



Les Certificates 2012 UCLA Extension University of California Los Angeles

Admission : Bac + 2 ou plus selon le Certificate,
avec ou sans TOEFL (Admission Bac, nous contacter)

Les Certificates de UCLA Extension, Los Angeles : Pourquoi étudier à UCLA Extension ?

UCLA Extension offre plus d'une cinquantaine de « Certificates » dans 6 différents domaines :

- Art
- Business, Management et Droit
- Education
- Ingénierie, Technologie
- Cinéma
- Sciences, Sciences Humaines et Journalisme

Ces « Certificates » ont été créés pour fournir à chaque étudiant des connaissances profondes de chaque département en associant théorie et pratiques. La plus part des professeurs sont des professionnels qui vous donnent une perspective pratique et professionnelle des challenges de tous les jours auxquels vous devrez faire face dans le monde du travail.



Comparés à des programmes type Bachelor ou Master, les Certificates de UCLA Extension vous offrent un diplôme de grande valeur à un tarif raisonnable. De plus, vous réglez vos cours en début de chaque trimestre au lieu de payer une année d'études à l'avance.

Un autre grand avantage à ces « Certificates », est que vous étudiez avec des étudiants américains et des professionnels du monde entier. De ce fait le niveau et la qualité de votre « Certificate » sont les mêmes que pour les américains.

Qu'est ce qu'un Certificate ? et quels sont les Certificats ouverts aux étudiants internationaux ?

Ces programmes se composent d'une séquence de cours reliés à une spécialité ou sujet tels que Production Cinématographique, Design, Gestion de Projets, Journalisme, Immobilier, Business, Marketing...

Chaque programme est conçu pour que les étudiants atteignent un certain niveau de compétences à la fin de leur « Certificate ».

Les « Certificates » sont très complets et comprennent entre 9 et 12 cours offerts sur une période de neuf mois à un an. La plus part des cours se déroulent sur douze semaines ;

ils sont intensifs et destinés à des étudiants sérieux qui souhaitent améliorer leurs connaissances et compétences.

Ces programmes répondent aux normes établies par « the University of California Academic Senate » et sont soumis à l'approbation de l'Université de UCLA.

A la fin de votre Certificat, vous recevrez de la part de UCLA Extension un « gold seal certificate » et pourrez participer à la cérémonie de remise des diplômes qui a lieu chaque été au mois de juin sur le magnifique campus de UCLA.

Quels sont les avantages pour votre carrière ? et pourquoi choisir un « Certificate » ?

- ✚ **La réputation de UCLA :** Les employeurs seront impressionnés par votre programme de UCLA, l'une des meilleures universités publiques des USA.
- ✚ **Connaissances et Expériences du monde réel du Travail :** À travers vos cours et vos différents contacts avec vos professeurs et vos camarades de classe venus du monde entier et des USA, vous gagnerez en expériences professionnelles. Vos stages et OPT vous apporteront la connaissance du terrain.
- ✚ **Création d'un réseau d'opportunités- Networking Opportunities :** vos contacts avec vos professeurs et vos camarades de classes vous permettront de créer un réseau utiles pour la recherche de stage ou d'emploi.
- ✚ **Compréhension interculturelle et amélioration de l'anglais :** vivre à Los Angeles, étudier à UCLA et expérimenter la vie américaine vous permettra de donner une valeur ajoutée à votre CV, perfectionner votre niveau d'anglais mais aussi vous sensibiliser aux différences culturelles.

Vous choisiriez un « Certificate » de UCLA Extension, pour:

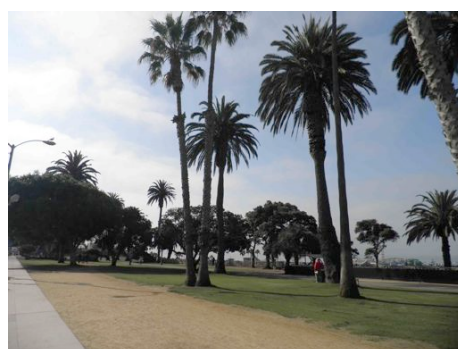
- ✚ Restez au goût du jour et évoluer dans vos études ou votre carrière actuelle
- ✚ Changer de profession ou d'orientation et prendre un nouveau départ
- ✚ Explorer de nouveaux domaines
- ✚ Gagner en pratique et en expériences
- ✚ Poursuivre un programme rigoureux tout en découvrant Los Angeles et UCLA
- ✚ Choisir une alternative rentable à un diplôme d'études supérieures beaucoup plus coûteux

Comment fonctionne le programme et l'emploi du temps ?

Les « Certificates » fonctionnent en trimestre avec 4 trimestres de 12 cours chacun par an. La plus part des programmes peuvent être complets en 3 ou 4 trimestres, soit 9 ou 12 mois.

En tant qu'étudiant international avec un visa F-1, vous devez vous inscrire pour un minimum de 12 crédits par trimestre. La majorité des classes représente 4 crédits, de ce fait vous suivrez environ 3 classes par trimestre.

Chaque programme comporte des classes obligatoires, les « Required » et d'autres optionnelles, les « électives », qui vous donneront les bases fondamentales et vous permettront de sélectionner les cours qui correspondent à vos besoins.



Chaque classe se déroule une fois par semaine, en fin de journée entre 18h30 et 21h30 ou de 19h à 22h, environ 36 heures par semaines. Pour chaque classe de 3h en cours, il vous sera demandé entre 6 et 9h de travail personnel en dehors des cours. Vous trouverez des exemple d'emploi du temps ci-dessous.

Est-il possible de choisir une spécialité?

Certain « Certificates » offrent des concentrations donc si vous le souhaitez vous pouvez vous concentrer, vous spécialiser sur un sujet particulier. Par exemple le General Business Studies Program propose des concentration sen Comptabilité, Publicité, Marketing, Finance, Immobilier, Import Export... et bien d'autres.

Y a t-il des stages proposés avec ces Certificates ?

De nombreux Certificates incluent des stages non rémunérés et du volontariat dans diverses entreprises de Los Angeles (cf curriculum de chaque Certificat).

De plus, après avoir obtenu votre Certificate et reçu votre diplôme, vous pouvez postuler pour un OPT (Optional Practical Training), de 12 mois supplémentaires. Il s'agit d'un stage rémunéré dans votre filière d'études, qui vous permettra alors de rester une année supplémentaire aux USA.

Voici quelques détails de Certificates ouverts aux étudiants internationaux :

- 1- Liste générale des Certificates***
- 2- Marketing Certificate***
- 3- General Business Certificate***
- 4- Daytime Business Certificate - 2 trimestres***
- 5- International Trade & Commerce Certificate***
- 6- Human Resources Certificate***

Certificate Programs at a Glance

For the latest updates on program information, program costs, and new programs, visit www.uclaextension.edu.

Department	Certificate Program	Program Length in Quarters ¹
Arts	Design Communication Arts	6
	Gardening & Horticulture	3
	Interior Design: Foundation Level	6
	Landscape Architecture ^{*2}	16
Business, Management & Legal	Accounting ³	7
	Business Fundamentals	3
	Finance	3
	Business Administration	
	No Concentration	7
	Accounting	7
	Advertising	7
	Entrepreneurship	7
	Finance	7
	Human Resource Management	7
	International Trade & Commerce	7
	Marketing	7
	Personal Financial Planning	7
	Real Estate	7
	Taxation	7
	General Business Studies	
	No Concentration	3
	Accelerated Daytime ⁴	2
	Accounting	3
	Advertising	3
	Entrepreneurship	3
	Finance	3
	Human Resource Management	3
	International Trade & Commerce	3
	Marketing	3
	Personal Financial Planning	3
	Real Estate	3
Taxation	3	

Department	Certificate Program	Program Length in Quarters ¹
Business, Management & Legal	Human Resources Management [*]	3
	International Trade & Commerce	
	No Concentration	3
	Global Business Management	3
	Financial Management	3
	Import/Export Operations	3
	Marketing	
	No Concentration	3
	Social Media & Web Analytics	3
	Real Estate	
	No Concentration	6
	Investments	6
	Paralegal Training [*]	2
	Taxation	3
Education	Early Childhood Education [*]	4
Engineering & Technology	Applications Programming	3
	Construction Management	3
	Project Management	2
	Systems Analysis	3
Entertainment Studies	Acting	4
	Business & Management of Entertainment	3
	Cinematography	4
	Development	4
	Directing	4
	Entertainment Studies	4
	Film Scoring	4
	Independent Music Production	3
	Music Business	3
	Producing	4
Humanities & Sciences	Global Sustainability	3
	Introductory Science	4
	Journalism/Media Studies [*]	3
	Post-Baccalaureate in Classics [*]	3

¹ UCLA and UCLA Extension operate on the quarter system; 1 quarter = 3 months (12 weeks); if students need to take one or more English courses, the program will last one quarter longer.

² Bachelor's degree required.

³ Bachelor's degree required to sit for CPA Exam.

⁴ Although listed as a daytime program, students may need to complement the daytime schedule with some evening courses if a more specific course of study is desired and/or if daytime course cancellations occur.

^{*} Program requires a TOEFL (iBT) score of 100 or an IELTS score of 7.0. Unless specified, other programs require TOEFL (iBT) scores of 79 and the IELTS scores of 6.5.



Business, Management & Legal

Marketing Certificate

Build your future with the latest marketing theory and practice.

Certificate Curriculum

Courses are 4 units unless otherwise specified.

Core Courses

X 160	Marketing Principles and Practices
X 460	Ethics in Marketing and Advertising (2 units)
X 460.41	The Power of Brand: Brand Management
X 460.52	Integrated Marketing Communications
X 461A	Writing for Marketing and Advertising (2 units)
X 466	Consumer Market Research
X 460.35	Strategic Marketing

Electives (12 units required)

X 163	Advertising Principles and Practices
X 460.16	Principles of Professional Selling
X 460.3	Consumer Behavior
X 460.394	New Media Marketing+
X 460.398A	Social Media Marketing+
X 460.43	Extreme Marketing
X 460.483	Global Marketing and Strategy
X 460.484	Internship in Marketing and Advertising
X 460.494	New Business Development and Pitching the Perfect Presentation

Electives (cont'd)

X 460.86	Customer Relationship Management
X 463.01	Advertising in the Digital Age+
X 463.13	Media Sales in a Cross-Platform World
X 463.4	Media Planning and Analysis
X 470.10	Web Analytics+
X 476.99	Marketing Entertainment: Strategies for the Global Marketplace+
X 480.5	Green Marketing Strategies
X 414.5	Entertainment Public Relations (2 units)
X 478.5	Crisis Management and Communications (2 units)+
X 490.8	Cross-Cultural Communication and Management in a Global Workforce

+ Elective course in Social Media and Web Analytics Concentration.

For more information visit uclaextension.edu/marketing.

Sample Certificate Schedule

Marketing Certificate (no concentration)

1st Quarter	2nd Quarter	3rd Quarter
Marketing Principles and Practices	Consumer Market Research	Strategic Marketing
Writing for Marketing and Advertising	Integrated Marketing Communications	Global Marketing and Strategy
Ethics for Marketing and Advertising	Social Media Marketing	Consumer Behavior
The Power of Brand: Brand Management		
12 Units	12 Units	12 Units

Courses and schedules change quarterly. For the latest information, check the current UCLA Extension catalog or visit uclaextension.edu/marketing.

Program Cost

Students pay the individual fee for each course as they progress through the certificate. The total course and textbook fees will vary according to which courses and program format are chosen. Following is the range of costs.

- Course Fees: \$4,160-\$5,630
- Certificate Candidacy Fee: \$150 (nonrefundable)
- Textbooks: \$900-\$1,100

Plus international student fees*, living expenses, transportation, and parking costs.

*International students must submit an application to the International Student Office at UCLA Extension. For more information about international student requirements visit uclaextension.edu/iso.

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Business, Management & Legal

General Business Studies Certificate

A professional program for today's evolving business world.

Customize your business education



The General Business Studies Certificate is a 36-unit program that helps you achieve professional and personal goals through a series of courses in various management fields. This flexible program lets you design a course of study that meets your unique interests and needs.

Program Benefits

- Design an individualized course of study with or without a concentration.
- Accelerated, daytime format option.
- Experienced instructors who are real-world professionals.
- Advisory services to help certificate students select courses based on their needs and schedules.
- Choice of live, classroom courses or instructor-led online classes.
- Career development through internship program, networking events, and professional association affiliations.

Certificate Overview

You must complete 36 course units within the academic disciplines of Management or Communications (courses are numbered X 1-199 or X 400-499), plus one ethics course at any time during the program. To receive credit, certificate students must complete courses with a letter grade of “C” or better. Candidates who complete this certificate are awarded the Gold Seal Certificate of the University of California signed by the Dean of UCLA Extension.

Concentrations

You have the option of selecting a General Business Studies Certificate that focuses on a specific subject area by taking at least 12 units in your chosen concentration.

- Accounting
- Advertising
- Entrepreneurship
- Finance
- Human Resources Management
- International Trade & Commerce
- Marketing
- Personal Financial Planning
- Real Estate
- Taxation

Sample Certificate Schedule

General Business Studies Certificate with Marketing Concentration

1st Quarter	2nd Quarter	3rd Quarter
Introduction to International Business Management Theory, Policy, and Process Marketing Principles and Practices	Dynamics of Interpersonal Communication The Power of Brand: Brand Management Global Marketing and Strategy	Social Media Marketing Developing a Business Plan Doing Business in the U.S. Business Ethics (1 day)
12 Units	12 Units	12 Units

Courses and schedules change quarterly. For the latest information, check the current UCLA Extension catalog or visit uclaextension.edu/bmlp.

Earn a Certificate in 6 Months!

The Business, Management & Legal Department offers an accelerated, daytime format for this certificate where courses meet 9am-5pm for 4-6 weeks. Each course meets at least twice a week for at least 3 hours per class.

By blending accelerated, daytime courses with selections from our wide variety of evening courses, students can complete the General Business Studies Certificate in just 2 quarters (6 months).

Sample Accelerated Daytime Certificate Schedule 2 quarters

Students must also take 1 ethics course (not shown in schedule)

1ST QUARTER

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Marketing Principles and Practices (M, W)											
Introduction to International Business (Tu, Th)											
			Fundamentals of Business Administration and Management (Tu, Th)								
						Management Theory, Policy, and Process (M, W)					
						Social Media Marketing (Tu, Th)					

2ND QUARTER

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Entrepreneurship and New Venture Formation (M, W)											
Business Economics (Tu, Th)											
						Fundamentals of International Trade (M, W)					
						Global Marketing and Strategy (Tu, Th)					

Program Cost

Students pay the individual course fee as they progress through the certificate. The total course and textbook fees will vary according to which specific courses and program format are chosen. Following is the range of costs.

- Course Fees: \$4,000-\$8,500
- Certificate Candidacy Fee: \$150 (nonrefundable)
- Textbooks: \$900-\$1,050

Plus international student fees*, living expenses, transportation, and parking costs.

*International students must submit an application to the International Student Office at UCLA Extension. For more information about international student requirements visit uclaextension.edu/iso.



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International Trade & Commerce Certificate

Real-world learning for a world economy.

Certificate Curriculum

Core Courses

X 460.902	Introduction to International Business
X 460.903	Fundamentals of International Trade
X 460.961	Global Business Skills: Planning and Negotiating Strategies
X 460.99	International Business Management
X 460.95	International Business Policies and Strategies

Ethics Requirement

891.02	Business Ethics
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Electives (4 Required)

X 130A	Basic Managerial Finance
X 163	Advertising Principles and Practices
X 190	Management Theory, Policy, and Process
X 423.4	International Accounting
X 427.121	International Taxation
X 430.135	Money and Banking
X 450.65	International Human Resources Management
X 460.483	Global Marketing and Strategy
X 460.91	Export Documentation, Traffic, and Banking
X 460.912	Global Supply Chain Management
X 460.913	Import Operations and Techniques
X 460.923	International Finance
X 460.94	Law in International Business
X 460.951	Internship in International Trade and Commerce
X 460.952	Doing Business in the U.S.
X 460.983	International Investing
X 460.987	Doing Business in Latin America
X 460.989	Doing Business in China
X 460.988	Global Currency Management
X 460.998	Doing Business in India
X 497.80	Creating a Successful Business

Sample Certificate Schedule

International Trade and Commerce Certificate with Import/Export Operations Concentration

1st Quarter	2nd Quarter	3rd Quarter
Introduction to International Business	Global Business Planning Skills	International Business Policies and Strategies
Fundamentals of International Trade	International Business Management	Export Documentation, Traffic, and Banking
Import Operations and Techniques	Global Supply Chain Management	Doing Business in the U.S.
	1-Day Business Ethics Seminar	

Courses and schedules change quarterly. For the latest information, check the current UCLA Extension catalog or visit uclaextension.edu/internationaltrade.

Program Cost

Students pay the individual fee for each course as they progress through the certificate. The total course and textbook fees will vary according to which courses and program format are chosen. Following is the range of costs.

Course Fees: \$4,000-\$5,630

Certificate Candidacy Fee: \$150 (nonrefundable)

Textbooks: \$900-\$1,050

Plus international student fees*, living expenses, transportation, and parking costs.

*International students must submit an application to the International Student Office at UCLA Extension.

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Business, Management, and Legal Programs

Human Resources Management Certificate

A 9-Course Professional Program

The Human Resources Management Certificate offers a current, comprehensive, and practical grounding in the major areas required of a human resources professional. The courses for this 36-unit program are conveniently scheduled and offer direct skills practice along with expert guidance from instructors who are practitioners or consultants in the field.

Candidates completing this program are **awarded the Gold Seal Certificate of the University of California** signed by the Dean of UCLA Extension.

Program Overview

Program Features and Benefits

- Instructors who are highly experienced human resources professionals and current practitioners in the field
- Ongoing certificate advisory services to help students plan their course of study based on their needs and schedules
- Flexibility to complete coursework through live, classroom sessions or instructor-led online classes
- Career development opportunities through an internship program and professional association affiliations

Program Requirements

Students must:

- Submit an Application for Candidacy with a nonrefundable application fee
- Complete all seven core courses and two elective courses for a total of 36 units
- Receive a grade of "C" or better in all of the required courses
- Complete the two-day seminar, Ethics for Human Resources Professionals, at any time during the program
- Complete the curriculum within five years

Transfer of Courses

A maximum of two courses may be transferred into the Human Resources Management Certificate. Courses must have been completed within the last five years from an accredited institution in the United States. Our Certificate Program Advisor will work with you to answer your specific questions.

Program Curriculum

Group A: Seven Core Course

X 450	Elements of Human Resources Management
X 450.03	Financial Aspects of Human Resources Management
X 450.2	Talent Acquisition
X 450.31	Compensation Programs: Administration and Design
X 450.32	Benefits Programs: Administration and Design
X 450.34	Employee Relations and Legal Aspects of Human Resources Management
X 482.201	Human Resources Development

Group B: Electives (Two Required)

X 450.35	Strategic Human Resources Management
X 450.36	Human Capital Management
X 450.50	Internship in Human Resources Management
X 450.65	International Human Resources Management
X 482.203	Advanced Human Resources Management

Ethics Requirement

859.50	Ethics for Human Resources Professionals
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