

California State University, Dominguez Hills

ADVANCED HIGHER EDUCATION ADMINISTRATION PROGRAM

The Advanced Higher Education Administration Program is designed for international university administrators to enhance their knowledge and understanding of higher education administration practices in the United States. University administrators lead the seminars and present applied practical experiences in the areas of university structure, leadership models, interrelationship of operational departments, and management and oversight of faculty, administrators and researchers. Visiting university administrators will learn about the educational system of universities and colleges in the U.S. and California in particular, and examine best practices and challenges in operating a university as well as organizing diverse components within an institution of higher education. Academic field trips to universities and community colleges will reinforce topics discussed in this program.

Program Topics

- ✓ Academic Affairs: Curriculum Design and Accreditation
- ✓ California Community Colleges & Higher Education System
- ✓ College Organizational Structure – Deans’ Roles & Responsibilities
- ✓ Human Resources Management in Higher Education
- ✓ Leadership in Higher Education Administration
- ✓ Overview of Higher Education System in U.S.
- ✓ Relationship between University, Government and Local Communities
- ✓ Responsibility of U.S. Higher Education: State-of-the-Union
- ✓ Role of Students in Governance of the University
- ✓ Systems of Higher Education – The California Master Plan
- ✓ Teaching and Research Administration – A Case Study
- ✓ University Alumni Relations
- ✓ University Financial Management and Resource Allocation
- ✓ University Degree Program Planning and Design
- ✓ University Fund Raising
- ✓ University Logistics and Campus Services
- ✓ University Student Affairs and Community Activities

The number of seminars offered will depend upon the length of visit at CSUDH and requested hours of presentation each day.

For more information, please contact:
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ADVANCED HIGHER EDUCATION STUDENT AFFAIRS PROGRAM

The Advanced Higher Education Student Affairs Program is designed for international university student affairs administrators to enhance their knowledge and understanding of higher education student affairs practices in the United States. University student affairs administrators lead the seminars and present applied practical experiences highlighting student affairs organizational structure, the interrelationship of various departments within student affairs office, and the relationship between university student affairs and community activities. Visiting student affairs administrators will learn about university departments of student affairs in the U.S. and examine best practices and challenges in managing student admissions and academic records, the role of students in governance of the university and alumni relations, as well as maintaining students' health and wellbeing in preparing students for career life beyond the university. Academic fieldtrips to local student affairs departments and local universities and community colleges will reinforce topics discussed in this program.

Program Topics

- ✓ Academic Affairs: Curriculum Design and Accreditation
- ✓ CSU System-wide Perspective—Admissions & Transfers
- ✓ Current Issues in University Student Affairs—Roundtable Discussion
- ✓ Overview of Higher Education System in the U.S.
- ✓ Preparing Students for Career Life Beyond the University
- ✓ Relationship Between University, Government and Local Communities
- ✓ Role of Students in Governance of the University
- ✓ Unique Needs of the Adult Learner on Campus
- ✓ University Admissions and Outreach
- ✓ University Alumni Relations
- ✓ University Freshman Programs
- ✓ University Logistics and Campus Services
- ✓ University Student Academic Record Systems in the U.S.
- ✓ University Student Affairs and Community Activities
- ✓ University Student Affairs in the U.S.
- ✓ Women and Men on Campus—Programming Challenges

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ADVANCED PUBLIC ADMINISTRATION PROGRAM

The Advanced Public Administration Program is designed for public officials in the municipal and government sector who wish to gain knowledge and perspective in the area of public administration. Leading public administrators from local city and county organizations will lead these seminars on public administration. Through applied learning concepts, participants will develop and enhance essential skills as an effective leader in the public sector and gain a wider understanding of the many facets of public administration. The focus of this series will be on: leadership principles, the importance of embracing change, strategic thinking, ethics, financial management, creativity, and innovation—all in the context unique to public institutions. Academic and cultural fieldtrips to local public administration facilities will reinforce applied concepts of the program topics.

Program Topics

- ✓ Business Ethics in Public Administration
- ✓ Creativity and Innovation—An Oxymoron
- ✓ Embracing Change in Public Organizations
- ✓ Influencing Skills for Greater Results
- ✓ Leadership in Public Administration
- ✓ Overview of Federal, State and Local Government
- ✓ Overview of Metropolitan Politics
- ✓ Overview of Public Management and Policy
- ✓ Private and Volunteer Organizations in the U.S.
- ✓ Public Finance & Taxation Systems in the U.S.
- ✓ Public Health and Pandemic Disease
- ✓ Role of U.S. Government in Economic Development
- ✓ Strategic Thinking and Decision Making in the Public Sector
- ✓ U.S. Business and Public Sector Institutions and Practices
- ✓ U.S. Homeland Security: Emergency Management and Disaster Preparedness

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APPLIED PROJECT MANAGEMENT PROGRAM

The Applied Project Management Program is designed for individuals to learn and gain the necessary knowledge and skills to manage organizational projects. Highly experienced project managers will lead participants step-by-step through all aspects of the completion of a 'virtual project. The focus of this program is the application of knowledge and interpersonal skills along with the project management cycle which includes defining the project goals and development of a project plan, implementation of the project plan, managing the time and cost of a project including procurement and risks, managing the communication and quality of the project, as well as assessing the final outcome of the project. Upon program completion, participants will have a substantial portfolio which will include all aspects of one's work in managing a virtual project. Academic and cultural field trips will reinforce topics discussed in this program.

Program Topics

- ✓ Project Management Overview
- ✓ Project Management Skills in Time and Cost Management
- ✓ Project Execution and Control: Putting It All Together
- ✓ Managing Procurement, Planning and Risk in Projects
- ✓ Managing Quality and Communications in Projects
- ✓ Project Evaluation and Closure

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BUSINESS / CORPORATE MANAGEMENT PROGRAM

The Business/Corporate Management Program is designed for leaders in business interested in exploring corporate management and business development. Business professionals will enhance their knowledge in the business sector and learn from other professionals in the area. Local business leaders from various areas relating to the topic will lead the seminars. The focus of this program will be on: business management practices in the United States relating to corporate leadership, strategic planning and management, human resources, finance, quality and e-commerce and global marketing. Academic and cultural fieldtrips to local businesses both large and small will help to reinforce applied concepts in this program.

Program Topics

- ✓ Auditing Oversight
- ✓ Business Continuity
- ✓ Business Process Improvement
- ✓ Business Valuation
- ✓ Communication Skills for Business Leaders
- ✓ Corporate Finance
- ✓ Corporate Human Resource Management
- ✓ Corporate Leadership
- ✓ Customer & Process Management in the Supply Chain
- ✓ Developing and Sustaining Business Growth
- ✓ Emerging Issues in Corporate Management
- ✓ Government's Role in Corporate Governance
- ✓ Leading Through Continuous Change
- ✓ Marketing Strategy: An International Approach
- ✓ Overview of Global Marketing
- ✓ Overview of e-Commerce
- ✓ Quality Management in the United States
- ✓ Role of U.S. Government in Economic Development
- ✓ Standardization of U.S. Industries
- ✓ Strategic Management: A Global Approach
- ✓ Strategic Planning
- ✓ Strategic Thinking for Leaders
- ✓ Total Quality Assurance Framework
- ✓ U.S. Business and Public Sector Institutions and Practices
- ✓ U.S. Corporate Structure

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COMMUNITY VOCATIONAL COLLEGE ADMINISTRATION PROGRAM

The Community Vocational College Administration Program is designed for international community and vocational educators and administrators to increase their knowledge and understanding of community vocational education and administration practices in the United States. University and community college administrators lead the seminars exploring the evolution of community vocational and technical education in the U.S. in response to the industrial globalization and current demands of information and technology. Visiting international educators and administrators will examine community vocational and technical education and training of universities and colleges in California; highlight contributions of community colleges to both economic and social development; explore the various relationships between vocational schools, government, private businesses and non-profit organizations; and demonstrate how to effectively develop and utilize community educational resources. Academic field trips to universities and community colleges will reinforce topics discussed in this program.

Program Topics

- ✓ Academic Career Counseling and Assessment
- ✓ Community Education Curriculum Planning and Vocational Training in U.S. Community Colleges
- ✓ Community Vocational Education Accreditation Standards
- ✓ Evolution of Vocational and Technical Education Systems in the U.S.
- ✓ Identifying Vocational Education Trends in the U.S.
- ✓ Impact of Community Education on Society and the World Economy
- ✓ Non-Credit Professional Development Education and Training—Certificate Programs
- ✓ Overview of World Community Education in the 21st Century: A Comparison
- ✓ Role of Government and Businesses in the Development and Delivery of Vocational and Technical Education
- ✓ Role of Non-Profit Organizations and Industry Associations in Vocational Education and Training
- ✓ Role of Professional Designations and Industry Licensing
- ✓ System of Higher Education – The California Master Plan
- ✓ U.S. Workforce Development Programs—Employee Training
- ✓ Use of Technology in Higher Education—Online Education Programs

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EFFECTIVE EMPLOYEE MANAGEMENT PROGRAM

The Effective Employee Management Program is designed for managers interested in developing and enhancing their management skills while learning new ones. Managers who are truly successful must be able to inspire their employees and generate a synergy that benefits the entire organization. From highly accomplished senior managers in business and the community, participants will learn how to examine the crucial roles managers play in ensuring the success of an organization through case studies and role-playing exercises. Academic and cultural fieldtrips will reinforce topics discussed in this program.

Program Topics

- ✓ Advanced Speaking and Listening Skills
- ✓ Building Teamwork in Organizations
- ✓ Communication Skills for Leaders
- ✓ Effective Goal Setting and Performance Appraisals
- ✓ Effective Leadership Decision Making
- ✓ Effective Time and Stress Management
- ✓ How to Achieve Customer Services Excellence
- ✓ How to Make More Creative and Ethical Decisions
- ✓ New Development in Disciplining and Terminating Employees Legally
- ✓ Selecting, Orienting and Coaching Employees Effectively
- ✓ The Art of Motivating Employees
- ✓ Win-Win Strategies for Managing Politics, Conflict, and Problem Employees

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EMERGENCY MANAGEMENT/DISASTER PREPAREDNESS PROGRAM

The Emergency Management/Disaster Preparedness Program is designed for international public officials who are specifically responsible for emergency management and disaster preparedness functions within their countries. Emergency management professionals will enhance their knowledge and skills by learning from U.S. experts in the area of emergency management to become more effective managing emergencies and disasters in their home regions. Emergency professionals from both public and private agencies in various areas will lead the seminar discussions. The focus of this program will be on the role of Federal, state and local governments in the event of a crisis, coordination and cooperation among emergency professionals, volunteers and communities, and crisis evaluation and assessment as well as continuity planning. Academic and cultural fieldtrips to local emergency management centers and related agencies will reinforce the applied concepts of the program topics.

Program Topics

- ✓ Overview of U.S. Federal, State and Local Government
- ✓ Introduction to U.S. Public Policy Management
- ✓ U.S. Homeland Security: Emergency Management & Disaster Preparedness
- ✓ Overview of Emergency Management
- ✓ Business Continuity Planning
- ✓ First Responders in Emergency Management
- ✓ Information Systems Response in a Public Emergency
- ✓ Emergency Management for Events
- ✓ Developing and Managing Volunteers in Emergency Management
- ✓ Public Health and Pandemic Disease
- ✓ Practices in Crisis Management
- ✓ Crisis Management Teams – The Dynamics
- ✓ Assessing Risk: The Process
- ✓ Crisis Communications
- ✓ Role and Functions of Crisis Management Plans

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ENGLISH FOREIGN LANGUAGE FACULTY DEVELOPMENT PROGRAM

The English Foreign Language (EFL) Faculty Development Program engages international teachers of English as a foreign language to enhance their knowledge and practice in learning methods of communicative language teaching. Visiting faculty are led by expert instructors in the field of EFL through a series of applied interactive workshops addressing the unique challenges of teaching a language outside of its cultural environment. Faculty development workshops focus on the theory and methodology of incorporating communicative techniques in the classroom, developing language and vocabulary fluency in meeting the needs of the learners, and increasing teaching effectiveness in the classroom. Academic fieldtrips and classroom observations will reinforce topics discussed in this program.

Program Topics

- ✓ Academic and Professional Vocabulary
- ✓ Pronunciation Techniques
- ✓ Assessing Student Learning
- ✓ Communicative Language Teaching
- ✓ Computer Assisted Language Learning
- ✓ Curriculum and Syllabus Design
- ✓ Developing Oral Fluency
- ✓ English for Specific Purposes: Principles, Foundation, and Strategies
- ✓ Instructional Strategies to Encourage Critical Thinking
- ✓ Learner Styles and Feedback
- ✓ Materials: Selection and Use
- ✓ New Techniques for Language Acquisition
- ✓ Principles and Approaches to Teaching English
- ✓ Teaching Elements of Advanced Oral Language
- ✓ Teaching English for Academic Purposes
- ✓ Teaching English Skills: Discreet vs. Integrated
- ✓ Teaching Made Fun
- ✓ Teaching Reading & Vocabulary
- ✓ Teaching Students to Work Collaboratively
- ✓ Teaching Writing and Grammar
- ✓ Techniques and Teacher Responses for Writing
- ✓ Tools for Self-Reflective Teaching
- ✓ Writing and Implementing Communicative Lesson Plans
- ✓ Writing It Right

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FACULTY DEVELOPMENT PROGRAM

The Faculty Development Program engages international university faculty to enhance their teaching skills in English and provides opportunities to observe instructional techniques used in undergraduate and graduate-level classes at California State University, Dominguez Hills (CSUDH). Visiting faculty are immersed in an intensive hands-on experience comprised of faculty development workshops, specialized English classes, mentoring and classroom observation opportunities. Faculty development workshops address such topics as motivating students, interactive teaching techniques, planning and conducting effective classroom discussions, critical thinking in the classroom, creating and managing groups effectively, and assessment in an interactive learning environment. Observations and presentations to university classes will expose international faculty to a variety of teaching styles in many disciplines, further develop English skills for giving lectures and making presentations as well as increasing conversational fluency to enhance their teaching effectiveness. Academic fieldtrips and classroom observations will reinforce topics discussed in this program.

Program Topics

- ✓ Academic and Professional Vocabulary
- ✓ Active Learning in the Classroom
- ✓ Assessing Student Learning
- ✓ Collaborative/Cooperative Learning
- ✓ Communicative Language Teaching
- ✓ Composition and Reading - Intensive
- ✓ Conversation Fluency—Developing Oral Communication
- ✓ Creating Strategies for Working with Large Groups
- ✓ Curriculum & Syllabus Design
- ✓ Effective Classroom Management Techniques
- ✓ Effective Library Research Using Electronic Materials
- ✓ Effective Presentations
- ✓ Grammar for Communication
- ✓ Instructional Strategies to Encourage Critical Thinking
- ✓ Learner-Centered Teaching
- ✓ Materials: Selection and Use
- ✓ Motivating and Engaging Students
- ✓ Overview of Online Learning: OASIS Center
- ✓ Speaking for Communication
- ✓ Tools for Self-Reflective Teaching
- ✓ Vocabulary Building - Intensive
- ✓ Writing and Implementing Communicative Lesson Plans

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APPLIED SUSTAINABILITY & GREEN BUILDING PROGRAM

The Green/Sustainability program is designed to provide international participants an applied understanding of the concepts, practical knowledge and skills necessary for the adoption of sustainability practices. Many factors interconnect in the pursuit for a green and sustainability future. Making an organization environmentally sustainable requires a shift in thinking--the Applied Sustainability topics examine how to transform business practices to preserve the environment while increasing long-term profitability. The Green Building and Construction topics feature green architecture, environmental planning, green construction management, manufacturing plant energy conservation, energy auditing, energy data management, green HVAC and sustainable building management. In the Information Technology area, cutting-edge topics such as data center efficiency, cloud computing and cost-benefit analysis for green IT are discussed.

The focus of this program will investigate how to implement solutions for building sustainable communities, organizations and eventually a sustainable world. Becoming a sustainable organization can help mitigate risks, allocate resources, fuel innovation, increase employee retention and create competitive revenue opportunities.

Program Topics

Applied Sustainability

- ✓ Leading your Organization to a Sustainable Future
- ✓ Sustainability as a Business Model
- ✓ Sustainability as a Marketing Strategy
- ✓ U.S. Government Policies and Regulations Impacting Sustainability

Green Building and Construction

- ✓ Energy Management Standards and Practices in the United States
- ✓ Energy Master Planning Best Practices
- ✓ Manufacturing Plant Energy Planning

- ✓ Overview of Education Institution and Commercial Buildings Energy Auditing
- ✓ U.S. Energy Auditing Practices
- ✓ U.S. Green HVAC Design Standards and Regulations
- ✓ Retrofitting HVAC Design

Information Technology

- ✓ Cloud Computing and Energy Efficiency
- ✓ Green Design and Construction Overview
- ✓ Incorporating Sustainability into City Planning
- Turning Green: Data Center Efficiency Overview

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K-12 PRINCIPALS ADMINISTRATION PROGRAM

The K-12 Education Administration Program is designed for principals and vice principals in elementary and secondary schools who wish to gain knowledge and perspective in the area of K-12 school administration. Local educators and school leaders will lead the seminars and introduce participants to the policies and administration of elementary and secondary schools in the U.S. and California, in particular. The focus of this seminar will be on: school leadership, student assessment, teacher assessment and management, special education programs and the use of advanced technology in education. Academic and cultural fieldtrips to neighboring schools will reinforce the applied concepts of the program topics.

Program Topics

- ✓ Administration of Public Schools in California
- ✓ American School Management: Policies and Procedures
- ✓ Historical Development of Elementary & Secondary Education in the U.S.
- ✓ Human Resource Management in K-12 Education
- ✓ Improving Student Achievement through Common Assessments, Formative Assessments, and Data-driven Planning
- ✓ K-12 Education Challenges for Principals in the U.S.
- ✓ K-12 Teacher Training and Professional Development
- ✓ Leadership Development for K-12 Principals
- ✓ Management Policy and Procedures in K-12 Schools
- ✓ Role of Parent Teacher Association (PTA)
- ✓ Specialization in Education Programs: Gifted, Talented, Character and Special Education
- ✓ Teaching in California Schools: State Learning Standards
- ✓ Technological Advancements in Education

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LEADERSHIP DEVELOPMENT PROGRAM

The Leadership Development Program is designed for current and emerging leaders in organizations desiring to enhance their leadership skills. Today's increased economic globalization and growing emphasis on teams and teamwork makes leadership skills critical in the success of an organization. The focus of this program will be to assess the attributes, skills and knowledge, and personal goals that bring individuals to the role of leadership. Participants will learn what it means to lead with vision by examining the nature of strategic leadership through developing a better understanding of their purpose and role within the organization. Academic and cultural fieldtrips to meet with local leaders will further reinforce the applied leadership concepts in this program.

Program Topics

- ✓ Coaching Skills for Leaders
- ✓ Communication Skills for Business Leaders
- ✓ Corporate Leadership
- ✓ Developing the Leader Within
- ✓ Influencing for Greater Results
- ✓ Leadership and Ethics
- ✓ Leadership Communication Styles
- ✓ Leadership in Public Administration
- ✓ Leadership Orientation, Values and Motivations
- ✓ Leadership Self-Assessment: Myers-Briggs Type Indicator (MBTI)
- ✓ Leading Change in Organizations
- ✓ Mentoring for Employee Development
- ✓ Organizational Leadership
- ✓ Performance Leadership—Leading through Continuous Change
- ✓ Strategic Thinking and Decision Making for Leaders
- ✓ The Art of Collaboration—Team Building
- ✓ The Leadership Challenge—Which Leader Are You?

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PUBLIC HEALTH ADMINISTRATION PROGRAM

The Public Health Administration Program is designed for public health officials seeking to expand their knowledge and effectiveness in managing and administering public health programs in the community. Leading health officials and government administrators from local health and city organizations will lead these seminars on public health. Participants will gain an overview of the public healthcare system in the United States and how the various sectors are related and interdependent. The focus of the program will be on healthcare systems and institutions in the U.S., government oversight of health related fields from drug development to hospital care as well as government management in a public health crisis. Academic and cultural fieldtrips to local healthcare and government facilities will help to reinforce the applied concepts of the program topics.

Program Topics

- ✓ Environmental Health Issues
- ✓ Health Promotion and Disease Prevention
- ✓ Hospital Quality Management & Control
- ✓ Issues in Public Health
- ✓ Overview of Healthcare Systems in the U.S.
- ✓ Overview of the Federal Drug Administration (FDA)
- ✓ Private and Volunteer Organizations in the U.S.
- ✓ Public Health and Pandemic Disease
- ✓ Relationship between Epidemiology & Nutrition

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U. S. STANDARDIZATION & QUALITY CONTROL PROGRAM

The Standardization and Quality Control Program is designed for manufacturers and other businesses to enhance their knowledge and understanding of standards in industry and quality control measures commonly used in the United States. Industry leaders need processes to measure the quality and consistency of products in the market as a means to guarantee customer satisfaction and governmental compliance. Quality assurance specialists and government regulatory officers lead seminars on the history and development of standardization, occupational health and safety regulations, quality assurance, business process improvement, Six Sigma concepts and government regulatory agencies and enforcement of standards in the U.S. Participants in this program will learn about the standardization and quality processes in place in the U.S. and California in particular, and examine best practices and challenges in operating a business while maintaining governmental compliance and designing quality and assurance controls. Academic and cultural field trips to local manufacturing facilities and businesses will reinforce topics discussed in this program.

Program Topics

- ✓ Business Process Improvement
- ✓ Definition and Use of Six Sigma in Business
- ✓ Development of Occupational Safety & Health Agency (OSHA) Standards and Utilization
- ✓ Government Enforcement of Measurement Standards
- ✓ Historical Development of U.S. Standards
- ✓ International Application of Quality Control
- ✓ Introduction of Occupational Health Programs, County of Los Angeles
- ✓ OSHA Standards Regulations
- ✓ Quality Management in Case Studies
- ✓ Quality Management in the United States
- ✓ Role of Six Sigma in American Business
- ✓ Standardization of U.S. Industries
- ✓ Statistical Process Control (SPC)
- ✓ Total Quality Assurance Framework
- ✓ Total Quality Management in the United States

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SUPPLY CHAIN MANAGEMENT PROGRAM

The Supply Chain Management Program is designed for managers to learn how to effectively and efficiently manage the activities of design, manufacturing, distribution and recycling of their products and services. These activities are supply chain management which is defined as the process of managing materials, information and financial flows in a network of suppliers, manufacturers, distributors, and customers. The coordination and integration of these flows are critical. This program will help participants understand the importance of the supply chain, the role it plays in an organization's strategic development and the need for accurate inventory management techniques; as well as gain an understanding of supplier relationship management, procuring from international recourses and working with diverse cultures. Academic and cultural field trips to local manufacturing facilities and businesses will reinforce topics discussed in this program.

Program Topics

- ✓ Customer and Process Management in the Supply Chain
- ✓ Introduction to Global Supply Chain Procurement
- ✓ Introduction to Purchasing and Supply Chain Management
- ✓ Inventory Control and Management in the Supply Chain
- ✓ Supply Chain Logistics
- ✓ Supply Chain Management: Design Optimization

Advanced Supply Chain Management Topics:

- ✓ Supply Chain Strategy
- ✓ Global Supply Chain
- ✓ Lean Supply Chain
- ✓ Supply Chain Relationships & Partnerships
- ✓ Sustainable Supply Chain
- ✓ Supply Chain Metrics

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TECHNOLOGY BASED MARKETING & ADVERTISING PROGRAM

The Technology Based Marketing & Advertising Program is designed for individuals interested in enhancing their knowledge and understanding of essential marketing principles and techniques used in marketing organizations and products throughout the world. This program has been designed to provide marketing and advertising professionals an applied understanding of the contemporary concepts, practical knowledge and skills necessary to lead a technology based marketing campaign. The focus of this program will be on: the efficacy of online social networks, technology tools used to enhance marketing globally, strategies to prepare a technology based marketing campaign, and the use of technology in market advertising. Academic and cultural fieldtrips to businesses who are leaders in technology marketing will help to reinforce applied concepts in this program.

Program Topics

- ✓ Concept to Market – Understanding the Essentials
- ✓ Developing & Implementing Successful Marketing Plans
- ✓ Marketing Basis
- ✓ Marketing Communications
- ✓ Marketing Strategy: An International Approach
- ✓ Overview of Global Marketing
- ✓ Sales & Marketing—Understanding the Relationship
- ✓ Strategies for the Launch – Ready, Set, Go
- ✓ Technology Based Marketing Proposal
- ✓ Technology Driven Advertising
- ✓ Technology Marketing Tools

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U.S. TOURISM & HOSPITALITY PROGRAM

The U.S. Tourism and Hospitality Program is designed for professionals in the hospitality industry to enhance their knowledge and understanding of the basic principles and practices of tourism in the United States. Industry experts from various areas of hospitality and tourism lead the seminars and present applied practical experiences in the areas of US tourism especially in California, the ethical and legal aspects of tourism finance, safety and risk assessment, marketing and sales, creating value and competitive advance in the hospitality industry while maintaining cultural considerations. Visiting hospitality professionals will learn about the tourism industry in the U.S. and California in particular, and examine best practices and challenges in operating hospitality related businesses. Academic field trips to conference facilities, hotels/ resorts and local tourist attractions will reinforce topics discussed in this program.

Program Topics

- ✓ Creating Value & Competitive Advantage in the Hospitality Industry
- ✓ Cultural Considerations in the Hospitality Industry
- ✓ Hotel Group Functions—Convention Services
- ✓ Introduction to Hotel Rooms Management
- ✓ Legal and Ethical Aspects in Tourism
- ✓ Overview & Scope of Hospitality Industry
- ✓ Overview of Hotel Management in the U.S.
- ✓ Overview of Tourism in the U.S.
- ✓ Role of Concierge in the Hospitality Industry
- ✓ Role of Suppliers & Vendors in the Hospitality Industry
- ✓ Tourism Finance
- ✓ Tourism Industry in California
- ✓ Tourism Safety & Security—Risk Assessment
- ✓ Tourism Sales, Marketing & Customer Service

The number of seminars offered will depend upon the length of visit at CSUDH and requested hours of presentation each day.

For more information, please contact:
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California State University
DOMINGUEZ HILLS

California State University, Dominguez Hills

WATER RESOURCE MANAGEMENT PROGRAM

The Water Resource Management Program is designed for international managers and officials responsible for water resource management in their communities. Water resource professionals will enhance their knowledge in the field of hydrology and water resource sustainability. Expert professionals from local water facilities will lead the seminars that will concentrate on the challenges and solutions of working with finite resources. The focus of this program will be on the theory and development of water resource management, government regulation and administration, specifically, in the near desert climate of Southern California. Academic and cultural fieldtrips to water facilities including treatment plants, reservoirs and watersheds will reinforce the applied concepts of the program topics.

Program Topics

- ✓ Administration and Operation of Large and Medium- Sized Water Reservoirs
- ✓ Administration Policies and Regulations of Water Resources in Watersheds
- ✓ California Water Initiatives
- ✓ Ecological Compensation Policies in Watersheds
- ✓ Governmental Function of Water and Soil Conservation
- ✓ Ground Water & Soil Remediation
- ✓ New Theory of Comprehensive Planning of Water Resources in Watersheds
- ✓ Overview of General Hydrology
- ✓ Overview of Water Resources Management in California
- ✓ Recent Challenges & Development in Municipal Waste Water Treatment
- ✓ Relevant Law and Policies of Water & Soil Conservation & Water Resources in the U.S.
- ✓ Sustainability in a Desert Watershed
- ✓ Sustainable Development and Treatment Practices of River Drainage Area
- ✓ Water Conservation and Design
- ✓ Water Reservoirs and Their Impact on Downstream Rivers

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