



Course
CATALOG
Fall 2021

PROFESSIONAL COMMUNICATIONS

Providing instruction in essential communication skills required in the business environment, this course focuses on preparation and delivery of effective visual information designed to capture and compel an audience. Activities emphasize communication in real-world business situations and enable students to begin developing their ability to write and speak effectively in the workplace. Course participation includes delivery of purposeful presentations and peer critique.

ATTITUDE OF INNOVATION: ESSENTIALS

Challenges arise every day, often in unexpected places. How do you develop the skills and knowledge necessary to thrive in an ever-changing world? In this course, you will learn how to confidently and capably tackle difficult problems, reframe how you approach challenges, and build your innovative mindset.

BOOKS TO KEEP SANE BY

This course surveys books and authors everyone should read if they desire a whole and healthy life. We read, dialogue, and contemplate the life-shaping principles from several classic works. Someone once said that our modern world is a thousand miles wide and an inch deep. We have rejected practices and lifestyles that make life full of ideas that ultimately hinder our humanity and joy.

DIGITAL STORYTELLING

Learn the art of telling a compelling story with video by discovering the fundamentals of storytelling, video production, and digital distribution — using only smartphone cameras and apps. Delve into film terminology, theory, and technique in the pursuit of telling impactful stories that change people.

DSLR VIDEO PRODUCTION

Using the knowledge learned from Digital Storytelling, delve deeper into video production theory and techniques by using DSLR cameras to tell compelling stories. Learn how to control and manipulate aperture, depth of field, frame rates, and focal lengths to craft an advanced interview driven capstone project. Make use of basic 3 and 4 point lighting setups and external microphones to give your interview a more professional feel. And use entry level non-linear computer software to edit together your finished piece on the computer.

ECONOMICS & GOVERNMENT

Many believe the study of America's government and economics will be boring and even depressing. Some have the impression that government is mainly about laws and that many of our nation's leaders (past and present) are self-serving and hungry for power. Others feel powerless to change the system, so they ignore the government until it directly affects them, which is usually when it hurts their pocketbook. This course studies both government and economics in unison, as they both directly impact these mindsets.

EMOTIONAL INTELLIGENCE

Emotional Intelligence (EQ) is a set of emotional and social skills that influence the way we perceive and express ourselves, develop and maintain social relationships, cope with challenges, and use emotional information in an effective and meaningful way. Fortunately, one's EQ can change over time and be developed in targeted areas. Understanding EQ can help enhance success on the job and in life.

INTRO TO ENTREPRENEURSHIP

This course teaches how to rapidly develop and test ideas by gathering marketplace feedback and searching for unmet needs of customers. Students learn the fundamentals of innovation and entrepreneurship along with the skills necessary to commence running a competitive business able to flourish in today's global economy. For the capstone project, students choose from their weekly international and domestic opportunities and prepare, practice, and pitch their business plan to a panel of professionals in the Apprentice University Sweat Tank.

KNOW WHAT YOU BELIEVE

What do all the religions in the world have in common? What about evolution? Is there proof of God? Is there proof the Bible is true and correct? If it is, what does that mean? Why do bad things happen to good people? In Know What You Believe and Why, you'll gain insight into how to answer these questions for yourself and how to explain those answers to others.

THE LIFE & THOUGHT OF C.S. LEWIS / BIBLICAL PERMEATION

This course focuses primarily on a chosen book list (for example, the Narnia series). During the course, students read this set of books and discuss the author's vision when he wrote the books, the principles and themes found in each book, the links between the author's life and the stories, and their enduring theological and life applications.

21ST CENTURY MARKETING

Students pursuing this certificate learn how to effectively tell a brand's story through video, graphics, and more. In this class, our students will get to learn from various facilitators. By the end of the class, students will learn new skills and earn most of the marketing badges.