

2019

College Catalog Volume 13 Addendum # 3



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Addendum Effective: September 12, 2019

The information contained in this catalog addendum is true and correct to the best of my knowledge.

Sandy Clauss

Sandy Clauss, School Director

Course Descriptions

BA101 Core Computing Fundamentals & Keyboarding 30/60/0/4.0

This course is an overview of computer information systems and keyboarding. Student emphasis on skill development in the operation of the keyboard by touch applying proper keyboarding techniques. Student will develop of acceptable speed and accuracy levels and be able to format basic documents. An introduction to computer hardware, software, procedures, and human resources. Students will be able to use a variety of computer software programs for the office – including word processing, databases, and spreadsheets. [Prerequisites: None]

BA102 Word Processing & Presentations 30/60/0/4.0

This course is an overview of the word processing and electronic presentations. Student will be able to produce documents, tables, and graphics. Student will be able to open an existing file and save it, explore options for an application, apply formatting, compress files, apply graphics, flyer, information handout, research paper, newsletter and mailing. Student will be instructed on in the concepts, procedures, and application of electronic presentations. Student will learn locate files and folder, enter and edit text in office program, perform commands from dialog box, create folder, save a file and close, add document properties and print a file. [Prerequisite: none]

BA103 Spreadsheets & Personal Information Manager 30/60/0/4.0

This course focuses on instruction in the concepts, procedures, and application of electronic spreadsheets & navigating personal information manager software. Student will learn create, save, and navigate an excel workbook, enter data in a worksheet, construct a copy formulas and use the sum function, format cells with merge & center and cell styles, chart data to create a column, print, display formulas, and close excel, inventory valuation, inventory status report, weekly sales summary, analyzing data, budget pie chart, growth projection chart. Student will learn to communicate via email by creating and sending, receiving and replying, forwarding and adding attachments emails as well as good email practices. Student will navigate Outlook to organize and manage emails, create notes and manage calendar events. [Prerequisite: None]

BA104 The Administrative Professional 60/30/0/5.0

Student will be able to perform day-to-day administrative tasks such as maintaining information files and processing paperwork and development of writing and presentation skills to produce effective business communication. Student will be using office equipment such as copiers, fax machines, scanners and business telephone. Student will learn personal traits of an office employee, duties of an office employee, explain and describe a job description, schedule appointments, handle situation involving office, purchasing office supplies, inventory and their purposes, prepare deposit slip and endorse checks. Student will learn to compose email messages, prepare business letters, reports, and memo, voicemail, and speak on the telephone in professional manner, use of specialized telephone services, audio and video teleconferencing, and techniques for delivering speeches. Student will learn cultural diversity, mixed generation workplace, business travel in a global society, government employment regulations, causes of stress, symptoms of stress, techniques to reduce stress, and proper etiquette. The student will practice ethics, accountability and interviewing techniques. The student will create resume and appropriate working attire. [Prerequisite: None]

BA201 Accounting Principles 90/90/0/9.0

This course introduces basic accounting principles for a business. Topics include the complete accounting cycle with end-of-period statements, bank reconciliation, payrolls, and petty cash. Upon completion, student should be able to demonstrate an understanding of accounting principles and apply those skills to a business organization. [Prerequisite: None]

BA202 **Computerized Accounting** **30/60/0/4.0**

This course focuses on utilizing the computer in maintaining accounting records, making management decisions, and processing common business applications with primary emphasis on a general ledger package (QuickBooks). Student will develop further skills in maintaining accounting records and receive in-depth exposure to accounts receivable/accounts payable, payroll and inventory modules. [Prerequisite: BA201]

BA203 **Payroll Accounting** **30/60/0/4.0**

This course provides an understanding of the laws that affect a company's payroll structure and practical application skills in maintaining payroll records. Student will learn payroll tax laws, payroll tax forms, payroll 42 and personnel records, computing wages and salaries, taxes affecting employees and employers, and analyzing and journalizing payroll transactions. [Prerequisite: BA201]

BA204 **Auditing Concepts** **90/0/0/6.0**

This course provides a basic understanding of the auditing process. The auditing process requires logic-based skills. Student should be able to gather evidence and evaluate whether the evidence makes sense and backs up assertions made on financial statements. [Prerequisite: BA201]

BA300 **Externship Accounting Auditing** **0/0/90/2.0**

This course requires the student, in the controlled environment of an approved externship site, to experience the hands-on application of accounting/auditing, clerical and professional procedures. This course requires the student to complete a minimum of 90 clock hours of supervised practical experience in a program approved site. The course may include one or more required externship conference sessions with program staff on the college campus to assure meeting of program outcomes/competencies requirements. [Prerequisite: BA101, BA102, BA103, BA104, BA201, BA202, BA203, BA204]

BA205 **Visual Geography for Tourism/History of San Antonio** **60/30/0/5.0**

An introduction to world tourism destinations and markets, including an exploration of physical, cultural, and geopolitical influences on the travel and tourism industry. International travel and world geography are linked in a fundamental way; by definition, geography focuses on space and places special emphasis on the strategic location of destinations, characteristics of tourist markets, and the transportation infrastructure and hospitality superstructure found in major destinations. Central to the course is a thorough overview of world geography. In addition, the course will focus on international travel patterns and trends in global tourism. It will also introduce students to a social analysis of host/guest relationships and provide an opportunity to discuss the critical role tourism plays in international economics and politics. [Prerequisites: None]

BA206 **Introduction to Hospitality** **60/30/0/5.0**

This introductory course serves as a foundation for the student searching for employment in the hospitality industry. The hospitality industry continues to change rapidly, and this course brings the student the latest trends from the broadest array of hospitality industry segments. The student will explore each segment of the industry, including career opportunities, industry leaders, and operations practices – with real-life applications. The student will realize the sequence of tourism begins with economic benefits and economic impact, moving to modes of transportation for travel, and current travel and tourism trends. Other topics covered are lodging operations, foodservice, sales, marketing, advertising and ethics. [Prerequisite: None]

BA207 **Hotel Operations** **60/30/0/5.0**

The course will encompass an intuitive understanding of managing hotel operations based on the flow of the guest's experience, from reservation, arrival, and registration, to service purchasing, departure, billing, and recordkeeping. The course will also include rooming and link it to other hospitality functions, related industries, and the broader economy.

Coverage includes internationalization; green operations; financing sources; boutique and urban collections; and reservation strategies. [Prerequisite: BA206]

BA208 Hospitality & Tourism Law 90/0/0/6.0

This course emphasizes the basic foundations and principles of law affecting the hospitality industry. Students will be given guidelines and techniques that show how to manage preventively and apply a practical legal awareness prior to taking actions. Students will be taught to consider the legal implications of day-to-day management activities. The course will foster an attitude of compliance and prevention in work ethics and personal management philosophy. Students will gain an understanding of how to prevent or limit legal liability by complying with legal norms. [Prerequisite: BA206]

BA209 Events & Conventions Management 60/30/0/5.0

This course is designed to provide the student with an introduction to the MEEC (Meetings, Events, Expositions and Conventions) Industry. Course will include the scope and magnitude of the MEEC industry, knowledge, skills, and abilities that are necessary to be a successful event professional. Additionally, students will understand the tasks and activities involved in producing a meeting or event and be familiar with the issues involved in producing a meeting or event. [Prerequisite: BA206]

BA301 Externship Hospitality 0/0/90/2.0

This course requires the student, in the controlled environment of an approved externship site, to experience the hands-on application of hotel experience, clerical and professional procedures. This course requires the student to complete a minimum of 90 clock hours of supervised practical experience in a program approved site. The course may include one or more required externship conference sessions with program staff on the college campus to assure meeting of program outcomes/competencies requirements. [Prerequisite: BA101, BA102, BA103, BA104, BA205, BA206, BA207, BA208, BA209]

BA210 Internet Structure, Hosting& Introduction to Website Administration 50/40/0/4.0

This course provides a discussion of what the internet is, and how it works. The meaning and creation of URLs will be reviewed, including an exploration of various hosting options: Big Daddy, HostGator, Siteground, etc. An introduction to various website platforms incorporated in the course will help the student understand basic website operations: Wix, Weebly, etc. [Prerequisite: None]

BA211 Website Modification & Development Tools 50/40/0/4.0

This course will include a through discussion of the Wordpress website platform, currently the most popular platform used. The student will learn how to modify webpage elements, create menus, incorporate page media, and add and manage plugins. Development tools discussed in this course are Block Editor, Thrive Architecture, Contact Forms, jetpack, and A Kismet (security). [Prerequisite: None]

BA212 Digital Elements 50/40/0/4.0

This course explores and defines different elements of digital media, and how to incorporate and manage elements in websites and other social media. Element attributes include color schemes, website themes, fonts, displays, videos, content - Yoast ratings, and graphics. Students will learn to take photos of relevant topics, size photos appropriately based on applicable devices, and create engaging videos. [Prerequisite: None]

BA213 Social Media Beyond Websites 50/40/0/4.0

This course emphasizes the study of Facebook management – SEO, ad creation using Facebook Ad manager, posting, blogging and security. Included discussions also focus on Instagram, Twitter, Pinterest and LinkedIn. [Prerequisite: None]

BA214**Devices & Analytics****50/40/0/4.0**

This course explores the use of various devices: Mobile Devices, desktops, Laptops, and Tablets: their differences, and the challenges these present. Various analytical tools are introduced: Google Analytics, SEMrush, Spy Fu, HyperTracker, etc. The student will learn to use these tools in determining the success of advertising campaigns and other digital marketing efforts. [Prerequisite: None]

BA303**Externship Digital/Social Media****0/0/90/2.0**

This course requires the student, in the controlled environment of an approved externship site, to experience the hands-on application of digital/social media, clerical and professional procedures. This course requires the student to complete a minimum of 90 clock hours of supervised practical experience in a program approved site. The course may include one or more required externship conference sessions with program staff on the college campus to assure meeting of program outcomes/competencies requirements. [Prerequisite: BA101, BA102, BA103, BA104, BA210, BA211, BA212, BA213, BA214]

Key Staff and Faculty

President/CEO, Jeanne Martin

School Director, Sandy Clauss

Bookkeeper, Elizabeth Hubbard

Admissions

Director of Admissions: Denise Sosa

Admission Representative, Marivel Almorejo

Admission Representative, Diana Eberiga

Admission Representative, Chris Gutierrez

Admission Representative, Rose Munoz

Admission In-bound Representative, Becky Held

Admission In-bound Representative, Jessica Landry

Admission In-bound Representative, Fernando Hernandez

Administrative Assistant for Admissions, Rochelle Puertas

Director of Human Resources,

Administrative Support Staff, Rose Aldape

Director of Financial Aid, Sandy Clauss

Financial Aid Officer, Dee Carrasco

Financial Aid Officer, Anavell Gonzalez

Director of Faculty and Student Services, Christine Urdialez

Retention Specialist, Dee Aguilar

Extern/Career Services Coordinator, Anna Zapata

Assistant Registrar, Elizabeth Lyons

Administrative Assistant, Mary Alice Escobedo

Education Department

Full Time:

Instructor, Ruben Baltazar

Master in Adult Learning and Teaching

University of Texas at San Antonio

Patient Care Technician Instructor

Instructor, Robert Mahone

Associates in Occupational Therapy

St. Philip's College

Medical Terminology/A&P Instructor

Part Time:

Instructor, Lee-ssa Bridgeman

Bachelor of Health Science

Western Kentucky University

Patient Care Technician Instructor

Instructor, Carey Burger

Master of Acupuncture and Oriental Medicine

Texas College of Traditional Chinese Medicine

Medical Assistant Instructor

Full Time:

Instructor, Annabel Mull
Computer User Specialist Certificate
Career Quest
Administrative Assistant Instructor

Part Time:

Instructor, Patricia Cornelison
Master of Arts (Biology)
University of the Incarnate Word
Medical Terminology/A&P Instructor

Instructor, Shellie Derico
LVN
Metropolitan Community College
Nurse Aide Instructor

Instructor, Virginia Jenson
LVN
The Health Institute of San Antonio
Nurse Aide Instructor

Instructor, Kristel Kendall
Bachelor of Science
Mid-America Christian University
Medical Assistant Instructor