropriate faculty member to arrange for make-up of class work missed because of an approved leave of absence. Leaves of absence will result in the revision of the completion date, hence a delay in the graduation of the student from the program.

Students who refuse to abide by the Institute's leave of absence policy or who do not return on the scheduled date after a leave of absence will be withdrawn from the program. Petition for readmission must be done in writing.

Readmission is duly deliberated by the Instructor and C.E.O.

### **Grades**

Grading is based on daily class, laboratory, and clinical performance, and the student's level of achievement on tests, laboratory projects and final examinations.

|   |   |
|---|---|
| A | 90% to 100%   |
| B | 80% to 89%  |
| C | 70% to 79%  |
| F | below 69.9%   |
| P | Pass A passing grade in a course designed as a pass-fail course |
| F | Fail A failing grade in a course designed as a pass-fail course |
| I | Incomplete  |
| W | Withdrawal  |

Satisfactory academic progress means a minimum grade of "C" in all tests, projects, and assignments; and an average of no less than "C" on all tests, projects, and assignments. Failed courses may be repeated only once.

All FAILED examinations, projects, and assignments must be made up or completed within one (1) week (5 school days) after the receipt of the score. Failed tests can only be made up once. The average of the tests scores is the final grade for that subject.

Failure to make up failed tests within the allotted time will result in non-satisfactory academic progress. Students who are not in satisfactory academic progress are placed on a 30-day probationary period.

### **Academic Warning**

Any student who receives a grade lower than "C" in any course may be placed on academic warning. As a warning, the student will be counseled in the hope that their academic performance can be improved.

### **Academic Probation Policy**

Any student who is not in compliance with the attendance and satisfactory academic progress policies will be placed on a 30-day probationary period. During this period, the student must pass all tests, assignments, and projects, with a grade of no less than "C", equivalent to 70%. Absences, including tardiness and leaving early

from class will not be allowed during this time. Any previously unsatisfactory or failed course work and absences must be made up during this period. Students receiving financial aid become ineligible and no disbursements will be made during this time.

If a student maintains a grade point average of "C", equivalent to 70%, and all previously unsatisfactory course work has been brought up to a satisfactory level by the end of the 30-day period, probation will be removed. However, if at the end of the probationary period, the student has failed to maintain a "C" grade point average and/or any unsatisfactory course work has not been brought up to a satisfactory level, the student will be dismissed from the program.

### **Termination by the Institution**

The Institute may terminate a student for any one of the following reasons:

- ✓ Falsification of previous educational status on the Enrollment Agreement
- ✓ Failure to obtain satisfactory academic and attendance progress as specified in this catalog.
- ✓ Failure to adhere to the attendance requirements, or any other requirements, policies or procedures stated in this catalog or in the Enrollment Agreement.
- ✓ Failure to fully pay the program costs as agreed in writing.
- ✓ Destruction or damage to any property of the Institute (the student will also be liable for repair and/or replacement of any damaged property).
- ✓ Any unlawful or improper conduct (including but not limited to

the unlawful possession, use, or distribution of illicit drugs or alcohol), conduct contrary to the best interests of the Institute, or any conduct that discredits or mars the Institute or its reputation.

- ✓ Disruption of normal classroom discipline, or any act of insubordination.
- ✓ Unauthorized use or operation of any Institute equipment.
- ✓ Breach of any term of the Enrollment Agreement or this catalog.
- ✓ Cheating or dishonesty, such as during examinations, etc.
- ✓ failure to exhibit the highest quality of behavior, good citizenship, and respect for the community.

### **Appeal**

Suspended or terminated students may appeal the Institute's decision in writing to the Chief Academic Officer. The Institute must receive the appeal from the student within three business days of being notified of the dismissal. All appeals will be responded to within ten (10) business days of receipt by the Institute.

### **Graduation Requirements**

To be eligible for graduation a student must attain an overall cumulative grade of "C", equivalent to 70% or better and have passed all courses required in the program of study.

A diploma is awarded to students who fulfill all educational, financial, and administrative requirements of the program. These requirements include the timely submission of financial aid

documentation, clearance from the accounting office that all financial obligations have been met, and all academic projects have been completed (e.g., externship). A diploma certifies that the student has maintained the required academic average and has demonstrated proficiency in all the courses (didactic, clinical/practical) taken.

### **Transcripts**

A copy of the academic transcript is available upon request by the student. This service is subject to the Family Educational Rights and Privacy Act of 1974, as amended. The Institute reserves the right to withhold an official transcript, if the student's financial obligation to the Institute is in arrears, or if the student is in arrears on any Federal or State student loan obligation. The Institute will provide unlimited number of official transcripts without a processing fee.

Diplomas and official transcripts of records are available within fifteen (15) days from the receipt of a written request by the Registrar.

“All student records and documentation except student transcript are required by the Reform Act of 1989 will be maintained at the main administrative office for a minimum period of five years. The transcripts are maintained **permanently**. Thereafter, all official student transcript records will contain the names of program into which students have enrolled, the names of all courses attempted,

whether completed, the academic grade earned, the year and quarter, and the number of units of credit earned and will be maintain **permanently**. Transcripts will provide to students upon written request.”

### **Student Services**

The institution does not provide airport reception services, housing assistance or other services often afforded entering freshman at other institutions. Further, this institution maintains a focus on the delivery of educational services. Should a student encounter personal problems which interfere with his or her ability to complete coursework, this institution will aid in identifying appropriate professional assistance in the student’s local community but does not offer personal counseling assistance.

The availability and approximate costs of a 1br/1ba apartment near our facilities are below.

South Bay Area (San Jose, Milpitas, Santa Clara, Cupertino, Sunnyvale, Mountain View):

- Availability: approximately 1800 rental postings monthly

Approximate cost: \$2,050.00 per month

### **Academic Advisement**

As the Institute only offers one program, there are a limited number of issues that a student will encounter. Should a student not maintain

continuous enrollment, an issue may arise regarding the student's options in completing a program under the original requirements established in the catalog published at the time of the student's original enrollment or completing a program per the requirements of the currently published catalog. These are the types of issues to be addressed in Academic Advisement.

### **ACADEMIC APPEALS AND GRIEVANCES**

CICD upholds the fundamental values of honesty, respect, fairness, and accountability, which fosters a learning environment with academic integrity at the forefront. CICD also understands there may be instances when a student disagrees with an academic decision or action resulting from a violation of policy and/or standard of academic integrity. To address these grievances, the Institute allows a process for students to appeal the Institute decision. An appeal may be made for specific reasons defined by the Institute Academic department, and all decisions made because of an appeal are final. Regarding an appeal for grades, the grievance and appeal process applies to final course and module grades, and students may file a grievance and appeal for personal extenuating circumstances only. As clarification, a student may not file a grievance or appeal on behalf of his/her class. Additionally, disagreement with an established school policy is not a valid reason for grievance and appeal.

### **Informal Appeal**

- The student may initiate an informal appeal by contacting the faculty member or individual with whom the grievance arose, as soon as the discrepancy has been identified.
- An effort to resolve the matter informally should be made.
- If the matter cannot be resolved at this level, the student may request a formal appeal in writing and provide the written request to his/her Program Director within two (2) business days.

### **Formal Appeal**

- The student may initiate a formal appeal by contacting the Program Director, in the manner described above, if the grievance is not resolved during informal appeal.
- The Program Director will determine if the grievance and appeal request is in accordance with policy requirements.
- If the grievance and appeal request is determined to not be in accordance with Institute policy (invalid), the request will be denied, and the student will be notified by the Program Director.
- If the grievance and appeal request is determined to be in accordance with Institute policy (valid), the Program Director will enlist the respective faculty member(s) and/or the Team Lead to review the appeal request.
- The Program Director will communicate the outcome of the formal review to the student within one (1) business day of the appeal request being received.

- If the matter cannot be resolved at this level, the student may request a Campus appeal in writing within two (2) business days to Institute Chief Academic Officer (CAO).

### **Final Appeal Hearing**

- An appeal may only be initiated if a formal appeal was attempted but did not resolve the grievance.
- The student may initiate a final appeal by submitting the request for an Appeal Hearing in writing to the CAO.
- The CAO will investigate the request thoroughly, including interviewing all individuals involved and reviewing all documents that relate or may potentially relate to the student's grievance.
- The original decision will stand if after review of the information, the CAO determines that the request for appeal was thoroughly addressed during the formal appeal process and the outcome was justified.
- If the CAO concludes that the student has grounds for a final level appeal, a Campus Grievance and Appeal Committee hearing will be scheduled as soon as possible but no later than one (1) business day from the receipt of the written appeal request. The Committee will consist of:
  - CAO
  - Program Director
  - One full-time faculty member from the student's respective program
- Following the Committee's hearing (and the review by the CAO), the CAO will provide the student with a written summary within one (1) business

day of the hearing and any advising/action plan determined by the Committee.

- A copy of the signed advising/action plan is placed in the student's file and a copy is provided to the student. A scanned copy is uploaded to their student records file.

Decisions of the Chief Academic Officer are the final step in appeals within the processes and procedures of CICD. However, students may, at any time, submit their appeal and/or grievance to:

**Bureau for Private Postsecondary Education**

**1747 North Market Blvd., Suite 225**

**Sacramento, CA 95834**

**(916) 574-7720**

**Fax (916) 574-8648**

**Telephone No: (888) 370-7589**

**Fax No: (916) 263-1897**

**Study Skills Development**

Should students, returning to the institution after an absence of some years, have trouble in studying, the institute will provide references to

study-skills development guides that are readily available, at no charge, in the public domain.

**Student Housing Assistance**

- a) Institution has NO dormitory facilities under its control.
- b) Institution has no responsibility to find or assist a student in finding housing.

**Career Development/Placement Assistance Services.**

The Career Development staff serves as a liaison between the graduates and the medical community. Information on job search techniques is provided to students and graduates based on the current needs of local businesses and hospitals and clinics. However, no employment information or placement assistance provided by the Institute should be considered either expressly or implied as a guarantee or promise of employment, a likelihood of employment, an indication of the level of employment or compensation expected, or an indication of the types or job titles of positions for which students or graduates may qualify. This assistance consists primarily of educating students in developing the ability to successfully perform these tasks as they begin to seek employment. These tasks are taught towards the end of each program.

- ✓ Preparing resumes
- ✓ Developing job interviewing skills
- ✓ Identifying job position openings
- ✓ Following up with employers after interviews
- ✓ Maintaining employment once hired
- ✓ Developing and utilizing a network of professional contacts who can aid the job search effort.

A successful job search is dependent upon the confidence, willingness, and preparedness of the applicant. Students and graduates are encouraged not to place restrictions on their job search endeavors regarding location, starting salary, and specific benefits. Any employment students or graduates may obtain through the

Institute's assistance will, in all probability and likelihood, be an entry-level position.

Throughout their program, students receive instruction on resume preparation, market research techniques and interviewing skills.

While in training, students are constantly advised regarding opportunities for job interviews, how to prepare and appear at job interviews, and how to conduct themselves during job interviews.

Students compose resumes and letters of introduction. The Institute will offer helpful reference sources to assist students in locating firms and geographic areas offering employment opportunities related to their training.

### **General Conduct**

One of the main goals of the training at CICD is the development of professionalism. Prospective employers seek employees who will be positive additions to their organization. Learning how to communicate and work well with the public, coping with frustration, solving problems, using self-discipline, and dressing in an appropriate manner are the basic standards of the conduct required of all the students.

Students must behave off Institute premises in a manner that reflects favorably upon their association with the Institute. Therefore, all students must obey all federal, state, and local laws. If any student fails to comply with these requirements, to the Institute's satisfaction, the Institute may, in its sole discretion, suspend or terminate the

student. Students must treat the Institute's equipment and facilities with proper care and concern. Any student who intentionally or carelessly defaces or damages any Institute property (as determined by the Institute in its sole discretion) will be subject to disciplinary action and may be held liable for repair or replacement of such property.

Any student who is terminated for violating this Conduct section may petition the C.E.O., in writing, for reentry into the next available class of the student's program. Final determination related to reentry will be at the sole discretion of the Institute.

#### **Regulations applicable to all students**

- ✓ Students are required to always wear uniforms while attending their training program.
- ✓ The externships after the completion of the training program provided by CICD are unpaid.
- ✓ Students must comply with the Occupational Safety and Health Administration (OSHA) requirements. Students must submit proof of tuberculosis (TB) testing and immunization against hepatitis or proof of Serio munity or sign a waiver statement and be informed of universal precautions.
- ✓ CICD recommends that each student be vaccinated for hepatitis as well as be tested for tuberculosis. A student who declines to have these tests done must sign a waiver stating the student

was informed and that the student declined the vaccination and tuberculosis testing.

### **Copyright Law**

All students assume full legal and moral responsibility for the use of downloaded materials and the content of their websites. They must abide by all local, state, and federal laws that pertain to communication and publishing including libel and copyright laws. Copyright law pertains to all published material, including graphics, software, screen savers, wallpaper, photographs, cartoons, text, song lyrics, videos, and sounds. CICD has zero tolerance for plagiarism.

### **Software Code of Ethics**

Unauthorized duplication of copyrighted computer software violates the law. We disapprove of the following under any circumstances, use of unauthorized software copies and installation of any software sourced from outside. CICD will monitor students and employees to ensure compliance with the Code of Ethics and violators will be subject to disciplinary action.

### **Facilities**

Our facility is located at 380 N. First Street, 101A, San Jose, CA 95110.

All the classes are held at the same location (380 N. First Street, 101A, San Jose, CA 95110).

CICD is a legitimate business corporation registered in the State of

California. The facility and equipment used fully comply with all federal, state, and local ordinances and regulations, including requirements for fire safety, building safety, handicapped access, and health.

Our institute has occupied about 3250 Sq. ft in the building and is equipped with climate control heating and air conditioning. Our facility is divided into classrooms, laboratory, office, administrative area, and a reception area.

### **Library**

To provide learning resources to our students, we have an online library that we have subscribed to and accessible to every student that is a part of CICD. This online library is equipped with books, periodicals and documents that are relevant to study. These resources are intended for use within the facility. Use of television, Internet streaming and audio-visual equipment are permitted strictly for academic / learning purposes only.

### **Policies and Procedure to access on-line library.**

- The digital libraries are open and accessible to all the registered students.
- Students are given access – unique ID & Password and can access from anywhere and at any time.
- The institute also provides free laptop to the students.

### **2024 Legal Holidays**

New Year's Day

Independence Day

Martin Luther King Day

Labor Day



**AI Driven Administrative Assistant**

Morning Class 22 Weeks: 9:00AM –12:00 PM

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>                           | <b>Registration fees (non-refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|--|---|----------------|------------------|------------------------------|-------------------|
| <b>Office and Business Administrator</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$225</b>     | <b>\$4.50</b>                | <b>\$9,304.50</b> |
|  |   |                |                  |                              |                   |

**Total Charges for a period of attendance:**

| <b>Program</b>                           | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|--|-------------------|----------------------|---------------------------------|--|
| <b>Office and Business Administrator</b> | <b>\$9,304.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>\$9,225.00</b>                                  |

**Business Finance Administration Assistant**

Morning Class 22 Weeks: 9:00AM –12:00 PM

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>                                   | <b>Registration fees (non-refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|--|---|----------------|------------------|------------------------------|-------------------|
| <b>Business Finance Administration Assistant</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$200</b>     | <b>\$4.50</b>                | <b>\$9,279.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b>                                   | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|--|-------------------|----------------------|---------------------------------|--|
| <b>Business Finance Administration Assistant</b> | <b>\$9,279.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>9,200.00</b>                                    |

**AI Powered Data Analyst**

**Morning Class 22 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>                    | <b>Registration fees (non-refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|-----------------------------------|---|----------------|------------------|------------------------------|-------------------|
| <b>Data Mining – Data Analyst</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$225</b>     | <b>\$4.50</b>                | <b>\$9,304.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b>                    | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|-----------------------------------|-------------------|----------------------|---------------------------------|--|
| <b>Data Mining – Data Analyst</b> | <b>\$9,304.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>\$9,225.00</b>                                  |

**Machine Learning Smart App Builder**

**Morning Class 22 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b> | <b>Registration</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-</b> | <b>Total Cost</b> |
|----------------|---------------------|----------------|------------------|-------------------|-------------------|
|----------------|---------------------|----------------|------------------|-------------------|-------------------|

|   |                              |                |              |                    |                   |
|---|------------------------------|----------------|--------------|--------------------|-------------------|
|   | <b>fees (non-refundable)</b> |                |              | <b>Refundable)</b> |                   |
| <b>Machine Learning Smart App Builder</b> | <b>\$75</b>                  | <b>\$9,000</b> | <b>\$300</b> | <b>\$4.50</b>      | <b>\$9,379.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b>                            | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|---|-------------------|----------------------|---------------------------------|--|
| <b>Machine Learning Smart App Builder</b> | <b>\$9,379.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>9,300.00</b>                                    |

**Cybersecurity AI Applications**

**Morning Class 20 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b> | <b>Registration fees (Non-Refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|----------------|---|----------------|------------------|------------------------------|-------------------|
|----------------|---|----------------|------------------|------------------------------|-------------------|

|  |             |                |              |               |                   |
|--|-------------|----------------|--------------|---------------|-------------------|
| <b>Cybersecurity<br/>AI<br/>Applications</b> | <b>\$75</b> | <b>\$9,000</b> | <b>\$300</b> | <b>\$4.50</b> | <b>\$9,379.50</b> |
|  |             |                |              |               |                   |

**Total Charges for a period of attendance:**

| <b>Program</b>                               | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|--|-------------------|----------------------|---------------------------------|--|
| <b>Cybersecurity<br/>AI<br/>Applications</b> | <b>\$9,379.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>9,300.00</b>                                    |

**AI Enhanced Digital Marketing Strategies and Analytics**

**Morning Class 22 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>           | <b>Registration fees (Non-Refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|--------------------------|---|----------------|------------------|------------------------------|-------------------|
| <b>Digital Marketing</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$300</b>     | <b>\$4.50</b>                | <b>\$9,379.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b>           | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|--------------------------|-------------------|----------------------|---------------------------------|--|
| <b>Digital Marketing</b> | <b>\$9,379.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>9,300.00</b>                                    |

**AI Infused Software Quality Assurance**

**Morning Class 22 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>                               | <b>Registration fees (non-refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|--|---|----------------|------------------|------------------------------|-------------------|
| <b>Software Quality Assurance Automation</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$300</b>     | <b>\$4.50</b>                | <b>\$9,379.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b> | <b>Total</b> | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|----------------|--------------|----------------------|---------------------------------|--|
|----------------|--------------|----------------------|---------------------------------|--|

|  |                   |                 |                |                 |
|--|-------------------|-----------------|----------------|-----------------|
| <b>Software Quality Assurance Automation</b> | <b>\$9,379.50</b> | <b>22 Weeks</b> | <b>\$79.50</b> | <b>9,300.00</b> |
|  |                   |                 |                |                 |

**DevOps – Development & Operations Automation**

**Morning Class 22 Weeks: 9:00AM –12:00 PM**

**COST OF ATTENDANCE (CEC §94870 AND §94909(a)(9))**

**Estimated Schedule of Total Charges for Entire Educational Program:**

| <b>Program</b>  | <b>Registration fees (Non-Refundable)</b> | <b>Tuition</b> | <b>Equipment</b> | <b>STRF (Non-Refundable)</b> | <b>Total Cost</b> |
|---|---|----------------|------------------|------------------------------|-------------------|
| <b>DevOps – Development &amp; Operations Automation</b> | <b>\$75</b>                               | <b>\$9,000</b> | <b>\$300</b>     | <b>\$4.50</b>                | <b>\$9,379.50</b> |

**Total Charges for a period of attendance:**

| <b>Program</b>  | <b>Total</b>      | <b>Course Length</b> | <b>Amount Due at Enrollment</b> | <b>Balance Due before completion of the Course</b> |
|---|-------------------|----------------------|---------------------------------|--|
| <b>DevOps – Development &amp; Operations Automation</b> | <b>\$9,379.50</b> | <b>22 Weeks</b>      | <b>\$79.50</b>                  | <b>9,300.00</b>                                    |

## **Tuition Payment, Cancellation and Refund Policies**

Other supplemental books, tools, uniforms, supplies, medical or health certifications, Professional Organization fees, and certification exam fees required by the program must be furnished by the student at his or her own expense. The cost of books and supplies specified above (included in the total cost of program) is an estimated cost, subject to change based on supplier prices and curricula. Any books, tools, and supplies purchased from the Institute are not returnable and the cost is nonrefundable, except as expressly specified in the refund policy section of this catalog and the enrollment agreement.

The Institute reserves the right to change tuition and fees, make curricular changes when necessary, and make substitutions in books and supplies as required without prior notice. Any changes in tuition or fees will not affect students already in attendance or enrolled.

### **Student Tuition Recovery Fund (STRF)**

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program. It is important that you keep copies of your enrollment agreement, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to

**Bureau for Private Postsecondary Education,  
1747 N. Market Blvd. Suite 225, Sacramento, CA 95834.**

**Telephone No: (888) 370-7589**

**Fax No: (916) 263-1897**

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss because of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or

value of the program more than 120 days before closure.

4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
6. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of non-collection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

No claim can be paid to any student without a social security number or taxpayer identification number.

**Student Tuition Recovery Fund (STRF) is NON-REFUNDABLE**

### **Payment Policy**

Students assume the responsibility for payment of the tuition costs in full, either through direct payment or through a financial plan. All financial arrangements must be made before the beginning of classes. The Institute will contact students who are delinquent in paying tuition and fees. They will then be counseled and encouraged to make specific arrangements with the Institute to remove their delinquency and remain in good financial standing.

### **Tuition Payment Methods**

CICD also accepts payment for tuition, books, equipment and other fees through cash payment, VISA, MasterCard, or personal or company check. CICD will also assist students in applying for student financial assistance to defray the cost of their education. At the Institute's discretion, installment payments may also be arranged. All outstanding student account balances are billed directly to the student upon graduation or termination. Failure to satisfy delinquent accounts within a reasonable time will result in the account being submitted to a collection agency for processing and the student will not be allowed to gr

### **CANCELLATION & REFUND POLICIES**

For the program and courses in this catalog: The student has the right to cancel and obtain a refund of charges paid by the seventh (7th) calendar day after their scheduled program start date.

Students may withdraw from the school at any time after the cancellation period and receive a pro rata refund if they have completed 60 percent or less of the scheduled days in their program's current payment period through the last day of attendance. The

refund will be less a registration or administration fee not to exceed \$150.00. If a student has completed more than 60 percent of the period of attendance for which the student was charged, the tuition is considered earned and the student will not receive a refund. Cancellation shall occur when the student provides notice of cancellation. This can be communicated by mail, email, or hand delivery.

A cancellation notice, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.

A cancellation notice need not take any form and however expressed; it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.

If an enrollment is cancelled, the school will refund the student any money s/he paid, less a registration/administration fee not to exceed \$150.00, and less deductions for equipment not returned in good condition, within 45 days after the notice of cancellation is received. Registration fee is non-refundable if cancellation request is received more than 3 days after signing the enrollment agreement.

### **Refunds After Withdrawal**

Students withdrawing from the school after the cancellation period (described above) will receive a pro rata refund if the student has completed 99% or less of the scheduled days in the program's billing period through the last day of attendance. If the student has completed more than 99% of the period of attendance for which the student was charged, the tuition is considered earned and the student will receive no refund.

For the program offered: Refunds are less a registration or administration fee not to exceed \$150.00, and less any deduction for equipment not returned in good condition, within 45 days of cancellation or withdrawal.

Students can drop classes by contacting the administrator. Students who drop when enrolled from 0% to 75% (or posted Last Day to Drop) of the calendar days of the applicable semester, module or session will receive a "W" on their transcript. Students who drop when enrolled past the Last Day to Drop will receive a letter grade on their transcript.

To determining Date of Determination for a refund under this section, a student shall be deemed to have cancelled from a program of instruction when any of the following occurs:

- The student notifies the institution of the student's cancellation or as of the date of the student's withdrawal, whichever is later.
- The institution determines the student's enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences more than maximum set forth by the institution; and/or failure to meet financial obligations to the school.
- The student has failed to attend class for fourteen (14) consecutive Calendar days.
- Failure to return from a leave of absence (LOA) as scheduled.

For determining the amount of the refund, the last date of recorded attendance will be utilized. The amount owed equals the daily charge for the program (total institutional charge, minus non-refundable fees, divided by the number of clock hours in the program), multiplied by the number of clock hours earned, prior to withdrawal. To determine when the refund must be

paid, the refund will be issued 45 days from the date of determination. For programs beyond the current “payment period,” if a student withdraws prior to the next payment period, all charges collected for the next period will be refunded.

### **Complaint Grievance Procedure**

From time to time, differences in interpretation of school policies will arise among students, faculty, and/or the administration. Persons seeking to resolve problems or complaints should first contact the instructor in charge. Requests for further action may be made to the C.E.O. When such differences arise, usually a miscommunication or misunderstanding is a major contributing factor. For this reason, we urge both students & staff to communicate any problems that arise directly to the individual (s) involved. If the problem cannot be resolved in this manner, the C.E.O. should be contacted. Normally, the informal procedure of “discussing” the difference (s) will resolve the problem. In addition to complaints previously stated and appeals of an academic nature a student has a right to complain to the institution. If a student wishes to file a written complaint, they may do so. All written complaints will be resolved within 10 days and will be sent to the student in writing.

If a complaint cannot be resolved after exhausting the institution’s grievance procedure, the student may file a complaint with the (Bureau for Private Postsecondary Education. The student may contact the Bureau for further details. Unresolved complaints may be directed to:

**1747 N. Market Blvd. Suite 225, Sacramento, CA 95834.**

**Telephone No: (888) 370-7589**

**Fax No: (916) 263-1897**

**[www.bppe.ca.gov](http://www.bppe.ca.gov)**

### **Drug and Substance Abuse Policy**

The CICD Inc. is committed to maintaining a comfortable and safe environment in which our employees can work, and our students can pursue their academic objectives. Our commitment to helping to promote healthy lifestyles for our students and staff has resulted in the creation of a program designed to prevent the abuse of illicit drugs and alcohol. We are concerned for you, as an individual, as well as for the wellbeing of those around you. We strongly encourage you to participate in this program if you or someone close to you is experiencing a problem with substance abuse, or if you simply wish to become better educated regarding the various drugs and the health hazards they pose and the possible legal consequences of participating in drug related activities. Any inquiries regarding this program can be made confidentially through the Institute.

### **Class Schedules**

The class schedule will be as follows:

CICD shall to every extent possible, accommodate the interest of every student with his / her preferred class schedule. However, due to various limitations, CICD may not be able to accommodate every student's interest. The overall admission policy, enrollment and

scheduling pattern will solely be determined by CICD. Students may reschedule the start date or time of the training program based on their convenience. The student may request cancellation of registration if the date and time is found not suitable to attend. In such case, the student may submit a written notice of cancellation to CICD. If the student does not cancel the registration by providing a written notice before the commencement of the training program, it will be considered that the student will have accepted and agreed to this schedule.

### **Faculty and Staff**

Sunil Kumaran: Chief Executive Officer

Master of Science in Operations Research

Mr. Vidyadhar Hardangal: Chief Academic Officer

Master and Bachelor of Science in Engineering.

### **Instructors:**

Mr. Vikash Chand– Business Administrator Assistant Program Instructor.

BS in Finance

Mr. Kieth Chen – Data Analyst Instructor

BS – Data Engineering

Ricky Singh - DevOps Instructor

MS – Computer Science

Ms. Christina Rittal – BS – Finance Instructor

CPA

### **Staff**

|                     |                               |
|---------------------|-------------------------------|
| Kaetlyn Luce        | Student Placement Coordinator |
| Aswani Manteredy    | Student Services              |
| Nghi Luu            | Externship Coordinator        |
| Million Tesfamariam | IT-Administrator              |
| Ravi Teja           | Program Coordinator           |

**Medical Assisting**  
**Total 760 Hrs.**

**All the classes are held at 380 N. First Street, 101A, San Jose CA 95110.**

**Morning Class : 40 weeks + 1 month Externship:**

**9:00AM – 12:00 PM**

The Medical Assistant program is designed to prepare students for employment as entry-level Medical Assistants. The program focuses on both administrative and clinical competencies and is designed for students who wish to pursue a career in the Allied Health profession. Upon completion, graduates may pursue a career in a clinical setting under the supervision of a licensed physician and function as a vital part of the healthcare team. Education is focused on anatomy and physiology of all body systems, administrative functions such as appointment scheduling, insurance billing, and office management, as well as clinical functions including administering medications, venipuncture skills, obtaining and recording medical histories, vital signs, and preparation of the patient and treatment rooms for physician examinations.

**Program Delivery: Virtual Live Instructor Driven.**

## **MEDICAL ASSISTING (760 Hours)**

### **Program Overview**

This program is designed to produce a competent and safe entry level Medical Assistant. This program emphasizes administrative and clinical skills and includes extensive instruction in medical terminology, medical office procedures, medical/clinical procedures, basic anatomy and physiology, and special duties common in the field. The externship provides practical experience in physicians' offices, hospitals, or other healthcare facilities. Emphasis is placed on communication, critical thinking, human relations, decision making, and other skills required of well-qualified medical personnel.

Students receive a strong foundation in the skills needed to begin work as a Medical Assistant, combining in-class instruction with hands-on lab skills experience. The externship provides opportunities to put into practice the skills learned in the classroom and the lab. Courses cover multiple aspects of medical assistance including transcription, record keeping, accounting, and insurance. Students learn laboratory techniques, clinical and diagnostic procedures, pharmaceutical principles, medication administration, first aid, common office practices, patient relations, medical law, and ethics.

## **Classroom and Lab Environment**

Classrooms are equipped with student computers and educational instructions electronics. The labs are fully equipped to simulate an office and clinic setting. Lab equipment includes 3-Step Ladder, Adult Mannequins, Child Mannequins, AED, Ambu Bag Adult, Ambu Bag Infant, Autoclave, Biohazard Trash Can, BP Monitor w/Digital Multicuff, Centrifuge, Microhematocrit Centrifuge, EKG Machine, Emergency Eyewash Station, Exam Table, Mayo stand, Glucometer, Otoscope, Ophthalmoscope, Gooseneck Lamp Holter Monitor, Infant Mannequins, Laryngeal mirror, Nasal speculum, Reflex hammer, Microscope, Peak Flow Meter, Pediatric Scale, Adult Scale w/ Height Bar, Pen Light, Phlebotomy Chair, Venipuncture Arm, Pulse Oximeter, Sphygmomanometer, Sharps Container, Skin Staple Remover. Surgical Instruments, Teaching Stethoscope, Audiometer, Tripod Cane, Quad Base Cane, Tube Gauze Applicator, Tuning Fork, Tympanic Thermometer, Uterine Dilator, Vital Signs Monitor, Walker, Wheelchair, Crutches, Standard Cane.

### **Learning Outcome:**

To provide the students with the basic knowledge and skills that will qualify them as entry-level medical assistants performing both front and back-office duties including taking EKG'S. They can work in doctor's clinics/offices, medical centers, hospitals, medical laboratories, research laboratories, medical schools, pharmaceutical companies, or medical insurance companies.

After successful completion of all on-campus instruction, students are scheduled for a full-time externship. Students must complete all on-campus instruction to be eligible to start externship and are required to complete **165 hours** of outside-class assignments and projects throughout the program.

### Program Syllabus

| Courses<br>("Modules")   | Instructional<br>hours |
|--|------------------------|
| Introduction to Medical Assistant  | 60                     |
| Administrative Procedures and Office Management                              | 60                     |
| Medical Records and Assisting with Physical Examinations<br>and Pharmacology | 60                     |
| Medical Billing  | 60                     |
| Anatomy and Physiology I   | 60                     |
| Anatomy and Physiology II  | 60                     |
| Clinical Assisting   | 80                     |
| Assisting with Medical Emergency and Certifications                          | 80                     |
| Rehabilitation, Nutrition, Pediatrics/Geriatrics                             | 75                     |
| Externship   | 165                    |
| <b>TOTALS</b>  | <b>760</b>             |

| <b>Course Number</b> | <b>Course Title</b>  |                                   | <b>Lecture</b> | <b>Clinical Medical Office Lab</b> | <b>Total Hours</b> |
|----------------------|--|-----------------------------------|----------------|------------------------------------|--------------------|
| MA 100               | <b>Introduction to Medical Assistant</b>   | Introduction to Medical Assistant | 10             | 5                                  | 15                 |
|                      |  | Patient Communication             | 10             | 5                                  | 15                 |
|                      |  | Universal Precautions             | 10             | 5                                  | 15                 |
|                      |  | Vital Signs                       | 5              | 10                                 | 15                 |
| MA 200               | <b>Administrative Procedures and Office Management</b>                           | Administrative Procedures         | 10             | 5                                  | 15                 |
|                      |  | Computers and Documentation       | 10             | 15                                 | 25                 |
|                      |  | Patient Education                 | 5              | 0                                  | 5                  |
|                      |  | Office Management                 | 10             | 5                                  | 15                 |
| MA 300               | <b>Medical Records and Assisting with Physical Examinations and Pharmacology</b> | Medical Records                   | 10             | 5                                  | 15                 |
|                      |  | Assisting with Physical Exams     | 10             | 5                                  | 15                 |
|                      |  | Pharmacology                      | 20             | 10                                 | 30                 |
| MA 400               | <b>Medical Billing</b>   | Medical Insurance                 | 10             | 5                                  | 15                 |
|                      |  | Medical Coding                    | 10             | 15                                 | 25                 |
|                      |  | Patient Financial Accounts        | 5              | 0                                  | 5                  |
|                      |  | Bookkeeping and Banking           | 10             | 5                                  | 15                 |

|        |  |                                   |    |    |    |
|--------|--|-----------------------------------|----|----|----|
|        |  |                                   |    |    |    |
| MA 500 | <b>Anatomy and Physiology -1</b>                           | Body Structure                    | 10 | 5  | 15 |
|        |  | Musculoskeletal System            | 10 | 5  | 15 |
|        |  | Cardiovascular System             | 10 | 5  | 15 |
|        |  | Lymphatic and Immune System       | 10 | 5  | 15 |
| MA 600 | <b>Anatomy and Physiology II</b>                           | Respiratory and Digestive System  | 10 | 10 | 20 |
|        |  | Nervous and Special Senses System | 10 | 5  | 15 |
|        |  | Urinary and Reproductive System   | 10 | 10 | 20 |
|        |  | Endocrine System                  | 10 | 10 | 20 |
| MA 700 | <b>Clinical Assisting</b>                                  | Venipuncture                      | 10 | 20 | 30 |
|        |  | EKG (Electrocardiogram)           | 10 | 10 | 20 |
|        |  | Radiology                         | 10 | 10 | 20 |
| MA 800 | <b>Assisting with Medical Emergency and Certifications</b> | Microbiology                      | 10 | 10 | 20 |
|        |  | Minor Surgery Assisting           | 10 | 10 | 20 |
|        |  | Medical Emergencies               | 10 | 10 | 20 |
|        |  | HIPAA, OSHA & CPR Certification   | 10 | 10 | 20 |

|            |  |                           |     |     |     |
|------------|--|---------------------------|-----|-----|-----|
| MA 900     | <b>Rehabilitation,<br/>Nutrition,<br/>Pediatrics/Geriatri<br/>cs</b> | Medical Specialties       | 10  | 5   | 15  |
|            |  | Pediatrics and Geriatrics | 10  | 5   | 15  |
|            |  | Rehabilitation            | 10  | 5   | 15  |
|            |  | Nutrition                 | 10  | 5   | 15  |
| MA<br>1000 | <b>Externship</b>  |                           | 0   | 0   | 165 |
|            | <b>TOTAL</b>   |                           | 350 | 245 | 760 |

### Medical Assisting Equipment List

|  |
|--|
| <b>ITEM</b>                            |
| Student Computers                      |
| 3-Step Ladder                          |
| Adult Mannequins, Child Mannequins     |
| AED                                    |
| Biohazard Trash Can                    |
| Autoclave                              |
| Ambu Bag Adult, Ambu Bag Infant        |
| BP Monitor w/Digital Multicuff         |
| Centrifuge, Microhematocrit Centrifuge |
| EKG Machine                            |

|   |
|---|
| Emergency Eyewash Station                       |
| Exam Table, Mayo stand                          |
| Glucometer, Otoscope, Ophthalmoscope            |
| Gooseneck Lamp                                  |
| Holter Monitor                                  |
| Infant Mannequins                               |
| Laryngeal mirror, Nasal speculum, Reflex hammer |
| Microscope                                      |
| Peak Flow Meter                                 |
| Pediatric Scale, Adult Scale w/ Height Bar      |
| Pen Light                                       |
| Phlebotomy Chair, Venipuncture Arm              |

|   |
|---|
| Pulse Oximeter, Sphygmomanometer            |
| Sharps Container                            |
| Skin Staple Remover                         |
| Surgical Instruments                        |
| Teaching Stethoscope, Audiometer            |
| Tripod Cane, Quad Base Cane                 |
| Tube Gauze Applicator                       |
| Tuning Fork                                 |
| Tympanic Thermometer                        |
| Uterine Dilator                             |
| Vital Signs Monitor                         |
| Walker, Wheelchair, Crutches, Standard Cane |

### **Textbooks and other required Materials**

#### **Books:**

1. Medical Assisting: Administrative and Clinical Procedures with Anatomy and Physiology by [Kathryn A. Booth](#) (Author), [Leesa G. Whicker](#) (Author), [Terri D. Wyman](#) (Author)

**ISBN-13:** 978-0073402321

**ISBN-10:** 007340232X

2. Student Workbook for use with Medical Assisting: Administrative and Clinical Procedures with Anatomy and Physiology by [Kathryn A.](#) (Author), [Leesa G. Whicker](#) (Author), [Terri D. Wyman](#) (Author)

**ISBN-13:** 978-1260477023

**ISBN-10:** 1260477029

3. Electronic Health Records for Allied Health Careers w/Student CD-ROM  
by Susan Sanderson (Author)

**ISBN-13:** 978-0073309781

**ISBN-10:** 0073309788

4. Medical Terminology for Health Professions by Ann Ehrlich (Author), Carol L. Schroeder (Author), Laura Ehrlich (Author), Katrina A. Schroeder (Author)

**ISBN-13:** 978-1305634350

**ISBN-10:** 1305634357

**Software:**

1. ClaimGear from CollaborateMD(Free Software).
2. Keyboarding Pro (CD) by Susie VanHuss (Author), Connie Forde (Author), Donna Woo (Author)

**ISBN-13:** 978-0840053350

**ISBN-10:** 0840053355

**AI Driven Administrative Assistant**

**Total Hours: 300**

**(22 Weeks)**

**Mode of Instruction: Virtual Live Instructor Driven.**

The **Certificate program** in Office Business Administration is designed to provide students with knowledge of office and business administrative functions,

including business fundamentals, leadership, project management, managerial communications, business communication, business accounting, business report preparation etc. The Office Business Administration program prepares students for an entry-level Office Business Administration position in a typical business environment, in as few as 4 months.

**Learning Outcome:**

The learning outcome of this course is to have students equipped with the skill sets essentials for:

- Be able to prepare business documents.
- Be able to manage records.
- Be able to demonstrate business communication skills.
- Be able to manage business conferences, team events and travels.
- Be able to demonstrate accurate and thorough basic administrative accounting skills.
- Be able to carry out business HR department administrative tasks.
- Be able to carry out business payroll administrative tasks.
- Be able to carry out administrative tasks of inventory management.
- Be able to carry out administrative tasks of budget and project management.
- Be able to support management in office and business administration.

**Program Syllabus**

| <b>Module</b>                                    | <b>Hours</b> |
|--|--------------|
| Introduction to “Office Business Administration” | 3            |

|  |            |
|--|------------|
| Office and Business Policies and Procedures.               | 3          |
| Office and Organization Management                         | 6          |
| Basics of Business Law.                                    | 3          |
| Office and Business Layouts and Planning.                  | 3          |
| Hardware and Software in an Administrative Assistant World | 6          |
| Business Documents and Creation.                           | 21         |
| Business Research and Presentation.                        | 24         |
| Information & Record Management                            | 18         |
| Interpersonal and Business Communication Management.       | 18         |
| Business Meetings, Conference and Travel Management.       | 36         |
| Business Accounting Basics.                                | 36         |
| Human Resource Management.                                 | 15         |
| Payroll Management   | 18         |
| Operations and Inventory Management                        | 18         |
| Project and Budget Management.                             | 24         |
| Case Studies.  | 48         |
| <b>Total</b>   | <b>300</b> |

| <b>Course Number</b> | <b>Courses</b>                                   | <b>Module</b>   | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|--|---|----------------------|------------------|
| <b>OBA-100</b>       | Introduction to “Office Business Administration” | Introduction to “Office Business Administration”                      | 3                    |                  |
| <b>OBA-200</b>       | Office and Business Policies and Procedures.     | Introduction to Office and Business Policies and Procedures.          | 3                    |                  |
| <b>OBA-300</b>       | Office and Organization Management               | Introduction to Organization Management and Role of an Administrator  | 3                    |                  |
|                      |  | Introduction to Teams in an Organization and Role of an Administrator | 3                    |                  |
| <b>OBA-400</b>       | Basics of Business Law.                          | Introduction to the Basics of Business Law.                           | 3                    |                  |
| <b>OBA-500</b>       | Office and Business Layouts and                  | Introduction to Office and Business Layouts and Planning              | 3                    |                  |

|                |  |  |   |  |
|----------------|--|--|---|--|
|                | Planning.  |  |   |  |
| <b>OBA-600</b> | Hardware and Software in an Administrative Assistant World | Introduction to Hardware and Software in an Administrative Assistant World | 6 |  |

|                |                                     |  |   |    |
|----------------|-------------------------------------|--|---|----|
| <b>OBA-700</b> | Business Documents and Creation.    | Introduction to Business Documents   | 3 |    |
|                |                                     | Software and Tools used by Administrator for creation of business documents.<br><br><b>(MS 365 – MS Word, MS-Excel, Google Docs and ChatGPT)</b> | 3 | 15 |
| <b>OBA-800</b> | Business Research and Presentation. | Introduction to Business Research of Information   | 3 |    |
|                |                                     | Software and Tools used by Administrator for Business Research.<br><br><b>(Google Search, ChatGPT and MS Bing)</b>                               | 3 | 6  |
|                |                                     | Introduction to Presentation   | 3 |    |
|                |                                     | Software and Tools used by Administrator for Business Presentation.<br><br><b>(Power Points and</b>  | 3 | 6  |

|                |                                 |  |   |  |
|----------------|---------------------------------|--|---|--|
|                |                                 | <b>Beautiful.ai)</b>   |   |  |
| <b>OBA-900</b> | Information & Record Management | Introduction to Business Information and Business Record Management. | 3 |  |

|                 |  |  |   |    |
|-----------------|--|--|---|----|
|                 |  | Software and Tools used by Administrator in Business Information and Record Management.<br><br><b>(MS Dynamics, MS Azure, Zuna ERP)</b>                            | 3 | 12 |
| <b>OBA-1000</b> | Interpersonal and Business Communication Management. | Introduction to Interpersonal and Business Communication.  | 3 |    |
|                 |  | Software and Tools used by Administrator in Interpersonal and Business Communication Management.<br><br><b>(MS-Team, Zoom, MS Outlook, Google Email and Slack)</b> | 3 | 12 |
| <b>OBA-1100</b> | Business Meetings, Conference and Travel Management. | Introduction to Business Meetings, Business Conferences and Event Scheduling.  | 3 |    |
|                 |  | Software & Tools used by Administrator in Business Meetings,   | 3 | 15 |
|                 |  | Conferences and Scheduling<br><br><b>(MS Team, Zoom, MS Dynamics, Ever-Note and Google Calendar)</b>   |   |    |

|                 |                             |  |   |    |
|-----------------|-----------------------------|--|---|----|
|                 |                             | Introduction to Business Travel Management   | 3 |    |
|                 |                             | Software & Tool used by Administrator in Business Travel Management.<br><b>(Travel Perks and MS Dynamics)</b>    | 3 | 9  |
| <b>OBA-1200</b> | Business Accounting Basics. | Introduction to Business and Office Accounting Basics.   | 9 |    |
|                 |                             | Software and Tools used by Administrator in Business and Office Accounting.<br><b>(Quick Books and MS Excel)</b> | 3 | 12 |
|                 |                             | Introduction to Business Expense Management.   | 3 |    |
|                 |                             | Software Tools used by Administrator in Business Expense   | 3 | 6  |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  | Management.<br><b>(Quick Books and MS Excel)</b> |  |  |
|--|--|--|--|--|

|                 |                                     |   |   |    |
|-----------------|-------------------------------------|---|---|----|
| <b>OBA-1300</b> | Human Resource Management.          | Introduction to Human Resource (HR) Management.   | 3 |    |
|                 |                                     | Software Tools used by Administrator in HR Management.<br><br><b>(MS – Dynamics and Intuit)</b>               | 3 | 9  |
| <b>OBA-1400</b> | Payroll Management                  | Introduction to Payroll Management.   | 6 |    |
|                 |                                     | Software and Tools used by Administrator for Payroll Management.<br><br><b>(Intuit and Quick Books)</b>       | 3 | 9  |
| <b>OBA-1500</b> | Operations and Inventory Management | Introduction to Inventory Management.   | 3 |    |
|                 |                                     | Software and Tools used by Administrator for Inventory Management.<br><br><b>(MS – Dynamics and Zuna ERP)</b> | 3 | 12 |

|                 |                                |  |            |            |
|-----------------|--------------------------------|--|------------|------------|
|                 |                                |  |            |            |
| <b>OBA-1600</b> | Project and Budget Management. | Introduction to Project and Budget Management.   | 6          |            |
|                 |                                | Software Tools used by Administrator for Project and Budget Management.<br><br><b>(Quick Books, MS Excel, and MS-Dynamics)</b>   | 6          | 12         |
| <b>OBA-1700</b> | Case Studies.                  | Real-time case studies of different Industries and Organizations.<br><br>&<br>Practical Training for Office and Business Administrator for different Organization types. | 15         | 33         |
|                 |                                |  | <b>132</b> | <b>168</b> |
|                 | Total                          |  | <b>300</b> |            |

### Office and Business Administration Equipment List

|                   |
|-------------------|
| <b>ITEM</b>       |
| Student Computers |
| Office Chair      |
| Office Desk       |

|   |
|---|
| Office Phone  |
| Office Computer with all the office software tools. |
| Office Printer                                      |
| Office Shelves                                      |
| Office Sanitation Items                             |
| Office Supplies                                     |

### **Textbooks and other required Materials**

#### **Books:**

The Administrative Professional: Technology & Procedures, Spiral bound  
Version 15th Edition.

ISBN-10  
9781305581166

**All the classroom lecture materials are provided to the students in three different fashions:**

1. USB
2. Online access
3. Paperback (by request only).

#### **Software (student will be given access to use these software):**

1. Microsoft 365 suite
2. Google Office Suite
3. Slack
4. Intuit and Quick Books
5. Intuite

6. TravelPerks
7. Microsoft Dynamics
8. Zuna ERP Software

**Business Finance Administrative Assistant**

**Total Hours: 300**

**(20 Weeks)**

**Mode of Instruction: Virtual Live Instructor Driven.**

The entry-level Certificate program in Business Finance Administrative Assistant is designed to provide students with knowledge of office and business finance and accounting administrative functions including business fundamentals and focused on the administrative aspect of business accounting and finance operations. The Business Finance Administrative Assistant Program prepares students for an entry-level Business Administrative Finance Clerk / Assistant position in a typical business environment, in as few as 3 months.

**Learning skills and other competencies acquired by students after completion of the program:**

- Understanding business administration principles, including organizational structures, management practices, and human resources management.
- Communication and interpersonal skills, including the ability to communicate financial information clearly and effectively, both in written and verbal forms.
- Time management and organizational skills, with the ability to prioritize tasks and meet deadlines.
- Ability to perform administrative tasks such as data entry, scheduling

- appointments, and managing electronic communication.
- Knowledge of basic business accounting concepts.
  - Knowledge of basic financial concepts and principles, such as budgeting, accounting, and financial analysis.
  - Ability to use software and technology tools commonly used in the finance and administrative field, such as spreadsheets, databases, and financial management software.
  - Attention to detail and problem-solving skills, with an ability to identify and resolve errors in financial records.
  - Understanding of ethical and professional standards in the finance and administrative field, with a focus on maintaining confidentiality and accuracy in financial records.

### Program Syllabus

| <b>Course Module</b>  | <b>Hours</b> |
|---|--------------|
| <b>Introduction to Office Management and Administration</b> | <b>12</b>    |
| <b>Business Ethics and Professionalism</b>                  | <b>8</b>     |
| <b>Business Communication and Correspondence</b>            | <b>12</b>    |
| <b>Business Office Administrative Software Tools.</b>       | <b>45</b>    |
| <b>Time, Attendance, and Expense Management</b>             | <b>21</b>    |
| <b>Introduction to Business and Finance</b>                 | <b>6</b>     |
| <b>Basic Accounting and Bookkeeping</b>                     | <b>45</b>    |
| <b>Basic Financial Analysis</b>                             | <b>36</b>    |
| <b>Data Entry and Record Keeping</b>                        | <b>36</b>    |
| <b>Accounts Receivable and Payable</b>                      | <b>36</b>    |

|  |            |
|--|------------|
| <b>Creation of financial Report and Secured Communications</b> | <b>15</b>  |
| <b>Case Studies</b>  | <b>28</b>  |
| <b>Total</b>   | <b>300</b> |

| <b>Course Number</b> | <b>Courses</b>  | <b>Module</b>                                    | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|---|--|----------------------|------------------|
| <b>BFA-100</b>       | <b>Introduction to “Office Business Administration”</b> | Introduction to “Office Business Administration” | 3                    |                  |
|                      |   | Office organization and filing systems.          | 2                    | 1                |
|                      |   | Telephone and email etiquette                    | 2                    | 1                |
|                      |   | Time management and task prioritization          | 2                    | 1                |
| <b>BFA - 200</b>     | <b>Business Ethics and Professionalism</b>              | Introduction to business ethics.                 | 2                    |                  |
|                      |   | Professionalism in the workplace.                | 2                    |                  |
|                      |   | Confidentiality and                              | 2                    |                  |
|                      |   | data privacy.                                    |                      |                  |
|                      |   | Conflict of interest.                            | 2                    |                  |
| <b>BFA - 300</b>     | <b>Business Communication and Correspondence</b>        | Business writing skills                          | 3                    |                  |
|                      |   | Email etiquette and formatting                   | 3                    |                  |
|                      |   | Business letter writing                          | 3                    |                  |

|                  |  |  |   |   |
|------------------|--|--|---|---|
|                  |  | Report writing & Presentation.   | 3 |   |
| <b>BFA - 400</b> | <b>Business Office Administrative Software Tools</b> | Introduction to Microsoft Office and Dynamics.   | 6 |   |
|                  |  | Word processing with Microsoft Word and Artificial Intelligence Tools (ChatGPT)          | 3 | 6 |
|                  |  | Spreadsheets and data analysis with Microsoft Excel and MS Dynamics.                     | 3 | 9 |
|                  |  | Presentations with Microsoft PowerPoint and Artificial Intelligence Tools (Beautiful.ai) | 3 | 6 |
|                  |  | Email and Team Communication   | 3 | 6 |

|                  |   |  |   |  |
|------------------|---|--|---|--|
|                  |   | Management with MS Outlook                               |   |  |
| <b>BFA - 500</b> | <b>Time, Attendance, and Expense Management</b> | Introduction to Time, Attendance and Expense Management. | 5 |  |

|                  |   |   |   |   |
|------------------|---|---|---|---|
|                  |   | Leave Management using MS Dynamics Leave Management Tool.   | 2 | 2 |
|                  |   | Time tracking and payroll management using MS-Dynamics Payroll and Time Tracking Management Tool. | 2 | 2 |
|                  |   | Attendance tracking using MS-Dynamics Attendance Management Tool.                                 | 2 | 2 |
|                  |   | Expense tracking using MS-Dynamics Expense Management Tool.                                       | 2 | 2 |
| <b>BFA - 600</b> | <b>Introduction to Business and Finance</b> | Overview of business and finance  | 2 |   |
|                  |   | Types of businesses and organizational structures   | 2 |   |

|              |                         |                                    |   |  |
|--------------|-------------------------|------------------------------------|---|--|
|              |                         |                                    |   |  |
|              |                         | Financial reporting and accounting | 2 |  |
| <b>BFA -</b> | <b>Basic Accounting</b> | Introduction to accounting.        | 3 |  |

|                   |  |   |   |    |
|-------------------|--|---|---|----|
| <b>700</b>        | <b>and Bookkeeping</b>                 | Introduction to Quick Books Accounting Tool     | 3 | 15 |
|                   |  | Double-entry accounting                         | 3 | 3  |
|                   |  | Financial statements                            | 3 | 6  |
|                   |  | Accounts payable and receivable                 | 3 | 6  |
| <b>BFA - 800</b>  | <b>Basic Financial Analysis</b>        | Introduction to financial analysis              | 3 | 6  |
|                   |  | Ratio analysis                                  | 3 | 6  |
|                   |  | Break-even analysis                             | 3 | 6  |
|                   |  | Budgeting and Forecasting                       | 3 | 6  |
| <b>BFA - 900</b>  | <b>Data Entry and Record Keeping</b>   | Introduction to data entry                      | 3 | 6  |
|                   |  | Accuracy and attention to detail                | 3 | 6  |
|                   |  | Record keeping and data management              | 3 | 6  |
|                   |  | Data backup and                                 | 3 | 6  |
|                   |  | recovery  |   |    |
| <b>BFA - 1000</b> | <b>Accounts Receivable and Payable</b> | Introduction to accounts receivable and payable | 3 | 6  |

|                 |   |   |            |     |
|-----------------|---|---|------------|-----|
|                 |   | Invoicing and billing   | 3          | 6   |
|                 |   | Payment processing and reconciliation                             | 3          | 6   |
|                 |   | Debt collection   | 3          | 6   |
| <b>BFA-1100</b> | <b>Creation of Financial Reports and Secure Communications.</b> | Introduction to finance report generation and presentation.       | 3          | 3   |
|                 |   | Introduction to Cloud Communication Security through MS AZURE     | 3          | 6   |
| <b>OBA-1200</b> | <b>Case Studies.</b>  | Real-time case studies of different Industries and Organizations. | 8          | 20  |
|                 |   |   | 130        | 170 |
|                 | <b>Total</b>  |   | <b>300</b> |     |

### Equipment, Books and Facilities

|                   |
|-------------------|
| <b>ITEM</b>       |
| Student Computers |

Software Tools (Quick Books, MS Azure, MS Excel, and Online AI Tools)

## **Textbooks and other required Materials**

### **Books:**

#### **Introduction to Financial Accounting**

**David Annand, Athabasca University & Henry Dauderis**

**Copyright Year: 2017**

**Publisher: Lyryx**

**Language: English**

**ISBN-13: 978-1517089719**

**All the classroom lecture materials are provided to the students in three different fashions:**

1. USB
2. Online access
3. Paperback (by request only).

### **Software (student will be given access to use these software):**

1. Microsoft 365 suite
2. Quick Books
3. Intuite
4. Microsoft AZURE

#### **AI – Powered Data Analyst**

**Total Hours: 300**

**(22 Weeks)**

**The mode of instruction is Virtual Live Instructor Driven.**

‘Data Mining – Data Analyst’ is a certificate program that is designed to provide students with knowledge of an entry level data miner / analyst. Data Mining – Data Analytics is the process of analyzing raw data to draw out meaningful,

actionable insights, which are then used to inform and drive smart business decisions. A data miner / analyst will extract raw data, organize it, and then analyze it, transforming it from incomprehensible numbers into coherent, intelligible information. Having interpreted the data, the data analyst will then pass on their findings in the form of suggestions or recommendations about what the company’s next steps should be. By using software to look for patterns in large batches of data, businesses can learn more about their customers to develop more effective marketing strategies, increase sales and decrease costs. Data mining depends on effective data collection, warehousing, and computer processing.

**Learning Outcome:**

Students with a skill set that would qualify them to be an entry-level data analyst.

The student will attain knowledge and expertise in:

- Be able to perform Collection of data from ‘safe’, or predetermined sources.
- Be able to perform Storage of data in a pre-existing data storage system, database, or warehouse.
- Be able to perform Cleaning of data.
- Be able to perform Production of reports.
- Be able to perform Creation of dashboards.
- Be able to perform use of in-house databases and data storage systems.

**Program Syllabus**

| <b>Courses</b>                                     | <b>Hours</b> |
|--|--------------|
| <b>Introduction to Data Mining – Data Analysis</b> | <b>12</b>    |

|  |            |
|--|------------|
| <b>Data Mining Process</b>                             | <b>18</b>  |
| <b>Data Mining Tools</b>                               | <b>155</b> |
| <b>Data Mining Techniques.</b>                         | <b>76</b>  |
| <b>Application of Data Mining Techniques and Tools</b> | <b>39</b>  |
| <b>Total</b>   | <b>300</b> |

| <b>Course Number</b> | <b>Course Title</b>                                | <b>Module</b>                                 | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|--|---|----------------------|------------------|
| <b>DMA 100</b>       | <b>Introduction to Data Mining – Data Analysis</b> | Introduction to Data Mining and data Analysis | 6                    |                  |
|                      |  | Data Mining Pros and Cons in Real World       | 6                    |                  |

|                |                            |                                      |   |  |
|----------------|----------------------------|--------------------------------------|---|--|
| <b>DMA 200</b> | <b>Data Mining Process</b> | Introduction to data Mining Process. | 3 |  |
|                |                            | Business Analysis                    | 3 |  |
|                |                            | Data Comprehension                   | 3 |  |
|                |                            | Data Preparation                     | 3 |  |
|                |                            | Data Modelling                       | 3 |  |
|                |                            | Results Monitoring                   | 3 |  |
| <b>DMA 300</b> | <b>Data Mining Tools</b>   | Introduction to Data Mining Tools    | 3 |  |

|                |                                |   |    |    |
|----------------|--------------------------------|---|----|----|
|                |                                | Introduction to Information Systems, Programming, and Database Management | 3  | 6  |
|                |                                | Excel and SQL Database Development  | 6  | 19 |
|                |                                | Python Programming  | 6  | 33 |
|                |                                | Statistics  | 12 | 9  |
|                |                                | Tableau- Data Analytics   | 6  | 18 |
|                |                                | Systems Analysis and Design Data Visualization (Tableau)                  | 6  | 18 |
|                |                                | Prescriptive Analytics  | 3  | 7  |
| <b>DMA 400</b> | <b>Data Mining Techniques.</b> | Introduction to Data Mining Techniques                                    | 3  |    |
|                |                                | Clustering  | 6  | 3  |
|                |                                | Association   | 6  | 3  |

|                |  |  |            |            |
|----------------|--|--|------------|------------|
|                |  | Data Cleaning                              | 6          | 3          |
|                |  | Data Visualization                         | 6          | 3          |
|                |  | Classification                             | 6          | 3          |
|                |  | Machine Learning                           | 6          | 3          |
|                |  | Prediction                                 | 6          | 3          |
|                |  | Neural Networks                            | 2          | 2          |
|                |  | Outlier Detection                          | 3          | 3          |
| <b>DMA 500</b> | <b>Application of Data Mining Techniques and Tools</b> | Data Mining and Data Analysis Applications | 3          |            |
|                |  | Sales                                      | 3          | 3          |
|                |  | Marketing                                  | 3          | 3          |
|                |  | Manufacturing                              | 3          | 3          |
|                |  | Fraud Detection                            | 3          | 3          |
|                |  | Human Resources                            | 3          | 3          |
|                |  | Customer Service                           | 3          | 3          |
|                |  |  | <b>146</b> | <b>154</b> |
|                | <b>TOTAL</b>   |  | <b>300</b> |            |

### Equipments, Books and Facilities

|                   |
|-------------------|
| <b>ITEM</b>       |
| Student Computers |
| Software Tools    |

### Textbooks and other required Materials

#### **Books:**

Data Analytics Made Accessible by Dr. Anil Maheshwari ISBN-13: 978-9352604180

A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:

1. USB
2. Online access
3. Paperback (by request only)

**Software (student will be given access to use these software):**

1. Microsoft Excel
2. SQL / SQL Server (MS Dynamics)
3. Tableau
4. R-Studio
5. MS Azure / AWS / Google Cloud.
6. Zuna ERP Software

**Machine Learning Smart App Builder**

**Total Hours: 306 - (22 Weeks)**

**The mode of instruction is Virtual Live Instructor Driven.**

Machine Learning Smart App Builder program is a certificate program that is designed to provide students with knowledge of an entry level position as a Machine Learning Smart App Builder Developer. Machine Learning Smart App Builder development is the process of creating software applications that run on a mobile device, such as a smartphone or tablet. This involves using programming languages and software development tools to design, build, and test mobile apps for various platforms, such as iOS and Android. The goal of mobile app development is to create apps that are user-friendly, efficient, and provide a seamless experience to users. The development process typically includes steps

such as requirement gathering, design, coding, testing, and deployment.

### **Learning Outcome:**

A Machine Learning Smart App Builder development course can provide students with a variety of technical and creative skills that are useful in the field of app development. The learning outcomes of a Machine Learning Smart App Builder development course:

1. Understanding of mobile app development concepts and technologies:  
Students will learn about the different platforms and programming languages used for mobile app development, such as iOS and Android, Swift and Java.
2. User-centered design: Students will learn about designing user-friendly and intuitive interfaces, as well as how to test and refine the design of a mobile app.
3. Coding skills: Students will learn how to write code for mobile apps, including how to use programming concepts such as object-oriented programming, algorithms, and data structures.
4. Testing and debugging: Students will learn how to test mobile apps and identify and fix bugs, as well as how to use debugging tools and techniques.
5. Deployment and distribution: Students will learn how to publish and distribute mobile apps, including how to work with app stores and how to manage app updates.
6. Industry best practices: Students will learn about the latest industry trends and best practices for mobile app development, including security, performance optimization, and app monetization.

In summary, a Machine Learning Smart App Builder development course can provide students with a comprehensive understanding of the app development process, from design to deployment, and the skills necessary to build high- quality mobile apps.

**Program Syllabus**

| <b>Courses (“Modules”)</b>  | <b>Instructional hours</b> |
|---|----------------------------|
| <b>Module 1: Introduction to Machine Learning and AI</b>            | <b>40</b>                  |
| <b>Module 2: Python Programming for Machine Learning</b>            | <b>30</b>                  |
| <b>Module 3: Machine Learning - Data Proficiency and Algorithms</b> | <b>60</b>                  |
| <b>Module 4: Machine Learning - Deep Learning</b>                   | <b>60</b>                  |
| <b>Module 5: AI Tools and Frameworks Across Training</b>            | <b>20</b>                  |
| <b>Module 6: GenAI</b>  | <b>20</b>                  |
| <b>Module 7: Natural Language Processing (NLP)</b>                  | <b>40</b>                  |
| <b>Module 8: Model Deployment and Scaling</b>                       | <b>30</b>                  |
| <b>Module 9: Capstone Project</b>                                   | <b>50</b>                  |

|              |            |
|--------------|------------|
| <b>Total</b> | <b>350</b> |
|--------------|------------|

| <b>Course Number</b> | <b>Course Title</b>                            | <b>Module</b>  | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|--|--|----------------------|------------------|
| <b>MAD100</b>        | <b>Introduction to Machine Learning and AI</b> | <ul style="list-style-type: none"> <li>• Overview of Machine Learning</li> <li>• Definition and basic types of machine learning</li> <li>• Historical development and key milestones</li> <li>• Introduction to Artificial Intelligence</li> <li>• Understanding AI and its applications</li> <li>• Distinction between narrow and general AI</li> <li>• Importance and Impact of Machine Learning in AI</li> <li>• Real-world examples of machine learning applications</li> <li>• Implications for industries and society</li> <li>• Ethical Considerations in AI</li> <li>• Discussing ethical challenges and responsible AI practices</li> </ul> | <b>30</b>            | 10               |

|  |  |   |  |  |
|--|--|---|--|--|
|  |  | <ul style="list-style-type: none"> <li>• Addressing bias and fairness in machine learning algorithms</li> <li>• Reinforcement Learning</li> <li>• Basic concepts and applications</li> <li>• Implementing reinforcement learning algorithms</li> <li>• Explainable AI and Interpretability</li> <li>• Understanding and interpreting machine learning models</li> <li>• Importance in transparent decision-making</li> <br/> <li>• Time Series Analysis</li> <li>• Techniques for analyzing time-dependent data</li> <li>• Applications in forecasting and anomaly detection</li> <li>• AI Ethics and Responsible AI</li> <li>• Ethical considerations in AI and ML</li> <li>• Implementing responsible AI practices</li> </ul> |  |  |
|--|--|---|--|--|

|         |   |  |           |           |
|---------|---|--|-----------|-----------|
| MAD 200 | <p style="text-align: center;"><b>Python<br/>Programming<br/>for Machine<br/>Learning</b></p> | <ul style="list-style-type: none"> <li>• Introduction to Python</li> <li>• Basics of Python programming language</li> <li>• Data types, variables, and control structures</li> <li>• Libraries and Frameworks</li> <li>• Introduction to NumPy, Pandas, and Matplotlib</li> <li>• Overview of machine learning frameworks like TensorFlow and PyTorch</li> <li>• Data Manipulation and Preprocessing</li> <li>• Handling data with Python libraries</li> <li>• Cleaning and preprocessing data for machine learning tasks</li> <li>• Introduction to Jupyter Notebooks</li> <li>• Using Jupyter Notebooks for interactive coding and data exploration</li> <li>• Collaborative coding and documentation</li> </ul> | <b>20</b> | <b>10</b> |
|---------|---|--|-----------|-----------|

|                |   |  |           |           |
|----------------|---|--|-----------|-----------|
|                |   |  |           |           |
| <b>MAD 300</b> | <b>Machine Learning -<br/>Data Proficiency<br/>and Algorithms</b> | <ul style="list-style-type: none"> <li>• Data Preprocessing</li> <li>• Cleaning and handling missing data</li> <li>• Feature scaling and normalization</li> <li>• Exploratory Data Analysis (EDA)</li> <li>• Descriptive statistics and data visualization</li> <li>• Identifying patterns and trends in data</li> <li>• Supervised Learning Algorithms</li> <li>• Linear regression, logistic regression</li> <li>• Support Vector Machines (SVM), k-Nearest Neighbors (k-NN)</li> <li>• Unsupervised Learning Algorithms</li> <li>• K-means clustering, hierarchical clustering</li> <li>• Principal Component Analysis (PCA)</li> </ul> | <b>40</b> | <b>20</b> |

|  |  |   |  |  |
|--|--|---|--|--|
|  |  | <ul style="list-style-type: none"><li>• Bagging and Boosting</li><li>• Introduction to bagging and boosting</li><li>• Ensemble methods: Bagged decision trees, AdaBoost</li><li>• Decision Trees</li><li>• Tree-based models and decision tree principles</li><li>• Decision tree algorithms and applications</li><li>• Random Forest</li><li>• Understanding the Random Forest algorithm</li><li>• Implementing Random Forest for classification and regression</li><li>• XGBoost</li><br/><li>• Overview of gradient boosting and XGBoost</li><li>• Tuning XGBoost parameters for optimal performance</li></ul> |  |  |
|--|--|---|--|--|

|         |   |   |    |    |
|---------|---|---|----|----|
| MAD 400 | <b>Machine Learning - Deep Learning</b> | <ul style="list-style-type: none"> <li>• Foundations of Neural Networks</li> <li>• Basics of neural networks and artificial neurons</li> <li>• Activation functions and neural network architectures</li> <li>• Deep Learning Frameworks and Structures</li> <li>• Introduction to TensorFlow and PyTorch</li> <li>• Building and training basic neural networks</li> <li>• Diverse Neural Architectures</li> <li>• Convolutional Neural Networks (CNN)</li> <li>• Recurrent Neural Networks (RNN)</li> <li>• Generative Adversarial Networks (GAN)</li> <li>• Computer Vision and NLP Fundamentals</li> <li>• Image processing with deep learning</li> <li>• Natural Language Processing (NLP) techniques</li> </ul> | 40 | 20 |
|---------|---|---|----|----|

|                |  |   |           |          |
|----------------|--|---|-----------|----------|
|                |  | <ul style="list-style-type: none"> <li>• Cutting-Edge Concepts and Applications</li> <li>• Transfer learning and fine-tuning</li> </ul> <p>Introduction to reinforcement learning and deep reinforcement learning</p>   |           |          |
| <b>MAD 500</b> | <b>AI Tools and Frameworks Across Training</b> | <ul style="list-style-type: none"> <li>• TensorFlow</li> <li>• Introduction to TensorFlow and its ecosystem</li> <li>• Building and training models with TensorFlow</li> <li>• Scikit-learn</li> <li>• Popular machine learning library in Python</li> <li>• Utilizing Scikit-learn for various machine learning tasks</li> <li>• Keras</li> <li>• High-level neural networks API</li> <li>• Building and training neural networks with Keras</li> <li>• MXNET - Deep Learning Framework</li> </ul> | <b>15</b> | <b>5</b> |

|                |              |  |           |          |
|----------------|--------------|--|-----------|----------|
|                |              | <ul style="list-style-type: none"> <li>• Introduction to MXNET and its features</li> <li>• Implementing deep learning models with MXNET</li> <li>• AutoML Tools</li> <li>• Overview of AutoML tools and platforms</li> <li>• Hands-on experience with automated machine learning</li> </ul>  |           |          |
| <b>MAD 600</b> | <b>GenAI</b> | <ul style="list-style-type: none"> <li>• Image and Text Generations</li> <li>• Understanding Generative Adversarial Networks (GANs)</li> <li>• Image and text generation techniques</li> <li>• Ethical Considerations</li> <li>• Addressing ethical concerns in AI and machine learning</li> <li>• Responsible AI practices and guidelines</li> <li>• Multimodal Models</li> <li>• Integration of image, text, and other modalities</li> </ul> | <b>15</b> | <b>5</b> |

|                |  |  |           |           |
|----------------|--|--|-----------|-----------|
|                |  | <ul style="list-style-type: none"> <li>• Building and training multimodal models</li> </ul>  |           |           |
| <b>MAD 700</b> | <b>Natural Language Processing (NLP)</b> | <ul style="list-style-type: none"> <li>• Introduction to NLP</li> <li>• Basics of natural language processing</li> <li>• Challenges in processing human language</li> <li>• Text Preprocessing and Tokenization</li> <li>• Cleaning and preparing text data</li> <li>• Tokenization techniques for NLP</li> <li>• Sentiment Analysis and Named Entity Recognition</li> <li>• Analyzing sentiment in text</li> <li>• Identifying entities in text data</li> <li>• Building Chatbots and Language Models</li> <li>• Creating conversational agents</li> <li>• Implementing language models like GPT-3</li> </ul> | <b>30</b> | <b>10</b> |

|                |                                     |   |           |           |
|----------------|-------------------------------------|---|-----------|-----------|
| <b>MAD 800</b> | <b>Model Deployment and Scaling</b> | <ul style="list-style-type: none"> <li>• Model Deployment Strategies</li> <li>• Overview of deployment options (cloud, on-premises)</li> <li>• Containerization with Docker for ML models</li> <li>• Scalability and Performance Optimization</li> <li>• Techniques for scaling machine learning applications</li> <li>• Optimizing model performance for efficiency</li> </ul>                                       | <b>20</b> | <b>10</b> |
| <b>MAD 900</b> | <b>Capstone Project</b>             | <ul style="list-style-type: none"> <li>• Project Definition and Planning</li> <li>• Defining a real-world problem for the capstone project</li> <li>• Planning and scoping the project</li> <li>• Project Development and Implementation</li> <li>• Implementing machine learning and AI solutions</li> <li>• Collaborative development and troubleshooting</li> <li>• Project Presentation and Evaluation</li> </ul> |           | <b>50</b> |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  | <ul style="list-style-type: none"> <li>• Presenting the project to peers and instructors</li> <li>• Receiving feedback and evaluation</li> </ul> |  |  |
|--|--|--|--|--|

|              |  |  |            |  |
|--------------|--|--|------------|--|
| <b>TOTAL</b> |  |  | <b>350</b> |  |
|--------------|--|--|------------|--|

### Equipment, Books and Facilities

|   |
|---|
| <b>ITEM</b>   |
| <b>Student Computers</b>  |
| <b>Integrated Development Environment (IDE) such as Android Studio or</b> |

|   |
|---|
| <b>Xcode, Software Development Kits (SDKs) such as Android SDK or iOS SDK</b><br><b>Front-end technologies such as HTML, CSS, and JavaScript, Cross-platform mobile development frameworks such as React Native or Flutter, Back-end technologies such as Node.js or Ruby on Rails, Version control systems such as Git, Emulators or simulators for testing and debugging, Project management and collaboration tools such as JIRA or Asana.</b> |
|---|

### Textbooks and other required Materials

#### Books:

**Professional Machine Learning Smart App**

**BuilderDevelopment ISBN: 1118203909**

**ISBN-13: 9781118203903**

**Authors:**

**Jeff McWherter, Scott Gowell**

**A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:**

- 1. USB**
- 2. Online access**
- 3. Paperback (by request only)**

**Software (student will be given access to use these software):**

1. Integrated Development Environment (IDE) such as Android Studio or Xcode
2. Software Development Kits (SDKs) such as Android SDK or iOS SDK
3. Front-end technologies such as HTML, CSS, and JavaScript
4. Cross-platform mobile development frameworks such as React Native or Flutter
5. Back-end technologies such as Node.js or Ruby on Rails
6. Version control systems such as Git
7. Emulators or simulators for testing and debugging.
8. Project management and collaboration tools such as JIRA or Asana.

## **DevOps – Development & Operations Automation**

**Total Hours: 330**

**(22 Weeks)**

**Mode of Instruction: Virtual Live Instructor Driven**

'DevOps' program is a certificate program that is designed to provide students with knowledge of an entry level position as a DevOps engineer. DevOps is an approach to software development, where the development team (Dev) collaborates with the operations department/function (Ops) in all the stages of software development. These include product design, development, testing, deployment, and support. DevOps is a process that enables continuous delivery of the services or products to the customers. It is a method that automates the development, process, and operations to make sure that the software is developed, tested, and delivered quickly with optimum reliability. DevOps training program is specially designed to introduce the concept of DevOps and helps to improve the ability to design, develop, deploy, and operate software and services quickly.

### **Learning Outcome:**

Students with a skill set that would qualify them to be an entry-level DevOps professional. The student will attain knowledge to:

1. Be able to understand and process software product integration and development (CI/CD).
2. Be able to understand and integrate software testing cycle.
3. Be able to understand and integrate Version control and Configuration Management Tools.
4. Be able to install and manage Infrastructure Servers, availability, and scalability of the servers.

5. Automated Installations.
6. Continuous Delivery & Continuous Deployment
7. Fully understand and perform basic concepts and processes of DevOps.

### Program Syllabus

| Courses (“Modules”)                              | Instructional hours |
|--|---------------------|
| <b>Introduction to DevOps</b>                    | <b>24</b>           |
| <b>Source Code Management</b>                    | <b>24</b>           |
| <b>Continuous Integration and Deployment</b>     | <b>24</b>           |
| <b>Infrastructure as Code</b>                    | <b>45</b>           |
| <b>Containers and Container Orchestration</b>    | <b>54</b>           |
| <b>Monitoring and Logging</b>                    | <b>48</b>           |
| <b>Cloud Computing</b>                           | <b>27</b>           |
| <b>Security in DevOps</b>                        | <b>27</b>           |
| <b>Collaboration and Communication in DevOps</b> | <b>33</b>           |
| <b>Best Practices for DevOps</b>                 | <b>24</b>           |
| <b>Total</b>                                     | <b>330</b>          |

| Course Number  | Course Title           | Module                        | Lecture Hours | Lab Hours |
|----------------|------------------------|-------------------------------|---------------|-----------|
| <b>DOP 100</b> | <b>Introduction to</b> | Overview of DevOps            | <b>12</b>     |           |
|                | <b>DevOps</b>          | DevOps culture and principles | <b>3</b>      |           |

|                |  |  |          |           |
|----------------|--|--|----------|-----------|
|                |  | DevOps vs. traditional software development                        | <b>3</b> |           |
|                |  | DevOps toolchain   | <b>3</b> | <b>3</b>  |
| <b>DOP 200</b> | <b>Source Code Management</b>                | Introduction to source code management                             | <b>4</b> | <b>2</b>  |
|                |  | Git and version control  | <b>3</b> | <b>3</b>  |
|                |  | Git branching and merging.   | <b>3</b> | <b>3</b>  |
|                |  | Collaborating with Git   | <b>3</b> | <b>3</b>  |
| <b>DOP 300</b> | <b>Continuous Integration and Deployment</b> | Introduction to continuous integration                             | <b>3</b> | <b>3</b>  |
|                |  | Configuring CI/CD pipelines  | <b>3</b> | <b>3</b>  |
|                |  | Building and testing code with CI tools                            | <b>3</b> | <b>3</b>  |
|                |  | Automated deployment   | <b>3</b> | <b>3</b>  |
| <b>DOP 400</b> | <b>Infrastructure as Code</b>                | Introduction to infrastructure as code                             | <b>3</b> | <b>3</b>  |
|                |  | Automated infrastructure provisioning                              | <b>3</b> | <b>6</b>  |
|                |  | Configuration management with tools like Puppet, Chef, and Ansible | <b>3</b> | <b>12</b> |
|                |  | Immutable infrastructure   | <b>3</b> | <b>12</b> |
| <b>DOP 500</b> | <b>Containers and</b>                        | Introduction to containers   | <b>9</b> |           |

|                |  |   |          |           |
|----------------|--|---|----------|-----------|
|                | <b>Container Orchestration</b>                   | Containerization with Docker                          | <b>3</b> | <b>12</b> |
|                |  | Container orchestration with Kubernetes               | <b>3</b> | <b>12</b> |
|                |  | Deploying and managing containers                     | <b>6</b> | <b>9</b>  |
| <b>DOP 600</b> | <b>Monitoring and Logging</b>                    | Introduction to monitoring and logging                | <b>6</b> | <b>3</b>  |
|                |  | Monitoring infrastructure and applications            | <b>6</b> | <b>9</b>  |
|                |  | Logging and log analysis                              | <b>6</b> | <b>9</b>  |
|                |  | Alerting and incident response                        | <b>3</b> | <b>6</b>  |
| <b>DOP 700</b> | <b>Cloud Computing</b>                           | Introduction to cloud computing                       | <b>3</b> | <b>6</b>  |
|                |  | Cloud providers and offerings                         | <b>3</b> | <b>3</b>  |
|                |  | Cloud architecture and deployment                     | <b>3</b> | <b>3</b>  |
|                |  | Security and compliance in the cloud                  | <b>3</b> | <b>3</b>  |
| <b>DOP 800</b> | <b>Security in DevOps</b>                        | Overview of security in DevOps                        | <b>4</b> | <b>5</b>  |
|                |  | Secure software development lifecycle                 | <b>3</b> | <b>3</b>  |
|                |  | Automated security testing                            | <b>3</b> | <b>3</b>  |
|                |  | Secure infrastructure deployment                      | <b>3</b> | <b>3</b>  |
| <b>DOP 900</b> | <b>Collaboration and Communication in DevOps</b> | Overview of collaboration and communication in DevOps | <b>9</b> | <b>6</b>  |
|                |  | Agile methodologies                                   | <b>3</b> | <b>3</b>  |

|                     |                                      |  |            |            |
|---------------------|--------------------------------------|--|------------|------------|
|                     |                                      | Cross-functional collaboration                   | <b>3</b>   | <b>3</b>   |
|                     |                                      | DevOps tools for collaboration and communication | <b>3</b>   | <b>3</b>   |
| <b>DOP<br/>1000</b> | <b>Best Practices for<br/>DevOps</b> | Introduction to best practices for DevOps        | <b>3</b>   | <b>3</b>   |
|                     |                                      | Continuous improvement and feedback loops        | <b>3</b>   | <b>3</b>   |
|                     |                                      | DevOps maturity model                            | <b>3</b>   | <b>3</b>   |
|                     |                                      | Scaling DevOps for large enterprises             | <b>3</b>   | <b>3</b>   |
|                     |                                      |  | <b>155</b> | <b>175</b> |
| <b>TOTAL</b>        |                                      |  | <b>330</b> |            |

**equipment, Books and Facilities**

|   |
|---|
| <b>ITEM</b>   |
| <b>Student Computers</b>  |
| <b>Software Tools: MS Azure, AWS, Google Clouds, Terraform, Git and GitHub, Docker, Jenkins, Kubernetes, and Prometheus</b> |

## **Textbooks and other required Materials**

### **Books:**

The DevOps Handbook: How to Create World-Class Agility, Reliability, and Security in Technology Organizations by Gene Kim (Author), Patrick Debois (Author), John Willis (Author), Jez Humble (Author), John Allspaw (Foreword).  
ISBN-13 :1942788002

A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:

1. USB
2. Online access
3. Paperback (by request only)

### **Software (student will be given access to use these software):**

1. MS Azure, AWS, Google Clouds
2. Terraform
3. Git and GitHub
4. Docker
5. Jenkins
6. Kubernetes
7. Prometheus

## **Cybersecurity AI Applications**

**Total Hours: 321**

**(21 Weeks)**

**Mode of Instruction: Virtual Live Instructor Driven**

Cybersecurity Application Development program is a certificate program that is designed to provide students with knowledge of an entry level position as a

Cybersecurity Application Development engineer. Cybersecurity Application Development is the process of creating software applications that are accessible through the internet using a web browser. It involves designing, coding, testing, and deploying web applications that can run on servers and be accessed by users through the internet. Web applications typically use web technologies such as HTML, CSS, JavaScript, and server-side programming languages like PHP, Ruby on Rails, Python, and more. The main purpose of web applications is to provide a user-friendly interface and dynamic content that can be accessed from anywhere with an internet connection. Some common examples of web applications include e-commerce websites, social networking sites, project management tools, and content management systems.

**Learning Outcome:**

A Cybersecurity Application Development course typically aims to provide students with the knowledge and skills needed to design, build, and maintain web applications. Upon completion of the course, students can expect to have the following learning outcomes:

1. Understanding of web development technologies such as HTML, CSS, JavaScript, and server-side programming languages.
2. Knowledge of software development methodologies, such as Agile and Waterfall.
3. Ability to design and implement a Cybersecurity Application from scratch, including planning, coding, testing, and deployment.
4. Understanding of user-centered design principles and how to create user-

friendly interfaces.

5. Knowledge of database design and management, and how to integrate a database into a web application.
6. Ability to identify and implement appropriate security measures to protect web applications and sensitive data.
7. Understanding of web development best practices and how to optimize web applications for performance, scalability, and accessibility.
8. Knowledge of how to test and debug web applications and identify and resolve common issues.
9. Understanding of the role of web development in the larger context of digital marketing and e-commerce.

### Program Syllabus

| <b>Courses (“Modules”)</b>                                   | <b>Instructional hours</b> |
|--|----------------------------|
| <b>Introduction to Cybersecurity and AI</b>                  | <b>40</b>                  |
| <b>AI Tools and Technologies in Cybersecurity</b>            | <b>40</b>                  |
| <b>Cybersecurity Gaps and Goals</b>                          | <b>20</b>                  |
| <b>Solving Cybersecurity Scenarios and Risks with AI</b>     | <b>30</b>                  |
| <b>Machine Learning Applied to Security</b>                  | <b>40</b>                  |
| <b>Risks, Policies, Limitations, and Ethics</b>              | <b>20</b>                  |
| <b>Python for Cybersecurity</b>                              | <b>20</b>                  |
| <b>Technology Trends in Cybersecurity AI App Development</b> | <b>70</b>                  |

|  |            |
|--|------------|
|  |            |
| <b>Capstone Project and Presentation</b> | <b>60</b>  |
| <b>Total</b>                             | <b>350</b> |

| <b>Course Number</b> | <b>Course Title</b>                         | <b>Module</b>   | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|---|---|----------------------|------------------|
| <b>CSM 100</b>       | <b>Introduction to Cybersecurity and AI</b> | <p><b>1.1 Overview of Cybersecurity</b></p> <ul style="list-style-type: none"> <li>• Definition and importance of cybersecurity</li> <li>• Historical perspective and evolution of cybersecurity</li> <li>• Introduction to cybersecurity concepts</li> <li>• Importance of cybersecurity in modern business</li> </ul> <p><b>1.2 Fundamentals of AI</b></p> <ul style="list-style-type: none"> <li>• Basic principles of artificial intelligence</li> <li>• Overview of machine learning and its applications in cybersecurity</li> <li>• Role of AI in enhancing cybersecurity</li> </ul> | <b>30</b>            | 10               |

|  |  |   |  |  |
|--|--|---|--|--|
|  |  | <ul style="list-style-type: none"> <li>• Benefits and challenges of integrating AI into cybersecurity practices</li> </ul> <p><b>1.3 Intersection of Cybersecurity and AI</b></p> <ul style="list-style-type: none"> <li>• Understanding how AI enhances cybersecurity</li> <li>• Real-world examples and case studies</li> </ul> <p><b>1.4 Ethical and Legal Considerations</b></p> <ul style="list-style-type: none"> <li>• Ethical hacking and responsible AI practices</li> <li>• Legal frameworks and compliance in cybersecurity</li> </ul> <p><b>1.5 Key Concepts of Cybersecurity</b></p> <ul style="list-style-type: none"> <li>• Confidentiality, integrity, and availability (CIA triad)</li> <li>• Common attack vectors and vulnerabilities</li> </ul> |  |  |
|--|--|---|--|--|

|         |  |  |    |    |
|---------|--|--|----|----|
| CSM 200 | AI Tools and Technologies in Cybersecurity | <p><b>2.1 Free Open-Source Tools</b></p> <ul style="list-style-type: none"> <li>• Overview of popular free and open-source AI tools</li> <li>• Hands-on training with open-source simulators</li> </ul> <p><b>2.2 Paid Simulators for Hands-On Scenarios</b></p> <ul style="list-style-type: none"> <li>• Introduction to paid simulators and their advantages</li> <li>• Practical exercises using paid simulators</li> </ul> | 30 | 10 |
| CSM 300 | Cybersecurity Gaps and Goals               | <p><b>3.1 Identifying Cybersecurity Gaps</b></p> <ul style="list-style-type: none"> <li>• Understanding common gaps in cybersecurity</li> <li>• Case studies on notable cybersecurity breaches</li> </ul> <p><b>3.2 Setting Cybersecurity Goals</b></p> <ul style="list-style-type: none"> <li>• Establishing organizational cybersecurity goals</li> <li>• Aligning goals with business objectives</li> </ul>                 | 15 | 5  |

|         |   |   |    |    |
|---------|---|---|----|----|
| CSM 400 | Solving Cybersecurity Scenarios and Risks with AI | <p><b>4.1 AI Solutions for Common Scenarios</b></p> <ul style="list-style-type: none"> <li>Implementing AI to address common cybersecurity challenges</li> <li>Case studies on successful AI-based cybersecurity solutions</li> </ul> <p><b>4.2 Risk Assessment and Management with AI</b></p> <ul style="list-style-type: none"> <li>Utilizing AI for risk assessment and mitigation</li> <li>Developing risk management strategies</li> </ul> | 20 | 10 |
| CSM 500 | Machine Learning Applied to Security              | <p><b>5.1 Introduction to Machine Learning</b></p> <ul style="list-style-type: none"> <li>Core concepts and algorithms in machine learning</li> <li>Application of machine learning in cybersecurity</li> </ul> <p><b>5.2 Machine Learning for Anomaly Detection</b></p> <ul style="list-style-type: none"> <li>Implementing anomaly detection using machine learning</li> <li>Hands-on exercises with anomaly detection algorithms</li> </ul>  | 30 | 10 |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  | <p><b>5.3 Automated Threat Response</b></p> <ul style="list-style-type: none"> <li>• Leveraging machine learning for automated threat response</li> <li>• Practical scenarios and simulations</li> </ul> |  |  |
|--|--|--|--|--|

|                |   |   |           |          |
|----------------|---|---|-----------|----------|
| <b>CSM 600</b> | <b>Risks, Policies, Limitations, and Ethics</b> | <p><b>6.1 Risks and Limitations of AI in Cybersecurity</b></p> <ul style="list-style-type: none"> <li>• Addressing potential risks and limitations</li> <li>• Ethical considerations in deploying AI for cybersecurity</li> </ul> <p><b>6.2 Cybersecurity Policies and Compliance</b></p> <ul style="list-style-type: none"> <li>• Developing and implementing cybersecurity policies</li> <li>• Ensuring compliance with industry regulations</li> </ul> | <b>15</b> | <b>5</b> |
|----------------|---|---|-----------|----------|

|         |   |  |    |    |
|---------|---|--|----|----|
| CSM 700 | Python for Cybersecurity                              | <p><b>7.1 Python Basics for Cybersecurity</b></p> <ul style="list-style-type: none"> <li>• Introduction to Python programming language</li> <li>• Hands-on exercises for cybersecurity applications</li> </ul> <p><b>7.2 Scripting for Cybersecurity Tasks</b></p> <ul style="list-style-type: none"> <li>• Automating common cybersecurity tasks with Python</li> <li>• Writing scripts for security analysis</li> </ul>  | 15 | 5  |
| CSM 800 | Technology Trends in Cybersecurity AI App Development | <p><b>8.1 Rising Cyber Threats</b></p> <ul style="list-style-type: none"> <li>• Analysis of current cyber threats and attack trends</li> <li>• Strategies for mitigating emerging threats</li> </ul> <p><b>8.2 Cloud Security and IoT Security</b></p> <ul style="list-style-type: none"> <li>• Applying AI to secure cloud environments</li> <li>• Securing IoT devices with AI technologies</li> </ul> <p><b>8.3 User and Entity Behavior Analytics (UEBA)</b></p> | 50 | 20 |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  | <ul style="list-style-type: none"> <li>• Implementing UEBA for insider threat detection</li> <li>• Analyzing user and entity behavior with AI</li> </ul> <p><b>8.4 Continuous Adaptability and Integration with DevOps</b></p> <ul style="list-style-type: none"> <li>• Adapting security measures to evolving threats</li> <li>• Integrating cybersecurity into DevOps processes</li> </ul> <p><b>8.5 Incident Investigation and Forensics</b></p> <ul style="list-style-type: none"> <li>• Leveraging AI for incident investigation and forensics</li> <li>• Real-world examples and case studies</li> </ul> <p><b>8.6 Business Alignment and Stakeholder Needs</b></p> <ul style="list-style-type: none"> <li>• Aligning cybersecurity AI initiatives with business objectives</li> </ul> <p>Understanding stakeholder needs and expectations</p> |  |  |
|--|--|--|--|--|

|              |                                   |   |  |            |
|--------------|-----------------------------------|---|--|------------|
| CSM 900      | Capstone Project and Presentation | <p><b>9.1 Capstone Project Definition</b></p> <ul style="list-style-type: none"> <li>• Defining a real-world cybersecurity problem to solve</li> <li>• Planning and scoping the project</li> </ul> <p><b>9.2 Project Development and Implementation</b></p> <ul style="list-style-type: none"> <li>• Developing the AI-driven cybersecurity solution</li> <li>• Implementing the solution in a controlled environment</li> </ul> <p><b>9.3 Project Presentation and Evaluation</b></p> <ul style="list-style-type: none"> <li>• Presenting the project to peers and instructors</li> <li>• Receiving feedback and evaluation</li> </ul> |  | 60         |
| <b>TOTAL</b> |                                   |   |  | <b>350</b> |

## Equipments, Books and Facilities

|   |
|---|
| <b>ITEM</b>   |
| <b>Student Computers</b>  |
| <b>Software Tools: Sublime Text, Notepad++, Atom, etc., Visual Studio Code, PyCharm, Eclipse, etc., React, Angular, Vue, etc., Django, Ruby on Rails, Express.js, etc., MySQL, MongoDB, PostgreSQL, etc., Git, SVN, Mercurial, etc., npm, yarn, pip, etc., Grunt, Gulp, Webpack, etc.</b> |

### Textbooks and other required Materials

#### Books:

Learning Web App Development: Build Quickly with Proven JavaScript Techniques by Semmi Peruwal.

ISBN13- 978-1449370190

A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:

1. USB
2. Online access
3. Paperback (by request only)

#### Software (student will be given access to use these software):

1. Text Editor: Sublime Text, Notepad++, Atom, etc.
2. Development Environment: Visual Studio Code, PyCharm, Eclipse, etc.
3. Front-end Development Frameworks: React, Angular, Vue, etc.
4. Back-end Development Frameworks: Django, Ruby on Rails, Express.js, etc.
5. Database Management System: MySQL, MongoDB, PostgreSQL, etc.
6. Version Control System: Git, SVN, Mercurial, etc.

7. Package Managers: npm, yarn, pip, etc.
8. Task Runner: Grunt, Gulp, Webpack, etc.

**AI Enhanced Digital Marketing Strategy and Analytics**  
**Total Hours: 300**  
**(22 Weeks)**  
**Mode of Instruction: Virtual Live Instructor Driven.**

Digital Marketing program is a certificate program that is designed to provide students with knowledge of an entry level position as a Digital marketing Professional. Digital marketing refers to the promotion of products or services using digital technologies, such as the internet, mobile phones, social media, search engines, and other digital channels. The goal of digital marketing is to reach a targeted audience and promote brand awareness, generate leads, and drive sales through various tactics, such as search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, content marketing, and more. By using digital channels, businesses can gather data on customer behavior and use it to create personalized, data-driven marketing campaigns that provide a better experience for customers and drive better results for the business.

**Learning Outcome:**

Students with a skill set that would qualify them to be an entry-level **Digital marketing** professional. The student will attain a **comprehensive understanding of the following:**

1. Fundamentals of digital marketing: including online marketing channels, digital marketing strategies, and digital marketing metrics.
2. Search engine optimization (SEO): including keyword research, on-page optimization, and link building.

3. Pay-per-click advertising (PPC): including Google Ads and social media advertising.
4. Content marketing: including content creation, distribution, and promotion.
5. Social media marketing: including strategy, planning, and executing social media campaigns.
6. Email marketing: including email list building, email design, and email automation.
7. Mobile marketing: including mobile apps, SMS, and mobile web.
8. Web analytics: including tracking, reporting, and analysis of website traffic and conversion data.
9. E-commerce marketing: including shopping cart optimization, product listing ads, and retargeting.
10. Affiliate marketing: including affiliate program management, affiliate recruitment, and affiliate commission tracking.

### **Program Syllabus**

| <b>Courses (“Modules”)</b>               | <b>Instructional hours</b> |
|--|----------------------------|
| <b>Introduction to digital marketing</b> | <b>12</b>                  |
| <b>Search Engine Optimization (SEO)</b>  | <b>36</b>                  |
| <b>Pay-Per-Click Advertising (PPC)</b>   | <b>42</b>                  |
| <b>Social Media Marketing</b>            | <b>24</b>                  |
| <b>Content Marketing</b>                 | <b>24</b>                  |
| <b>Email Marketing</b>                   | <b>24</b>                  |
| <b>Affiliate Marketing</b>               | <b>24</b>                  |

|                                |            |
|--------------------------------|------------|
| <b>Analytics and Reporting</b> | <b>36</b>  |
| <b>Mobile Marketing</b>        | <b>33</b>  |
| <b>E-Commerce Marketing</b>    | <b>45</b>  |
| <b>Total</b>                   | <b>300</b> |

| <b>Course Number</b> | <b>Course Title</b>                      | <b>Module</b>                                     | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|--|---|----------------------|------------------|
| <b>DMP100</b>        | <b>Introduction to digital marketing</b> | <b>Overview of digital marketing</b>              | <b>6</b>             |                  |
|                      |  | <b>Importance of digital marketing</b>            | <b>3</b>             |                  |
|                      |  | <b>Digital marketing vs traditional marketing</b> | <b>3</b>             |                  |
| <b>DMP 200</b>       | <b>Search Engine Optimization (SEO)</b>  | <b>Keyword research</b>                           | <b>3</b>             | <b>6</b>         |
|                      |  | <b>On-page optimization</b>                       | <b>3</b>             | <b>6</b>         |
|                      |  | <b>Off-page optimization</b>                      | <b>3</b>             | <b>6</b>         |
|                      |  | <b>Link building</b>                              | <b>3</b>             | <b>6</b>         |
| <b>DMP 300</b>       | <b>Pay-Per-Click Advertising (PPC)</b>   | <b>Google Ads</b>                                 | <b>6</b>             | <b>6</b>         |
|                      |  | <b>Bing Ads</b>                                   | <b>6</b>             | <b>6</b>         |
|                      |  | <b>Display advertising.</b>                       | <b>6</b>             | <b>3</b>         |
|                      |  | <b>Remarketing</b>                                | <b>6</b>             | <b>3</b>         |
| <b>DMP 400</b>       | <b>ial Media Marketing</b>               | <b>Facebook advertising</b>                       | <b>3</b>             | <b>3</b>         |

|                |                            |  |          |          |
|----------------|----------------------------|--|----------|----------|
|                |                            | <b>Instagram advertising</b>                 | <b>3</b> | <b>3</b> |
|                |                            | <b>LinkedIn advertising</b>                  | <b>3</b> | <b>3</b> |
|                |                            | <b>Twitter advertising</b>                   | <b>3</b> | <b>3</b> |
| <b>DMP 500</b> | <b>Content Marketing</b>   | <b>Types of content</b>                      | <b>3</b> | <b>3</b> |
|                |                            | <b>Content creation</b>                      | <b>3</b> | <b>3</b> |
|                |                            | <b>Content promotion</b>                     | <b>3</b> | <b>3</b> |
|                |                            | <b>Content analysis</b>                      | <b>3</b> | <b>3</b> |
| <b>DMP 600</b> | <b>Email Marketing</b>     | <b>Email list building</b>                   | <b>3</b> | <b>3</b> |
|                |                            | <b>Email campaign creation</b>               | <b>3</b> | <b>3</b> |
|                |                            | <b>Email automation</b>                      | <b>3</b> | <b>3</b> |
|                |                            | <b>Email analytics</b>                       | <b>3</b> | <b>3</b> |
| <b>DMP 700</b> | <b>Affiliate Marketing</b> | <b>Overview of affiliate marketing</b>       | <b>3</b> | <b>3</b> |
|                |                            | <b>Affiliate marketing strategies</b>        | <b>3</b> | <b>3</b> |
|                |                            | <b>Affiliate network selection</b>           | <b>3</b> | <b>3</b> |
|                |                            | <b>Commission structure</b>                  | <b>3</b> | <b>3</b> |
|                | <b>Analytics and</b>       | <b>Overview of Analytics and Reporting's</b> | <b>3</b> | <b>3</b> |
| <b>DMP 800</b> | <b>Reporting</b>           | <b>Overview of web analytics</b>             | <b>3</b> | <b>3</b> |

|                 |                             |  |            |          |
|-----------------|-----------------------------|--|------------|----------|
|                 |                             | <b>Google Analytics</b>                  | <b>3</b>   | <b>6</b> |
|                 |                             | <b>Tracking conversions</b>              | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Analyzing website traffic</b>         | <b>3</b>   | <b>6</b> |
| <b>DMP 900</b>  | <b>Mobile Marketing</b>     | <b>Overview of mobile marketing</b>      | <b>6</b>   |          |
|                 |                             | <b>Mobile app advertising</b>            | <b>3</b>   | <b>6</b> |
|                 |                             | <b>SMS marketing</b>                     | <b>3</b>   | <b>6</b> |
|                 |                             | <b>Mobile optimization</b>               | <b>3</b>   | <b>6</b> |
| <b>DMP 1000</b> | <b>E-Commerce Marketing</b> | <b>Overview of e-commerce marketing</b>  | <b>3</b>   |          |
|                 |                             | <b>Product listing optimization</b>      | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Shopping cart abandonment</b>         | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Customer acquisition</b>              | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Setting marketing goals</b>           | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Conducting a SWOT analysis</b>        | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Creating a digital marketing plan</b> | <b>3</b>   | <b>3</b> |
|                 |                             | <b>Measuring success.</b>                | <b>3</b>   | <b>3</b> |
| <b>TOTAL</b>    |                             |  | <b>300</b> |          |

## Equipment, Books and Facilities

|  |
|--|
| <b>ITEM</b>  |
| <b>Student Computers</b>   |
| <b>Software Tools: Google Analytics Tools, Facebook Analytics Tool, Bing analytics Tool<br/>Google Analytics, Hootsuite, SEMrush, Mailchimp, Canva, Ahrefs, Hubspot and Hotjar</b> |

## Textbooks and other required Materials

### Books:

Essentials of Digital Marketing, 17th Edition

ISBN10: 1260260372 | ISBN13: 9781260260373

By William Perreault, Joseph Cannon, and E. Jerome McCarthy

A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:

1. USB
2. Online access
3. Paperback (by request only)

### Software (student will be given access to use these software):

1. Google Analytics Tools
2. Facebook Analytics Tool
3. Bing analytics Tool
4. Hootsuite
5. SEMrush
6. Mailchimp
7. Canva,
8. Ahrefs,
9. Hubspot
10. Hotjar

**AI Infused Software Quality Assurance**  
**Total Hours: 336**  
**(22 Weeks)**  
**Mode of Instruction: Virtual Live Instructor Driven.**

**Software Quality Assurance Automation** program is a certificate program that is designed to provide students with knowledge of an entry level position as a Software Quality Assurance Automation engineer using Selenium Automation tool. Software Quality Assurance (SQA) Automation using Selenium is the process of using automated testing tools like Selenium WebDriver to test the functionality and performance of web applications. The main goal of SQA automation is to detect and prevent defects and issues in the software, thereby ensuring high-quality software releases. By using Selenium, test cases can be automated, reducing manual testing efforts, and increasing test coverage. Automated tests can be run multiple times, providing consistent and reliable results. The use of Selenium also enables testing in parallel, reducing the overall testing time and enabling quicker release cycles. In summary, SQA automation using Selenium helps in improving the quality of the software, reducing manual efforts, increasing testing efficiency and accuracy, and speeding up the software development process.

**Learning Outcome:**

Students with a skill set that would qualify them to be an entry-level Software Quality Assurance Automation professional using Selenium Automation tool. The student will attain knowledge to:

1. Understanding of automation testing concepts and frameworks.
2. Knowledge of automating functional and regression tests for web

applications.

3. Proficiency in writing test scripts using Selenium WebDriver.
4. Ability to implement various testing techniques like smoke testing, integration testing, etc.
5. Familiarity with integrating Selenium with other tools and technologies like Jenkins, JUnit, etc.
6. Improved testing efficiency and accuracy through automation.
7. Better understanding of software quality assurance and its importance

### **Program Syllabus**

| <b>Courses (“Modules”)</b>                              | <b>Instructional hours</b> |
|---|----------------------------|
| <b>Introduction to Software Quality Assurance (SQA)</b> | <b>18</b>                  |
| <b>Introduction to Automation Testing</b>               | <b>12</b>                  |
| <b>Introduction to Selenium</b>                         | <b>30</b>                  |
| <b>Basic Programming Concepts</b>                       | <b>39</b>                  |
| <b>Java Programming for Selenium</b>                    | <b>51</b>                  |
| <b>Cybersecurity Application Testing with Selenium</b>  | <b>51</b>                  |
| <b>TestNG Framework for Automation Testing</b>          | <b>48</b>                  |
| <b>Selenium and Continuous Integration</b>              | <b>24</b>                  |
| <b>Advanced Selenium Techniques</b>                     | <b>48</b>                  |
| <b>Best Practices for Automation Testing</b>            | <b>15</b>                  |

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|--------------|------------|
| <b>Total</b> | <b>336</b> |
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| <b>Course Number</b> | <b>Course Title</b>                                     | <b>Module</b>                             | <b>Lecture Hours</b> | <b>Lab Hours</b> |
|----------------------|---|---|----------------------|------------------|
| <b>SQA100</b>        | <b>Introduction to Software Quality Assurance (SQA)</b> | Overview of SQA                           | <b>3</b>             |                  |
|                      |   | Importance of SQA in software development | <b>2</b>             | <b>1</b>         |
|                      |   | Software testing methodologies            | <b>3</b>             | <b>9</b>         |
| <b>SQA 200</b>       | <b>Introduction to Automation Testing</b>               | Overview of automation testing            | <b>3</b>             |                  |
|                      |   | Benefits of automation testing            | <b>2</b>             | <b>1</b>         |
|                      |   | Types of automation testing               | <b>2</b>             | <b>1</b>         |
|                      |   | Automation testing tools                  | <b>2</b>             | <b>1</b>         |
| <b>SQA 300</b>       | <b>Introduction to Selenium</b>                         | Overview of Selenium                      | <b>3</b>             |                  |
|                      |   | Selenium components                       | <b>3</b>             | <b>6</b>         |
|                      |   | Selenium WebDriver                        | <b>3</b>             | <b>6</b>         |
|                      |   | Selenium Grid                             | <b>3</b>             | <b>6</b>         |
| <b>SQA 400</b>       | <b>Basic Programming Concepts</b>                       | Introduction to programming concepts      | <b>3</b>             |                  |
|                      |   | Data types and variables                  | <b>3</b>             | <b>6</b>         |

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|----------------|--|---|---|---|
|                |  | Conditional statements and loops              | 3 | 6 |
|                |  | Functions and methods                         | 3 | 6 |
|                |  | Arrays and data structures                    | 3 | 6 |
| <b>SQA 500</b> | <b>Java Programming for Selenium</b>                   | Introduction to Java programming              | 3 | 3 |
|                |  | Data types and variables                      | 3 | 6 |
|                |  | Conditional statements and loops              | 3 | 6 |
|                |  | Functions and methods                         | 3 | 6 |
|                |  | Arrays and data structures                    | 3 | 6 |
|                |  | Object-Oriented Programming (OOP) concepts    | 3 | 6 |
| <b>SQA 600</b> | <b>Cybersecurity Application Testing with Selenium</b> | Overview of Cybersecurity Application testing | 3 |   |
|                |  | Element locators in Selenium                  | 3 | 6 |
|                |  | Writing test cases with Selenium WebDriver    | 3 | 9 |
|                |  | Debugging and error handling                  | 3 | 6 |
|                |  | Verifying page elements                       | 3 | 6 |
|                |  | Data-driven testing with Selenium             | 3 | 6 |
| <b>SQA 700</b> | <b>TestNG Framework for Automation Testing</b>         | Introduction to TestNG                        | 3 | 3 |
|                |  | Configuring TestNG with Selenium              | 3 | 9 |
|                |  | TestNG annotations and test case execution    | 3 | 9 |

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|                 |  | TestNG data providers and data-driven testing                       | <b>3</b> | <b>9</b> |
|                 |  | TestNG reporting and test result analysis.                          | <b>3</b> | <b>3</b> |
| <b>SQA 800</b>  | <b>Selenium and Continuous Integration</b>   | Introduction to continuous integration                              | <b>3</b> | <b>3</b> |
|                 |  | Configuring Selenium with Continuous Integration tools like Jenkins | <b>3</b> | <b>3</b> |
|                 |  | Scheduling and triggering automation test cases with Jenkins.       | <b>3</b> | <b>3</b> |
|                 |  | Continuous integration reporting and analysis                       | <b>3</b> | <b>3</b> |
| <b>SQA 900</b>  | <b>Advanced Selenium Techniques</b>          | Advanced WebDriver techniques                                       | <b>3</b> | <b>9</b> |
|                 |  | Advanced test case design and implementation                        | <b>3</b> | <b>9</b> |
|                 |  | Cross-browser testing with Selenium                                 | <b>3</b> | <b>9</b> |
|                 |  | Performance and load testing with Selenium                          | <b>3</b> | <b>9</b> |
| <b>SQA 1000</b> | <b>Best Practices for Automation Testing</b> | Introduction to best practices for automation testing               | <b>2</b> | <b>1</b> |
|                 |  | Test case design and maintenance                                    | <b>2</b> | <b>1</b> |
|                 |  | Code quality and maintainability                                    | <b>2</b> | <b>1</b> |
|                 |  | Debugging and error handling  | <b>2</b> | <b>1</b> |

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|--------------|--|--|------------|-----|
|              |  | Automation testing strategy and planning | 2          | 1   |
|              |  |  | 129        | 207 |
| <b>TOTAL</b> |  |  | <b>336</b> |     |

### **Equipment, Books and Facilities**

|   |
|---|
| <b>ITEM</b>   |
| <b>Student Computers</b>  |
| <b>Software Tools: Selenium, Git and GitHub, Jenkins and WebServers</b> |

### **Textbooks and other required Materials**

#### **Books:**

Selenium WebDriver 3 Practical Guide: End-to-end automation testing for web and mobile browsers with Selenium WebDriver by Unmesh Gundecha, Satya Avasarala.

ISBN-13: 9781788999762

A PDF version of the book is given to all the students. All the classroom lecture materials are also provided to the students in three different fashions:

1. USB
2. Online access
3. Paperback (by request only)

#### **Software (student will be given access to use these software):**

1. Selenium
2. Git and GitHub
3. Jenkins

#### 4. Web Servers

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this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending CICD to determine if your certificate will transfer.