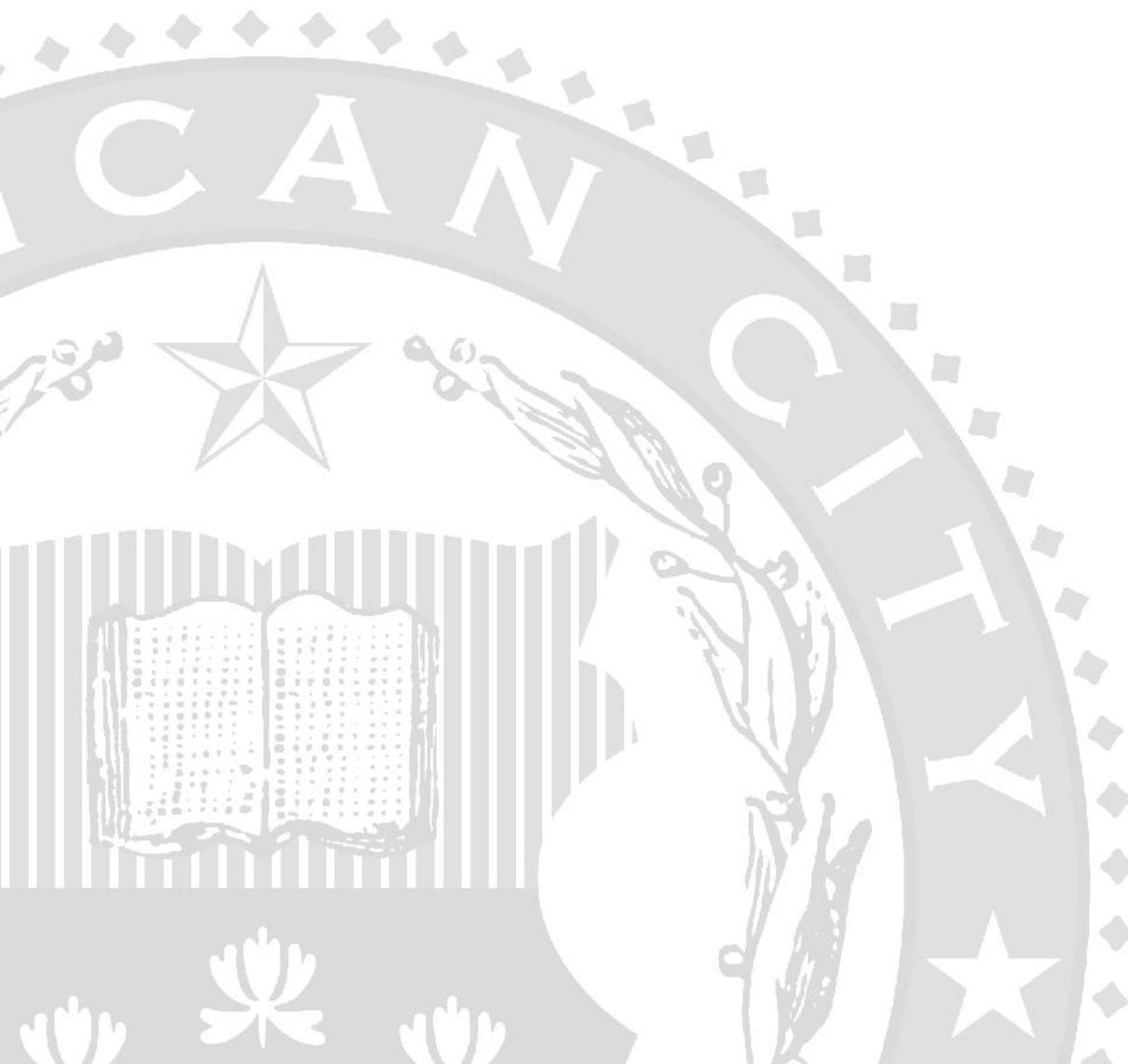




AMERICAN CITY UNIVERSITY

Catalog 2015

(For the period: June 1, 2015 to May 31, 2016)



ACU Catalog

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PART 1: ABOUT THE UNIVERSITY

Message from the President

I want to take this opportunity to welcome you to American City University! The excellent educational experience you will enjoy here will be positive, exhilarating, engaging, and rewarding. Most importantly, you will be well prepared for that next step in your professional career.

American City University is that "proverbial key" to a successful future for you as a true professional in the world of business. Our distinguished faculty brings a wealth of experience to the e-world environment where you can learn in an interactive and experiential format.

I am honored to be associated with this fine university. Let us go forward together..... to learn, to share, and to make a difference!

Dr. Dave Long

Biography of Dr. Dave Long

Prior to the appointment as the President of American City University, Dr. David Long was appointed by Governor Arnold Schwarzenegger as the Secretary of Education in March 2007. In that role, he served as policy advisor to the Governor on education issues. Dr. Long has more than 40 years of experience in the field of education, ranging from 21 years of classroom teaching to the superintendency. He obtained his Ph.D. from Iowa State University. Prior to his appointment by the Governor, Dr. Long was the Riverside County Superintendent of Schools.

Dr. Long is a former President of the California County Superintendents Educational Services Association (CCSESA). He is the former Chairperson of the Federal Education Safe and Drug Free Schools and Community Advisory Committee in Washington D.C.

As California's Secretary of Education, Dr. Long was responsible for educational policy on the K-12, Community College, and University level in the State of California. He worked with the Office of the President in both the UC and Cal State System for policy development and legislation.

He has also been an adjunct professor on the university level. Dr. Long has been very involved with WASC accreditation committees and has served as chairperson in the accreditation process.

Dr. Long works in China, Vietnam, Turkey, and India as a systems analyst for universities. They work together to analyze, create programs, build new and creative pathways for majors, and create meaningful educational collaboratives with the various countries and the United States university system.

He has been honored as California Administrator of the Year by the National Organization of Partners in Education, Superintendent of the Year, and received the Governor's Award for school leadership. He was also honored as the Inland Empire Entrepreneur of the Year for his innovative approach to raising student achievement through the Riverside County Achievement Teams.

He has been awarded the prestigious Marcus Foster Memorial Award from the Association of California School Administrators for outstanding leadership and significant contributions to public education by a school administrator.

Dr. Long is deeply involved with communities. He served as a First 5 Riverside Commissioner, earned the Lifelong Learning Award from the Boy Scouts of America, and was awarded both the Honorary Service Award and the Golden Oak Service Award from the California State PTA.

ACU History

American City University (ACU) was founded in July 2008 in Huntsville, AL by Zenith Education Foundation with the core mission that quality business education can be delivered, at an affordable tuition, via the Internet to self-motivated adult learners throughout the world. As a higher education institution with the mission of bringing education to those in need, ACU dedicates its expertise and resources to providing learning experiences to students with different backgrounds, in the hope of helping them reach their academic and professional goals.

In July 2008, ACU hired Dr. Ronelle Langley as the President of ACU. Dr. Langley resigned her position as of September 2009. ACU then recruited Dr. Kim Huynh as the Chief Executive Officer (CEO) effective October 2009.

In October 2009, with the new CEO residing in California, ACU relocated to Fresno, CA temporarily in order to establish institutional approval within California. In January 2010, ACU relocated to the current location in Los Angeles, CA to move the main campus closer to key administrative staff.

In July 2010, ACU submitted an Approval to Operate an Institution Non-Accredited application to the Bureau for Private Postsecondary Education (BPPE) as required through the California Private Postsecondary Education Act (CPPEA) of 2009, which was effective as of January 1, 2010. In October 2011, the BPPE approved and licensed ACU to offer all of its current degree programs.

In March 2014, ACU marked a new milestone by appointing Dr. Dave Long, former Secretary of Education for the State of California, as the President & CEO to lead the University in its next chapter and level of success.

Mission

ACU has the core mission that quality business education can be delivered, at an affordable tuition, via the Internet to self-motivated adult learners throughout the world. As a higher education institution with the mission of bringing education to those in need, ACU dedicates its expertise and resources to providing learning experiences to students with different backgrounds, in the hope of helping them reach their academic and professional goals

Goals

- Excellence in student support, online instruction, and learning
- Student-centered and friendly learning experiences
- Flexible, self-paced programs designed to meet the needs of adult learners
- Accessibility to learners residing anywhere on the globe
- Responsive, progressive faculty who value innovation and creative thinking
- Personalized, responsive, helpful student support services from all administrators, staff, and faculty.
- Integrity, fairness, and professionalism in all relations with ACU staff and faculty
- A global perspective and respect for cultural diversity in our programs, services, students, faculty, and staff

Objectives

- Set reasonable deadlines for students to ensure their academic progress
- Place students' welfare and interest as a priority
- Coach students to complete the program they start.
- Deliver or organize online courses in a learner-friendly way
- Establish a well-balanced curriculum, including theoretical development, research, and real-world business practices.
- Recruit faculty members who hold terminal degrees in their field of expertise from accredited institutions, and are active and knowledgeable in both online and hybrid education environments.
- Provide faculty and staff with a stable and enjoyable work environment.
- Promote an understanding of the world from a global perspective through course learning activities and case studies.

Licensure

American City University is a private institution whose approval to operate in the State of California is based on provisions of the California Private Postsecondary Education Act (CPPEA) of 2009, which is effective January 1, 2010. The Act is administered by the Bureau for Private Postsecondary Education (BPPE), under the Department of Consumer Affairs. American City University is licensed and has approval by the Bureau to operate. The Bureau can be reached at: P.O. Box 980818, West Sacramento, CA 95798-0818, 888.370.7589.

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the University may be directed to:

Bureau for Private Postsecondary Education
P.O. Box 980818
West Sacramento, CA 95798 0818
P: 888.370.7589 F: 916.263.1897
www.bppe.ca.gov

The degree programs offered by American City University are not accredited by any accrediting agency recognize by the United States Department of Education. A degree program that is unaccredited or a degree program from an unaccredited institution is not recognized for some government positions, including but not limited to positions within the State of California. Enrolled students in unaccredited programs or institutions are not eligible for Federal Financial Aid.

A student or any member of the public may file a complaint about this University with the Bureau for Private Postsecondary Education by calling 916.574.7720 or by completing a complaint form, which can be obtained on the bureau's Internet website www.bppe.ca.gov.

ACU is incorporated in the State of California in the United States of America.

Membership

ACU is a member of the California Association of Private Postsecondary Schools (CAPPS).

ACU Advantages

ACU sets certain reasonable deadlines for students to ensure their academic progress and encourage them to complete the program they start. Completing one of these excellent programs will prepare students for continuing personal and professional success in their future.

Faculty members and advisors at ACU are qualified, and courses and curriculum are innovative, practical, and applicable in business contexts. There is a well-balanced approach to research, theoretical development, and real-world business practices.

You set the pace. With ACU's open course enrollment system, you are allotted 10 weeks to complete each course. You may complete a course in less time if you are able. You can choose to complete one course at a time or several simultaneously. The choices are yours to make. At ACU, there is no campus or scheduled online sessions to contend with. You can complete your course work at the times and places of your choosing. ACU will provide the academic tools and support you will need to successfully earn your degree.

ACU Advantages:

- Personalized Service
- Open Enrollment
- Flexible Self-Paced Programs
- No Scheduled Online Sessions
- No Residency Requirement
- Affordable Tuition

Our People

Advisory Board

- **Prof. Farzad Moussavi** *Ph.D.*
- **Prof. Georges Baume**, *Ph.D.*
- **Ms Joanna Lau**, *Esq*
- **Dave Long** *Ph.D.*
- **Dr. Joanne Melillo** *Ph.D.*
- **Ms Clara Chan** *M.A.*

Administration

- **Dr. Dave Long** *Ph.D.*, President & CEO
dave_long@acuni.us
- **Dr. Joanne Melillo** *Ph.D.*, Chief Academic Officer
jo_m@acuni.us
- **Dr. Miron Mushkat** *Ph.D.*, Research Advisor
miron_mushkat@acuni.us
- **Ms. Angelica Long** *B.A.*, Marketing and Operations Manager
angelica_long@acuni.us
- **Ms. Clara Chan** *M.A.*, Regional Operations Manager
clara_chan@acuni.us

Teaching Faculty

- **Dr. Bari Courts** *Ph.D., Management, Capella University, USA*
Teaching specialization: Quantitative Analysis, Business & Technology Management
- **Dr. Miron Mushkat** *Ph.D., Political Economics, University of Manchester, UK*
Teaching specialization: Economics, Finance, Leadership, Research Methodology
- **Dr. Daniel Gruszynski** *D.B.A., University of Newcastle, UK*
Teaching specialization: Human Resources Management, International Business and Business Strategies
- **Dr. Hiran Shanaka** *CPA, IEng, Ph.D., Economics, University of New South Wales, Australia.*
Teaching Specialization: Accounting, Economics Finance, Project & Quality Mgmt
- **Dr. Derrick Darden** *Ph.D. Human Resource & Organizational Development, Capella University, USA*
Teaching Specialization: Organizational Development, HRM, Mgmt, Business Ethics

PART 2: ACU CONTACT INFORMATION

Office Hours

9:30 a.m. to 4:30 p.m. (US Pacific Time), Monday through Friday

Online Support Hours

2:00 a.m. to 11:00 p.m. (US Pacific Time), Monday through Thursday

Mailing Information

American City University
633 W. 5th Street, 28th Floor
Los Angeles, CA 90071

Telephone

1-213-599-7439

Fax

1-213-260-2281

Internet Website Address

www.acuni.us

Email Contacts

studentsupport@acuni.us

admissions@acuni.us

registrar@acuni.us

accounting@acuni.us

techsupport@acuni.us

Please include your name, student identification number, and course number-revision code in all your communications with us. This information is necessary to allow us to address your problems swiftly and efficiently and to facilitate answers to your questions.

PART 3: ACADEMIC CALENDAR

University Holidays (Year 2015)

Martin Luther King Jr. Day	Jan 19
Presidents' Day	Feb 16
Cesar Chavez Day	Mar 31
Memorial Day	May 25
Independence Day Observed	Jul 03
Labor Day	Sep 07
Veteran's Day	Nov 11
Thanksgiving	Nov 26-29
Christmas & New Year	Dec 24, 2014–Jan 02, 2015

University Holidays (Year 2016)

Martin Luther King Jr. Day	Jan 18
Presidents' Day	Feb 15
Cesar Chavez Day	Mar 31
Memorial Day	May 30
Independence Day	Jul 04
Labor Day	Sep 05
Veteran's Day	Nov 11
Thanksgiving	Nov 23-25
Christmas & New Year	Dec 24, 2015–Jan 03, 2016

PART 4: PROGRAMS, ADMISSIONS & FACULTY

Degree Programs

ACU is an online university. At ACU, we understand that learning is a lifelong process. Our online degree programs are designed for busy professionals just like you. You can progress at your own pace (within the 10-week allotted time for course completion) from anywhere you have access to the Internet. Our instructors are dedicated to sharing the most current industry knowledge with you online at ACU. We offer the following degree programs:

Bachelor of Business Administration (BBA)

Master of Business Administration (MBA)

- General MBA
- MBA in E-Business & Technology
- MBA in Finance
- MBA in Human Resources Management
- MBA in Marketing
- MBA in Occupational Safety & Health
- MBA in Project Management

Doctor of Business Administration (DBA)

Bachelor of Business Administration

The Bachelor of Business Administration (BBA) program aims at achieving the following interrelated goals and objectives:

- To demonstrate the understanding of how the accounting, marketing, finance, management, information processing, and economic functions contribute to business administration.
- To demonstrate the ability to use decision-making and problem-solving techniques in a variety of business-related activities.
- To develop the ability to apply critical-thinking and problem-solving skills in business administration.

The BBA program requires 120 semester credit hours.

General Education	36 Semester Credit Hours
General Studies Core	24 Semester Credit Hours
Business Major Courses	60 Semester Credit Hours

GENERAL EDUCATION (36 Semester Credit Hours)

English Requirement 6 credit hours

ENG101 English for Writing I

ENG102 English for Writing II

Mathematics 3 credit hours

MAT201 Business Mathematics

Humanities/Fine Art/Communications 15 credit hours

ENG202 English for Business Communication

PHL101 Critical Thinking

BBA302 Business Communication

HIS101 Western Civilizations I

HIS102 Western Civilizations II

Social Sciences 6 credit hours

PSY101 Intro to Psychology

SOC101 Intro to Sociology

Natural Sciences 6 credit hours

SCE101 Earth Science

SCE102 Intro to Physics

GENERAL STUDIES CORE (24 Semester Credit Hours)**100-200 Courses** 12 credit hours

BBA201 Intro to Business
BBA202 Principles of Economics
BBA203 Business Ethics
BBA205 Intro to Political Science

Computer Science 3 credit hours

CSC101 Intro to Computer Science

300 or Above Courses 9 credit hours

BBA301 Quantitative & Statistical Analysis
BBA319 Professional Studies Project
BBA320 Business Law

BUSINESS MAJOR COURSES (60 Semester Credit Hours)

BBA303 Principles of Management (3 credit hours)
BBA304 Fundamentals of Macroeconomics (3 credit hours)
BBA305 Fundamentals of Microeconomics (3 credit hours)
BBA306 Essentials of Organizational Development (3 credit hours)
BBA307 Fundamentals for Organizational Behavior (3 credit hours)
BBA308 Managing Modern Organizations (3 credit hours)
BBA309 Principles of Marketing (3 credit hours)
BBA311 Principles of Accounting I (3 credit hours)
BBA312 Principles of Accounting II (3 credit hours)
BBA313 E-Commerce (3 credit hours)
BBA314 Principles of International Business (3 credit hours)
BBA315 Financial Management (3 credit hours)
BBA316 Small Business Management (3 credit hours)
BBA317 Managing Human Resources (3 credit hours)
BBA318 Management of Information Systems (3 credit hours)
BBA401 Project Management Overview (3 credit hours)
BBA403 Sales Management (3 credit hours)
BBA404 Business Policy and Strategy (3 credit hours)
BBA410 Operation Management (3 credit hours)
BBA415 Financial Markets and Institutions (3 credit hours)

Master of Business Administration

The Master of Business Administration (MBA) and MBA concentration programs aim at achieving the following interrelated goals and objectives:

- To develop a strategic level of understanding in the key areas and functions of business to include accounting, economics, finance management, marketing, operations management, human resource management, and quantitative methods.
- To demonstrate the ability to practice problem analysis and decision-making and present results both individually and as part of teams..
- To recognize and be aware of globalization and its impacts on people, businesses, and the economy.
- To develop the ability to apply leadership, critical thinking, problem solving, and teamwork skills in business administration.

The MBA has seven concentrations from which a student will select one. These areas of concentration are: General MBA, E-Business & Technology, Finance, Human Resources Management (HR), Marketing, Occupational Safety & Health, and Project Management.

The MBA program: requires 36 semester credit hours:

MBA Core Courses	24 Semester Credit Hours
MBA Concentration Courses	12 Semester Credit Hours

MBA CORE COURSES (24 Semester Credit Hours)

MBA 501	General Management (3 credit hours)
MBA 503	Financial Management (3 credit hours)
MHR 504	Human Resources Management (3 credit hours)
MBA 505	International Business Management (3 credit hours)
MBA 506	Strategic Management (3 credit hours)
MBA 507	Managerial Economics (3 credit hours)
MBA 508	Marketing Management (3 credit hours)
MBA 511	Business Research Methods (3 credit hours)

MBA CONCENTRATION - MBA GENERAL (12 Semester Credit Hours)

MBA 502	Entrepreneurship (3 credit hours)
MBA 513	Managerial Accounting (3 credit hours)
MBA 514	Organizational Research and Theory (3 credit hours)
MBA 692	Quality Management Systems (3 credit hours)

MBA CONCENTRATION - E-BUSINESS & TECHNOLOGY**(12 Semester Credit Hours)**

- MBA 621 Management Information Systems (3 credit hours)
MBA 622 E-Commerce (3 credit hours)
MBA 623 E-Business Management (3 credit hours)
MBA 624 E-Commerce Marketing (3 credit hours)

MBA CONCENTRATION – FINANCE**(12 Semester Credit Hours)**

- MBA 631 Corporate Finance (3 credit hours)
MBA 632 International Economics (3 credit hours)
MBA 633 International Finance (3 credit hours)
MBA 634 Public Finance (3 credit hours)

MBA CONCENTRATION – HR MGMT**(12 Semester Credit Hours)**

- MHR 654 Training & Development of Human Resources (3 credit hours)
MHR 655 Industrial Relations (3 credit hours)
MHR 656 Compensation Management (3 credit hours)
MOH 671 Occupational Safety & Health (3 credit hours)

MBA CONCENTRATION – MARKETING**(12 Semester Credit Hours)**

- MBA 624 E-Commerce Marketing (3 credit hours)
MBA 661 Strategic Marketing (3 credit hours)
MBA 662 Marketing Research (3 credit hours)
MBA 663 Business to Business Marketing (3 credit hours)

MBA CONCENTRATION - OCCUPATIONAL SAFETY & HEALTH**(12 Semester Credit Hours)**

- MHR 654 Training & Development of Human Resources (3 credit hours)
MOH 671 Occupational Safety & Health (3 credit hours)
MOH 672 Advanced Studies in Occupational Safety & Health (3 credit hours)
MOH 673 Health Resources & Policy Analysis (3 credit hours)

MBA CONCENTRATION - PROJECT MGMT**(12 Semester Credit Hours)**

- MBA 509 Project Management (3 credit hours)
MBA 691 Project Management: Planning & Control (3 credit hours)
MBA 692 Quality Management Systems (3 credit hours)
MBA 693 Risk Management (3 credit hours)

Doctor of Business Administration

Research, knowledge acquisition, and practice-oriented application of theoretical constructs to business issues are not mutually exclusive objectives but are, instead, symbiotic goals. ACU's doctoral program combines these components to meet its business model goals in an academic, continuous-learner format and environment.

The Doctor of Business Administration (DBA) program aims at achieving the following interrelated goals and objectives:

- To acquire and process advanced disciplinary competence
- To think critically, to develop a research niche, to establish hypotheses, and research methodology.
- To communicate ideas, methodology, analyses, interpretation, and defend his/her own research.
- To conduct research in an ethical and responsible manner and to have a solid understanding of their ethical responsibilities as future scholar.
- To collect and interpret data in order to apply solutions, processes, and practices to business organizational models.

The DBA program requires 60 semester credit hours. Program requirements are as follows:

DBA702	Global Business (3 credit hours)
DBA703	Accounting Management and Control (3 credit hours)
DBA704	Business Strategy & Policy (3 credit hours)
DBA705	Leadership Skills (4 credit hours)
DBA706	E-Business & Technology Management (3 credit hours)
DBA707	Advanced Economics (3 credit hours)
DBA709	Contemporary Marketing Research (3 credit hours)
DBA710	Behavioral Management Sciences (4 credit hours)
DBA711	Advanced Corporate Finance (3 credit hours)
DBA713	Business Ethics and Corporate Responsibilities (3 credit hours)
DBA714	Analytical Techniques for Business Decisions and Research (3 credit hours)
DBA715	Research Methodology (6 credit hours)

Capstone Exam 1: upon completion of DBA 702, 704, 705, 710 & 713 (2 credit hours)

Capstone Exam 2: upon completion of DBA703, 706, 707, 709, 711 & 714 (2 credit hours)

DBA721	Doctoral Dissertation I – Proposal (3 credit hours)
DBA722	Doctoral Dissertation II – Literature Review & Theoretical Framework (3 credit hours)
DBA723	Doctoral Dissertation III – Methodology (3 credit hours)
DBA724	Doctoral Dissertation IV – Survey & Data Analysis (3 credit hours)
DBA725	Doctoral Dissertation V - Manuscript & Defense (3 credit hours)

Admission Requirements

Bachelor's Degree Programs

To be eligible for this program, candidates must:

- Possess US equivalent High School Diploma or General Education Diploma (GED)
- Satisfy ACU English Language Requirement

Master's Degree Program:

To be eligible for this program, candidates must:

- Possess a Bachelor's degree from a recognized institution of higher education that is equivalent to a baccalaureate degree in the United States
- Satisfy ACU English Language Requirement

Doctoral Degree Program:

To be eligible for this program, candidates must:

- Possess a Master's degree in Business Administration from a recognized institution of higher education that is equivalent to a Master's degree in the United States
- Satisfy ACU English Language Requirement
- Have 5 years of post baccalaureate full time professional experience, which can be work, research, volunteer assignment, or a combination.

ACU English Language Requirements and Visa Services

All instruction at ACU is provided in English. No English language services, including English as a Second Language (ESL) instruction, or Visa services, are offered. Documentation of English language proficiency for students whose primary language is English is documented by meeting the educational component of the admission requirement from a school that provided instruction in English.

For students whose primary written and spoken language is not English, an official test result of TOEFL (Test of English as a Foreign Language) will have to be submitted. A minimum score of five hundred (500) written or sixty one (61) computer-based is required for admission to undergraduate programs; and a minimum score of five hundred and fifty (550) written or eighty (80) computer-based will be required for admission to graduate programs.

International students with completion of two years of study or at least 30 credit hours in university courses in which English is the language of instruction are exempted from the TOEFL (or IELTS) requirement. The grades earned in these two years of study or at least 30 credit hours must result in a minimum cumulative GPA that is equivalent to a “C” overall average (2.0) for undergraduate BBA candidates and a “B” overall average (3.0) for graduate MBA/DBA candidates.

Foreign Transcript Evaluation

All foreign transcripts and degrees must be evaluated and translated to meet U.S. equivalency.

The following is a sample of foreign transcript and degree evaluators. American City University does not endorse any evaluators.

- Foreign Consultants: <http://www.foreignconsultants.com/>
- Educational Credential Evaluators: <http://www.ece.org/>
- Educational Perspectives: <http://www.educational-perspectives.org/>
- Foundation for International Services, Inc.: <http://www.fis-web.com/>
- Globe Language Services, Inc.: <http://www.globelanguage.com/osc/index.php/>
- International Consultants of Delaware: <http://www.icdel.com/>
- International Research Foundation, Inc.: <http://www.ierf.org/>
- World Education Services: <http://www.wes.org/>

Equipment Requirements

Software Requirements: Adobe Acrobat Reader 6.0 or higher, Microsoft Office Suite XP or higher (Word 2003 or 2007), Microsoft Windows Operating System 200 or higher, and an Antivirus Program. *Browser Requirements:* MS Explorer 6.0 or higher, Firefox browser 1.5 or higher or Netscape 6.0 or higher, or Safari 5.0. AOL users may encounter problems. *Hardware Requirements:* Computer with Microsoft Windows Operating System 200 or higher, or Mac OS.X, Monitor, CD/DVD player, printer, sound card, flash drive, internet connection, and valid email address.

Transfer of Credits

ACU accepts transfer credit from units earned at institutions accredited by the U.S. Department of Education, or its foreign equivalency.

ACU accepts the transfer of credits from previous academic achievements. Up to 75% of a bachelor degree can be transferred in, 20% of a master's degree, and 20% of a doctoral degree based upon the determination of equivalency.

For undergraduate academic credits, a grade of C or higher is required for transfer eligibility. For graduate level academic credits, a grade of B or higher is required for transfer eligibility.

For professional licenses, certifications, and training programs, ACU uses guidelines set by the Distance Education Training Council (DETC) to determine if they warrant awarding academic credit. ACU accepts the following for credit transfer by examination:

- The College Level Examination Program (CLEP)
- Defense Activity for Non-Traditional Education (DANTES)

American City University does not provide credit for experiential learning. Although the doctoral program requires enrolling students to have five years of post baccalaureate full time professional experience (work, research, volunteer assignment, or a combination), this experience is qualifying only and not evaluated for experiential credit.

American City University has not entered into an articulation or transfer agreement with any other college or university.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at American City University is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in business program is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of 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 American City University to determine if your credits or degree will transfer.

PART 5: TUITION AND FINANCE

Tuition & Fees

Program	Application Fee (Non-Refundable)	**Student Tuition Recovery Fund (Non-Refundable)	Graduation Fee	Tuition	*Total Cost
Bachelor of Business Administration	\$25.00	\$8.00	\$80.00	\$16,200.00	\$16,313.00
Master of Business Administration	\$25.00	\$4.00	\$80.00	\$8,100.00	\$8,209.00
Doctor of Business Administration	\$25.00	\$7.50	\$80.00	\$15,000	\$15,112.50

*Charges for the period of attendance and the entire program.

**\$.50 for every \$1,000 rounded to the nearest \$1,000.

Program Tuition

Bachelor's Degree Program:	US\$135 per credit hour
Master's Degree Program:	US\$225 per credit hour
Doctoral Degree Program:	US\$250 per credit hour

Tuition covers the cost of individual curriculum design, online study materials, examination, faculty and administrative counseling. Required and reference textbooks are not included in the tuition. Tuition is payable in US funds, by check from a US bank or by money order in US funds. Tuition must be paid in full before the final course grade will be released or the student will be allowed to continue to the next course enrollment. ACU reserves the right to change course materials (revise course content, required text, etc.) of a program as deemed necessary.

Student Fees

Student fees are charged when services are rendered

- Additional Transcript Fee.....\$15
- Application Fee (Domestic).....\$25
- Change of Degree Program Fee (Evaluation Fee).....\$50
- Degree Program Extension Fee (Continuance Fee).....\$65
- Diploma Replacement Fee.....\$25
- Extra Credit Assignment Fee.....\$50
- 4-Week Course Extension Fee.....\$50
- Graduation Fee.....\$80
- Leave of Absence Fee.....\$65
- Return Check Fee.....\$25

Textbook Costs

At American City University, the cost of textbooks is not included in the tuition costs; therefore students purchase books separately. In accordance with DETC Business Standard III.A.4., the University makes available to students on its website (<http://acuni.us/finance-and-tuition/tuition-fees/>) as well as enrollment agreement, a “best effort estimate” of the costs of textbooks and materials needed for successful completion of the course/program.

Best Effort Estimate Cost of Textbooks/Materials Needed for Successful Completion of Course/Program

Degree Program Required Course Total <i>(courses that require textbook)</i>	Hardcopy Textbook Average Cost (USD) Multiplied by (x) No. of Required Courses	Electronic Textbook Average Cost (USD) Multiplied by (x) No. of Required Courses
BBA 40 Courses	\$152 x 40 = \$6,080 Total Cost Estimate	\$96.75 x 40 = \$3870 Total Cost Estimate
MBA 12 Courses	\$181 x 12 = \$2,184 Total Cost Estimate	\$92 x 12 = \$1,104 Total Cost Estimate
DBA 12 Courses	\$182 x 12 = \$2,184 Total Cost Estimate	\$113 x 12 = \$1,356 Total Cost Estimate

- USD = U.S. Dollar
- Textbook cost data taken from ACU University Bookstore – May 2012
(<https://www.acunibookstore.com/>)

Housing

American City University does not assume responsibility for student housing, does not have dormitory faculties under its control, nor offers student housing assistance. A student looking to locate housing is encouraged to review their local newspaper and the internet for housing opportunities.

Refund Policy

Student's right to cancel

1. You have the right to cancel your agreement for a program of instruction, without any penalty or obligations, before the first lesson and materials are received. American City University will transmit the first lesson and any materials to you within seven days after the institution accepts the enrollment agreement. Cancellation is effective on the date written notice of cancellation is sent. After the end of the cancellation period, you also have the right to stop school at any time; and you have the right to receive a pro rata refund if you have completed 60 percent or less of the scheduled days in the current payment period in your program through the last day of attendance.
2. Cancellation may occur when the student provides a written notice of cancellation at the following address: American City University, 633 W. 5th Street, 28th Floor, Los Angeles, CA 90071. This can be done by mail or by hand delivery.
3. The written notice of cancellation, if sent by mail, is effective when deposited in the mail properly addressed with proper postage.
4. The written notice of cancellation need not take any particular form and, however expressed, it is effective if it shows that the student no longer wishes to be bound by the Enrollment Agreement.
5. You may elect to cancel this Enrollment Agreement within 5 calendar days and receive a refund of all money paid, regardless if any assignments have been submitted. The 5 calendar days begins when the student sign the Enrollment Agreement.
6. If the Enrollment Agreement is cancelled the school will refund the student any money he/she paid, less a registration or administration fee of \$75.00 or 20% of the tuition charge per course (not to exceed \$200 per degree program), and less any deduction for equipment not returned in good condition, within 30 days after the notice of cancellation is received.

ACU – Table of Refunds Policy – Per Week of 10-Week Course Enrollment

Degree Program	Total Credit Hours	Course Total Cost	Up to end of Week 1	Up to end of Week 2	Up to end of Week 3	Up to end of Week 4	Up to end of Week 5	Up to end of Week 6	Up to end of Week 7	Up to end of Week 8	Up to end of Week 9	Up to end of Week 10
*BBA	3	\$405	\$364.50	\$324	\$283.50	\$243	\$202.50	\$162	\$0	\$0	\$0	\$0
*MBA	3	\$675	\$607.50	\$540	\$472.50	\$405	\$337.50	\$270	\$0	\$0	\$0	\$0
*DBA	3	\$750	\$675	\$600	\$525	\$450	\$375	\$300	\$0	\$0	\$0	\$0

* end of week = end of ACU business day: Friday, 4pm PST (Los Angeles, CA)

* course total cost = cost per credit hour only; no fees included

* does not include administrative cancellation fee of \$75.00

ACU – Table of Refunds Policy – Per Week of 16-Week Course Enrollment

Degree Program	Total Credit Hours	Course Total Cost	90% Refund – End of Business Day 8	80% Refund – End of Business Day 16	70% Refund – End of Business Day 24	60% Refund – End of Business Day 32	50% Refund – End of Business Day 40	40% Refund – End of Business Day 48	0% Refund – End of Business Day 56	0% Refund – End of Business Day 64	0% Refund – End of Business Day 72	% Refund – End of Business Day 80
*DBA	4	\$1,000	\$900	\$800	\$700	\$600	\$500	\$400	\$0	\$0	\$0	\$0
*DBA	6	\$1,500	\$1,350	\$1,200	\$1,050	\$900	\$750	\$600	\$0	\$0	\$0	\$0

* end of business day = end of ACU business day: Friday, 4pm PST (Los Angeles, CA)

* course total cost = cost per credit hour only; no fees included

* does not include administrative cancellation fee of \$75.00

Withdrawal from the program

You may withdraw from the school at any time and receive a pro rata refund if you have completed 60 percent or less of the scheduled days in the current payment period in your program through the last day of attendance. The refund will be less a registration or administration fee of \$75.00 or 20% of the tuition charge per course (not to exceed \$200 per degree program), and less any deduction for equipment not returned in good condition, within 30 days of withdrawal.

For the purpose of determining the amount of the refund, the date of the student's withdrawal shall be deemed the last date of recorded attendance. The amount owed equals the daily charge for the program (total institutional charge, minus non-refundable fees, divided by the number of days in the program), multiplied by the number of days scheduled to attend, prior to withdrawal. For distance education students scheduled days is based on a five day week, which does not include Saturday or Sunday, or any defined holiday within the catalog.

For programs beyond the current "payment period," if you withdraw prior to the next payment period, all charges collected for the next period will be refunded. If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to

the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan.

If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds.

Financial Information

ACU does not participate in federal or state financial aid programs. ACU has no pending petition in bankruptcy, nor is operating as a debtor in possession or has filed a petition within the preceding five years, or has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.)

If a student obtains a loan to pay for an educational program, the student will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund.

Student Tuition Recovery Fund

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student who is a California resident, or are enrolled in a residency program, and prepays all or part of your tuition by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment if either of the following applies to you:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party.

The state of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students who are California residents, or are enrolled in a residency program, attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education. You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose or to provide equipment or materials for which a charge was collected with 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan programs required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other cost.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

PART 6: THE DISTANCE LEARNING EXPERIENCE

American City University is a full distance-learning university. It offers students a convenient distance-learning experience every step of the way, from admission to graduation. ACU's advanced and comprehensive online education platform allows every student to:

1. Receive an Admission Evaluation Report
2. Complete Course Enrollment forms
3. Login to MyUni platform and their University email account
4. View messages from the University & course instructors
5. View grades & My Profile
6. Access the ACU Online Library
7. Submit tests, essays & research papers
8. Submit Proctor Agreement & final exams
9. Request Course Extension
10. Complete Course Evaluation

1. Receive Admission Evaluation Report

Upon receiving an application for admission, we will issue an Admission Evaluation Report to each applicant. This report indicates the transfer credit accepted and the required courses to be completed. To become an ACU student, applicants simply respond to the Admission Evaluation Report prior to the Evaluation Expiration Deadline indicated on the report.

2. Complete Course Enrollment Form

In order to enroll in the University courses, every student will complete and submit a Course Enrollment form. Each course is allotted a 10-week completion time-frame. After 10 weeks, the course grade will be calculated automatically based on assignments submitted. For other details on our enrollment policies, please refer to the Academic Policies section.

3. Login to MyUni Platform & University Email Account

ACU's MyUni online learning platform allows students to study and complete their courses anywhere and anytime. Each student will be provided an individual university e-mail address: student#@acuni.us

The MyUni platform is easy to use. It allows students to:

- Receive the latest messages from the University and course instructors
- Retrieve all course materials
- View course information, such as start date, end date and extension date
- Submit tests, assignments, and exams with date of submission and number of files submitted displayed on the screen
- Receive grades and comments on individual assignments as well as overall course grade
- Change personal profile
- Conduct online research with full access to academic text journals

MyUni learning platform will generate the following automatic email notifications sent to students' personal and university email accounts:

- “Welcome to MyUni Learning Platform”
- “Welcome to University Email Account”
- “Course Enrollment Confirmation”
- “Online Exam Request Being Under Review”
- “Online Exam Request Being Approved”
- “Proctor Code of Upcoming Exam”(to proctor)
- “Course Expiring Notification” (14 days before course due date)
- “Course Extension Confirmation”
- “Course Grade and Evaluation”

4. View Messages from the University & Course Instructors

The “My Message” and “Course Announcement” features will deliver all the important messages posted by the University on the opening screen, and posted by the course instructors on “My Current Course” page. In addition, course instructors will send emails to individual students regarding specific questions on their studies. Since the curriculum at ACU is delivered completely online, we require all students to have computer and Internet access and to check their online accounts on a daily basis.

5. View Grades & My Profile

In the “My Grade” section, students may view grades for all enrolled courses, as well as the start date, end date, and extension date (if any) for each course. In “My Profile” section, students may view their personal and program information. Students can amend some of the information, such as email and correspondence addresses, and submit a self-introduction to let our faculty and staff know more about them.

6. Access ACU Online Library

The online library LIRN is very useful and convenient for students doing research papers. Here, students will find a useful database including: “ProQuest, EBSCO, CREDO, INFOTRAC, DOAJ.” These Databases allow students to retrieve full text articles on specific business research topics from various newspapers, journals, and academic periodicals. LIRN is available by logging in from the ACU website, <http://acuni.us>.

ACU also makes available a Resource and Library Specialist/Advisor – Dr. Miron Mushkat – who can further assist students in all issues relating to library research. All questions and library research enquiries will be responded within 24 hours during any regular business day. Contact information and office hours for Dr. Mushkat are as follows:

Email: miron_mushkat@acuni.us

7. Submit Tests, Essays & Research Papers

Depending on the faculty facilitating the class, the assessment of a course might include a midterm exam which covers chapters assigned in Units 1 and 2, and/or a final exam which covers chapters assigned in Units 3 and 4. The final exam can also be a comprehensive exam in the absence of the Midterm exam. Access to the Midterm exam will be available on the 22nd day of the course to accommodate fast learners. Access to the Final exam will be available on the 36th day of the course to accommodate fast learners. The exams are randomly selected from the system pool of exams.

ACU assignments are typically divided into three forms: multiple choice questions, essay questions, and research papers. All assignments may be easily submitted using the “My Current Course” feature of MyUni. Except for exams, students can open all assignment questions multiple times and prepare the answers by referring to course textbooks or other references. For multiple-choice questions, students can save their work and submit it later. Once an assignment is submitted, the correct answers will be displayed and the score will be calculated immediately. For essay and research papers, students upload their work files via the MyUni academic platform. Once the work files are uploaded successfully, the number of files being submitted and the date received will be displayed. For writing assignments, students should observe the Academic Honesty Policy and read all documents on plagiarism and academic referencing requirements posted on the “ACU Online Library” page.

American City University will respond to students’ inquiries via email within 72 hours of receipt. Assignments submitted by students that do not require a plagiarism check will be graded within five (5) working days.

Student papers will be checked for plagiarism by the administrative office. This process

may take up to ten (10) working days. Upon completion of the plagiarism check grading of students' papers will occur within three (3) working days.

8. Submit Proctor Agreement & Final Exam

Exams that are open book and three hours in length must be administered by an approved proctor on a date that is mutually convenient. Exams are password protected. Before students can gain access to their exam, they need to submit the Proctor Agreement form for the University's approval. After the proctor is approved, students may request their exam online. A unique password will be generated for each exam request and will be sent to the proctor.

9. Request Course Extension

Students have 10 weeks to complete each course. Once the course period has expired, the overall course grade will be calculated automatically. If a student is not able to complete the course within the 10-week period, he or she may apply for an extension. Each extension period is four weeks, and a maximum of two four-week extensions will be granted for each course. Extension requests can be made via MyUni. Once the University receives the request, the student support team will contact the student regarding the extension. For more on the extension policy, please refer to Extension Policy in the Academic Policies section.

10. Complete Course Evaluations

Upon completion of each course, students will receive their course grade via email and will also be invited to fill out a Course Evaluation online.

PART 7: ACADEMIC POLICIES

Non-discrimination Policy

ACU provides equal educational opportunity and does not discriminate on the basis of race, religion, national origin, sexual orientation, physical handicap, age, marital status, gender, or status such as disabled veteran.

Technical Requirements

The curriculum at ACU is delivered completely online allowing students access to their course materials at any time and in any location. As a result, it is required of all students to have computer and Internet access, along with a valid email address. The course syllabus, study materials, and examinations are all provided online.

Credit Hour Policy

American City University adopts the Federal Definition of the Credit Hour.

For purposes of the application of this policy and in accord with federal regulations, a credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates:

1. *Not less than one hour of classroom or direct faculty instruction and a minimum of two hours out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time, or*
2. *At least an equivalent amount of work as required outlined in item 1 above for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.*

In accordance with federal guidelines and commonly accepted practices in higher education, American City University operates on a 50-minute hour for definition (1) as it relates to direct classroom instruction (including navigating within student portal, downloading course materials, reviewing power point presentation, watching educational video clips, interacting with classmates and faculty through the discussion boards, communicating with faculty through email or chat room for guidance on research project,

uploading assignments for grading); and a minimum of three additional hours per week for definition (2) as it relates to other non-direct instructional activities (i.e., homework assignments, exams, research projects, and case studies, etc...).

Course developers are to ensure that the quantity of student learning required per course credit hour is the equivalent of between 40 and 45 hours of coursework for the total number of weeks per course (excluding extensions) through activities that address and demonstrate student competency in the defined learning outcomes.

Student learning outcome equivalencies are to be based on documented qualitative and quantitative expectations for:

1. Time required of students to complete assigned learning activities, taking into account expectations based on degree level (i.e., BBA, MBA, and DBA), and weight in students' final course grade.
2. Time required of students to read and understand content developed by course faculty.
3. Time required to read corresponding assigned text book chapters.
4. Time required to communicate with classmates and course faculty via e-mail, to post comments on the discussion board, and/or to discuss in the online class chat room.
5. Time required to participate in online conference activities such as webinars.

Conditional Admission Policy

Students are admitted on Conditional Admission status when applications are approved and while transfer credits are in the process of being evaluated based on copies of transcripts. Transfer students can still enroll for up to 12 undergraduate credit hours or six graduate credit hours. Once official transcripts are on file, the admission status will be changed from “conditional” to “accepted.” ACU will issue transcripts to students on “Conditional” status, but those transcripts will not reflect transfer credit.

Course Enrollment Policy

The ACU course enrollment system allows students to begin a course at any time. Students may take one course after another or two courses simultaneously. Students simply have to fill out the Course Enrollment either in PDF format or online. The online form will be processed in 24 hours while the PDF form will be processed in five business days. Enrolled course(s) will be uploaded to the student's online learning platform. Each course is designed in an independent study model and is 10 weeks in length.

Course Completion Policy

A course must be completed within 10 weeks from the course start date. Assignments that are not completed by the course end date will be assigned a zero grade, and the final course grade will be calculated based upon the grade weight found in the course assessment scheme.

Course Extension

Any student not completing his/her course in the 10 week time frame allocated will have the option to apply for an extension of four weeks from the University. The application must be made at least one week before the end of the 10-week period. A maximum of two four-week extensions are allowed for each course. A fee for each 4-week course extension is required.

Students who do not complete the course for which the extension was granted within the extension period requested will receive an Incomplete / Fail (I/F) grade for the course. In this instance, the course must be retaken in its entirety, and the student will be required to pay full tuition for the repeated course.

Maximum Time

Students are expected to graduate prior to meeting the maximum time allowed for completion. Total credits attempted may not exceed 150% of the total credits required to complete the program.

Program	Total Credits Required for the Program	Maximum Time Allowed for Degree Completion
Bachelor of Business Administration	120	8 years*
Master of Business Administration	36	3.6 years*
Doctor of Business Administration	60	5.7 years*

*Assumption – there are 50 weeks to study per year.

Degree Program Extension

Students who do not complete the degree program within the maximum allowed time must submit a written petition and justification for extension. Petitions for Degree Program Extensions will be reviewed by an ad hoc committee. Approval is not guaranteed and is granted on a case by case basis. A Degree Program Extension fee (Continuing Fee) of \$65 will be assessed at the time a petition is submitted.

Course Load Policy

Maximum course load in any given ten-week period is six credits. The Academic Dean must approve all course loads of six credit hours. Students requesting course loads of six credit hours must have a minimum GPA of 2.0 for undergraduate programs and 3.0 for graduate programs. The maximum course load allowed is six credit hours or two courses in any ten-week period. Students taking the maximum load will be required to fully complete all courses at the end of the tenth week before enrolling in new courses. Course grades will be issued at the end of a 10-week course period.

Course Sequence

ACU has ranked courses in a sequence. However, students are not required to complete lower division courses before beginning upper division courses.

Assessment Procedures

ACU courses are generally divided into four units, each containing an objective/subjective assessment. Depending on the course, chapter reviews, a paper and a proctored final exam may be required. All assignments are open book.

Chapter reviews and homework assignments can be found within online study materials. These assessments are to be self administered and submitted online through MyUni for grading. Exams are to be administered to students by an approved proctor, and are submitted online via MyUni for grading. Students may view their grades, comments from instructors, and academic record in the “My Grade” section of MyUni platform.

Exam Proctor Policy

All examinations are to be administered by an approved proctor on a date that is mutually convenient. The student is responsible for selecting a qualified proctor, who must be approved by the University. The proctor must be a responsible and reputable third party. The University reserves the right to verify proctor qualifications, require additional evidence of eligibility, or require that a different proctor be selected. All proctors are subject to approval.

The following may serve as proctors:

- Someone you know in your own area who holds at least an Associates Degree.
- Supervisors (must be of higher position or rank than student.)

- School Principal or Vice Principal, Full-time Librarian, Teacher, or School Counselor
- College Professor, Dean, or Director
- Human Resource Manager, Training Director/Officer
- Minister, Priest, or Rabbi of an established church, temple, mosque, or synagogue
- ProctorU – www.proctoru.com/acuni: an online university-approved fee-based proctoring service that allows students to take proctored exams at any location, using almost any web cam and computer where they have reliable high-speed internet access. (See attached ProctorU Student Handout and/or the ACU ProctorU website portal page shown above for complete details).

Unacceptable proctors include:

- Assistants, tutors, classmates, friends, spouse, anyone related to you, or anyone with a conflict of interest. The individual selected to serve as a proctor may have no vested interest in the student's doing well on the exam.
- Falsifying proctor information or not following proctor testing procedures will result in failure of the examination and may be cause for termination from the university.

Proctor Approval and Examination Procedure

- Students must only have an individual proctor approved once. Students may have several approved proctors. The approved proctor's information will remain on file for the student.
- Once an approved proctor(s) is listed on the student's record, the student only needs to submit the "Proctor Request Form" online. The request will be processed and the online final exam instructions will be sent to the identified pre-approved proctor.

ProctorU Examination Procedure

- If the student chooses to use the fee-based proctoring services of ProctorU, the student submits the "Proctor Request Form" online via MyUni and such request will be processed and the online exam instructions will be sent to ProctorU.
- The student completes the online exam request with the following ProctorU information:
 - Proctor Name = ProctorU
 - Proctor Email Address = passwords@proctoru.com
 - Proctor Phone = 925-273-7588
- The student must then follow up with ProctorU and schedule their exam time by going online to the ACU ProctorU portal website: www.proctoru.com/acuni.

Proctor Responsibilities

- Provide the student with a private area conducive to testing.
- Provide the student with access to a computer with Internet access.
- Verify the student's identity with a photo ID.

- Ensure that the student does not view the exam prior to taking it.
- Ensure no copies of the exam are made.
- Ensure that the student does not access notes, articles, or other information beyond the course textbook and a calculator (unless otherwise specified in exam instructions).
- Ensure the student will not be left unattended anytime during the exam.
- Ensure that the student adheres to the time limit restrictions.
- Keep the exam password secure and only allow the student to access the exam in the proctor's presence.
- Keep a secure copy of the student's exam answers for 30 days in the event it is not properly received.
- If an exam cannot be administered within three weeks after receipt, destroy the exam and notify the University.

Extra Credit Assignment Policy

Students earning a grade of less than “D” for undergraduate courses or less than “C” for graduate courses are eligible for extra credit assignments. A maximum of 10 points may be earned through the extra credit assignment. This option is available only to those students who have completed all the course requirements and when no academic dishonesty has occurred. A fee for the extra credit assignment is required.

Assignments for Extra Credit will be specified by the course instructor. The extra credit assignment must be completed no later than 60 days after the course completion date.

Course Retake

Students who fail to reach the minimum graduation requirement have the option of retaking individual courses. If a course is repeated, the hours attempted are counted only once and the grade of the previous course attempted will be removed from the transcript. The new grade will be shown and recorded, regardless of the score. Full tuition fee for the course will be charged.

Student Course Evaluation

Students are asked to complete a Student Course Evaluation following the completion of each course. This survey is emailed to the student upon completion of the course. Student Course Evaluations are reviewed and results are tabulated, enabling the University to measure the effectiveness of the course and to pinpoint problem areas. The evaluation is used to rate the textbook, the study and assessment materials, and the course instructor.

Grading System

Letter grades are assigned only at the end of the course. The following scale is listed on transcripts.

Grades	Percent/Definition	Points per credit hour
A	90-100	4.00 Quality Points
B	80-89	3.00 Quality Points
C	70-79	2.00 Quality Points
D	60-69	1.00 Quality Points
F	59 and Below	0.00 Quality Points
W	Withdrawal	0.00 Quality Points
I/F	Incomplete/Failure	0.00 Quality Points
TR	Transferred course from another institution	

The grade point average (GPA) is computed by dividing the total number of quality points by the total number of hours completed

Upon successful completion and scoring at least 60% for undergraduate courses and 70% for graduate courses, a student will earn three (3) credits.

Tuition

Tuition covers the cost of individual curriculum design, online study materials, examination, faculty and administrative counseling. Required and reference textbooks however are not included in the tuition. Tuition is payable in US funds, by check from a US bank or by money order in US funds. Tuition must be paid in full before the final course grade will be released or the student will be allowed to continue to the next course enrollment. ACU reserves the right to change course materials (revise course content, required text etc.) of a program as deemed necessary.

Graduation Requirements

To be eligible for graduation, a 2.0 GPA is required for undergraduate students, and a 3.0 GPA is required for graduate students. A minimum of 30 credit hours or 10 courses must be completed at ACU to be eligible to graduate from a bachelor degree program. Master degree program students must complete at least 80 percent of the courses that make up the program, 28.8 credit hours or 10 courses. Doctoral degree program students must complete at least 80 percent of the courses that make up the program, 48 credit hours or 16 courses.

Award of Degree & Transcript

After students have completed all the courses for their program, they must submit a Petition for Graduation to begin the graduation audit process. This form can be completed online and can be accessed on the ACU website. Once the graduation audit is complete, students will be notified of the application status and any requirements that have not been satisfied. A graduation fee is to be paid at the time the Petition for Graduation is submitted to ACU. This fee covers the student records, audit, and diploma processing.

ACU will send the degree certificates and official transcripts to the student. The student may also elect to receive his or her degree in a formal graduation ceremony. If the graduation ceremony is held overseas, the student will be responsible for his or her visa arrangements, travel, and lodging costs for attending the ceremony.

Requesting a Transcript

Once a student has completed the first three credit hour course and course tuition is paid, the student may request an official ACU transcript. An ACU transcript may be requested online. Visit the ACU homepage for fee information concerning this service. The transcript will be sent as a sealed official transcript to the institution or person indicated on the Transcript Request Form.

Leave of Absence

A Leave of Absence (LOA) places a student's program "on hold" for a period of three months to one year. During this period of time, all financial and all academic obligations are suspended until the LOA period expires or the student notifies the University about resuming his/her studies. A Leave of Absence will only be granted on the basis of extenuating circumstances, such as an illness, accident, prolonged hospital stay, death of immediate family member, etc. A request for an LOA must be made in writing, and a fee will be charged.

Inactive Status

Students who do not enroll, submit any course work within a 12-month period, and do not apply for LOA or extension will be considered inactive, and any tuition being held by the University will be forfeited. Students wishing to return to their studies must be re-evaluated and will be subject to any change in academic requirements, tuition increase, and policy changes in force at the time of re-enrollment. The student will also be assessed

an Evaluation Fee.

Academic Progress, Probation and Withdrawal

Students are required to have a minimum cumulative grade point average (GPA) of 2.00 in undergraduate programs and a 3.00 in graduate programs. Academic standards of performance have been established to ensure progress toward a degree. These performance standards form a basis for the following academic classifications.

- Good Standing (Active)
- Academic Probation
- Academic Suspension

Good Standing (Active)

To be a student in good standing, a minimum cumulative GPA of 2.00 for undergraduate students and 3.00 for graduate students must be maintained.

Academic Probation

Upon the completion of a minimum of 12 credits hours, a student can automatically be placed on academic probation if his/her cumulative GPA drops below the required minimum. A student will remain on academic probation for 12 credit hours (four courses) unless the student brings the GPA up to the minimum requirement while taking any of these four courses. While on academic probation, a student will have to demonstrate satisfactory progress, and may take a maximum of two courses at one time. After being placed on academic probation, a student will not be permitted to enroll in a fifth course until the fourth course is completed and it is determined that the student is no longer on academic probation.

Satisfactory progress requires that a student either raise his/her cumulative GPA to an acceptable level, or that the student makes progress towards earning the acceptable GPA during the probationary period, as detailed below:

- If after completing any of the four courses required for the probationary period, the student raises his/her cumulative GPA to 2.00 or higher (undergraduate students) and/or 3.00 or higher (graduate students), the student will be placed in Good Standing.
- If the GPA for the probationary period is 2.5 or higher for undergraduate students and/or 3.5 or higher for graduate students, but the student does not raise the cumulative GPA to the minimum 2.00 or higher for undergraduates and/or 3.00 or higher for graduates, a new probation period will begin.

Academic Withdrawal

Should the probationary student fail to demonstrate satisfactory progress, he/she will be withdrawn for a period of no less than 10 weeks. A student may request a reinstatement after the 10-week suspension period has expired. If a second withdrawal occurs, the student must leave the university for at least six months before being reinstated. The request for reinstatement in this case cannot be made until the six-month suspension period has expired. If a third withdrawal occurs, the student must wait a minimum of one calendar year before requesting readmission.

Requests for readmission must be made to the Academic Dean no later than one month prior to the term in which the student desires to enroll. Readmission following academic withdrawal will be determined by the Academic Dean and is not guaranteed.

Students who enroll in other colleges or universities while on withdrawal from ACU will not be readmitted to ACU until the cumulative grade point average from these other colleges and universities is 2.00 or higher for undergraduate students and 3.00 or higher for graduate students.

Dismissal

A student may be dismissed from the University for the following reasons:

- Providing the University with false application or enrollment information.
- Cheating or helping others cheat on course work, exams, assignments, and/or written papers.
- Repeated disruptive behavior in classes or on University grounds.
- Failure to meet good standing requirements

In all cases of dismissal, the student has the right to appeal a decision through the University's formal Student Grievance Policy.

Student Grievance Policy

From time to time students may have questions concerning academic policies or administrative operations. Generally, there are logical explanations for situations, and usually, most questions can be resolved informally through discussion with the individual or office involved. In instances where a student raises a question about a policy or decision that has been made, the appropriate staff member will respond. If it is not possible to resolve a matter through discussion, a student may appeal for further consideration by voicing the concern to the Chief Academic Officer (for academic policies) or to the President (for administrative operations).

If the previous steps have failed to resolve the matter to the satisfaction of the student, he or she may appeal in writing to the School Advisory Board. The Board will conduct a formal hearing within three weeks of receipt of the formal complaint and issue its recommendations in writing to the Governing Board within three weeks of the formal hearing. The Governing Board will issue the University's final decision in writing to the student.

Academic Honesty

ACU students are expected to be honest in achieving their academic degree. Academic misconduct includes the followings:

- Cheating on examinations,
- Plagiarism of written work that is used to satisfy the academic requirements of any course or activity of the University,
- Submission of written work to satisfy the academic requirements of any course or activity when such work (or a significant portion thereof) has also been submitted to satisfy the academic requirements of any other course at another institution,
- Providing false academic or academic related information to the institution.
- Obtaining or gaining unauthorized access to examinations or grades, and
- Any other misconduct that gives the offending student unfair academic advantage over other students.

Penalties for academic misconduct may result in withdrawal of credits, course failure, or dismissal from the program.

Code of Ethics and Conduct

All ACU students are expected to seek out and understand all rules, regulations, and policies governing their conduct in their academic programs.

Conduct that is contrary to ACU rules and regulations governing students includes the following:

- Academic dishonesty
- Physical or verbal harassment or abuse of another person
- Damage, theft, or misuse of University property
- Disruption of the educational process, which includes any actions preventing faculty and staff from carrying out their duties
- Violation of drug and alcohol abuse policies

Authentication of Documents

All official academic documents (transcripts, certificates, and diplomas) are embossed with the American City University corporate seal. Students may request an apostille, which is a notarization signature on the degree. Contact the University Student Support office for current fees. The cost for the first official transcript and the degree certificate awarded upon graduation is included in your graduation fee; requests for additional transcripts should be accompanied by a payment for each document. There is also a fee charged for a replacement diploma. All graduates will receive a degree certificate suitable for framing or display.

Student Records

American City University complies with State of California requirements regarding the retention of student records, which stipulate that student records are maintained for not less than five years, at its principal place of business in California. Transcripts are maintained indefinitely.

American City University also complies with the regulations of the Family Educational Rights and Privacy Act of 1974 (FERPA). Under this law, students have the right to inspect and review certain education records, to request an amendment of them, and to modify “directory information” that may be disclosed. Information from a student’s educational records will be released only with the student’s consent.

Disclosure of directory information may be released by the university without prior consent of the student if considered appropriate by designated officials. “Directory information” includes name, address, telephone number, dates of attendance, previous education(s) attended, area of concentration, awards, honors, and degree conferred.

Directory information will not be released for commercial purposes by the administrative office of the University under any circumstances.

Release of Information

Student information will be released to other parties only upon written request of the student, except in the instances cited below:

1. Disclosure to members of the university community:
 - Access to student records for administrative reasons by faculty and administrative staff who are properly identified and can demonstrate a legitimate interest in the materials.

- Access for the purpose of research by faculty and administrative staff is permissible when authorized by the Operations Manager.
2. Disclosure to the organizations providing financial support to student: It is the University's policy to release the academic transcript to such organizations only upon the student's written request or authorization. Otherwise, the academic transcript will be sent only to student.
 3. Local, state, and federal government agencies: Government agencies are permitted access to student records only when auditing, enforcing, and/or evaluating sponsored programs. In such instances, such data may not be given to a third party and will be destroyed when no longer needed for audit, enforcement, and/or evaluative purposes.

Policy Disclaimer

At ACU, we are committed to ensuring that our students are kept informed of the latest principles, theories, and applications pertaining to their studies. ACU, however, reserves the right to make changes without prior notification as deemed appropriate in our course offerings, curricula, academic policies, and other rules and regulations affecting students.

Catalog Disclaimer

Information provided in this catalog is current and correct at the time of publication. The University shall reserve the right, at its discretion, to make changes in course content, policies, procedures, and fees. Changes herein may be superseded by catalog addenda, which at such time will be provided to each student, as applicable. This catalog is part of the contract between American City University and the student.

For a complete list of ACU's Academic Policies, please refer to the Student Handbook which is the official document on the University's academic and administrative policies and procedures.

PART 8: COURSE DESCRIPTIONS

Undergraduate Business Courses (credit hours)

BBA201 Intro to Business (3)

This course provides a detailed introduction to concepts, methods, activities, and philosophy of business in the world today. It covers contemporary trends in business, while introducing students to the language, principles, and environment of business.

BBA202 Principles of Economics (3)

This course provides an overview of the key principles of economics, including supply, demand, and market equilibrium. The course introduces the behaviors of externalities and basic elements of macroeconomics.

BBA203 Business Ethics (3)

This course provides an examination of business ethics and explores the ethical issues that decision makers are exposed to when developing employee and organizational policy. Ethical issues and positions—and the arguments for decision variations are explored. The course utilizes research in the field to discuss different theoretical perspectives, including law, business case studies, and ethical responses to difficult business scenarios. The essential nature of ethics and the role that ethics play in the decision process are explored at length. The course includes analysis of individual decision-making processes and corporate culture.

BBA301 Quantitative & Statistical Analysis (3)

This course provides a comprehensive overview of the data collection process and related issues. It explores numerical descriptive measures and evaluates basic probability and discrete probability distributions. It also demonstrates impacts of normal distribution and other continuous distributions.

BBA302 Business Communication (3)

This course helps the student to understand the importance of having good communication skills within the business context. It discusses listening and nonverbal communication. It also presents inter-cultural communication and the writing process and explores written communication methods. The course provides an analysis of the different technologies used in communication.

BBA303 Principles of Management (3)

This course introduces the nature of US business and practices. It discusses how individuals develop their personal codes of ethics and their importance. It examines small business in relation to the US economy and the management functions and process.

BBA304 Fundamentals of Macroeconomics (3)

This course provides an understanding of macroeconomics as one of the most relevant subjects for a business graduate to understand. In managerial decision-making, a good grasp of economics is vital. The course will help students understand how public policy is formed and gain a greater appreciation for how a modern economy functions. This course is also designed to help students learn that economics is a practical tool for managerial decision-making.

BBA305 Fundamentals of Microeconomics (3)

This course introduces economic theory and practice through a study of the economic system of supply and demand. Students taking this course will understand the impact of this system on business organizations and individuals, especially in the decision making process. It also introduces the foundations of economic reasoning and key terms, laws, and concepts of economic analysis.

BBA306 Essentials of Organizational Development (3)

This course introduces activities involved in organizational development with analysis of the perspectives on changing organization and a planned change process. It helps students understand the necessary competencies required of an effective OD practitioner.

BBA307 Fundamentals for Organizational Behavior (3)

This course provides an overview of the key concepts of organizational behavior that affect an organization's success. These concepts include values, attitudes, job satisfaction, perception, and individual decision making. It differentiates individual behavior from group behavior and teamwork. It examines the foundations of organizational structure and the role of technology in work design.

BBA308 Managing Modern Organizations (3)

This course is designed to help students understand the importance of management in achieving organizational goals. The course discusses planning and decision making processes, the organizing function of a manager. It also focuses on the leadership role of a manager and its controlling function.

BBA309 Principles of Marketing (3)

This course provides an introduction to marketing, building on four major themes: building and managing profitable customer relationships, building and managing strong brands to create brand equity, harnessing marketing technologies in this digital age, and marketing in a socially responsible way around the globe. The course features real-world examples that show concepts in action.

BBA311 Principles of Accounting I (3)

This course is designed to provide an introduction to the elements of accounting and the business environment. The course explains how to analyze business income/expenses

and the adjusting process; how the accounting information system works; how partnerships work. It also evaluates the elements of balance sheets and financial statements.

BBA312 Principles of Accounting II (3)

This course provides an introduction to the use of accounting data within an organization to analyze and solve problems and to make planning and control decisions. This course is designed for a non-accounting major.

BBA313 E-Commerce (3)

This course provides a comprehensive overview of how firms compete in today's environment, with a focus on strategic choices and the infrastructures affecting e-commerce technology, capital, media, and public policy.

BBA314 Principles of International Business (3)

This course introduces the challenges and opportunities facing managers in today's international workplace. Emphasis is on the practical considerations of successfully managing global operations. The course covers the global management philosophy, highlights the functional tools of international managers, and illustrates effective approaches to international management.

BBA315 Financial Management (3)

This course focuses on financial decision making in a business environment. Topics include financial analysis and planning, working capital management, capital budgeting process, and long-term financing.

BBA316 Small Business Management (3)

This course is designed to help students understand and implement the concepts of Small Business Management and Entrepreneurship. This course provides future entrepreneurs with the tools they need to master the most important issues involved in starting and managing a successful new business venture. Based on the premise that entrepreneurship can be studied systematically, this course offers a comprehensive presentation of the best of current theory and practice.

BBA317 Managing Human Resources (3)

This course demonstrates how effective interpersonal relations can promote career success. It focuses on the major elements of communication and its relevance to HR, including self-esteem and its impact on employees' lives. It discusses the adjustment required for the development of positive employee attitudes and internal and external motivators in the workplace.

BBA318 Management of Information Systems (3)

The course is designed to prepare students to analyze and understand the major issues related to the management of information resources, which includes evaluating the current

state of information resources management within an organization and participating in the management of such resources.

BBA319 Professional Studies Project (3)

This course requires an undergraduate research project on a business-related topic chosen by the student in consultation with course instructor.

BBA320 Business Laws (3)

This course provides an understanding of business law and management skills and is designed for organizational leaders at all levels. Students will learn general legal terms and their application for managerial decision making, eventually understanding how public policy is formed. Students will gain a greater appreciation for how modern organizational decisions occur.

BBA401 Project Management Overview (3)

This course provides the tools to understand, design and apply systematic project management, organization, and administration. The course introduces the methodologies and technologies that can assist project managers in coordinating a project from inception through completion. Topics investigated include budgeting concepts, managing production time, investing resources, and creating performance specifications.

BBA403 Sales Management (3)

This course presents techniques for identifying, recruiting, and training sales personnel; monitoring and controlling sales efforts; and forecasting and budgeting sales performance. Issues, such as territory decisions, compensation plans, and motivation techniques, are discussed. This course covers the design and implementation of a sales force presentation.

BBA404 Business Policy and Strategy (3)

This course examines managerial decision-making and actions that determine long-term corporate performance and efficient operational strategies. The course is designed as a capstone course that allows students to integrate previously learned management skills of planning, organization, and leadership into policy implementation. The course emphasizes how internal and external environmental factors affect corporate planning and performance.

BBA410 Operations Management (3)

This course presents a comprehensive introduction to the concepts and techniques of operations management. Managing operations in a global environment, planning the strategic use of resources, managing the supply chain, and maintaining effective and efficient operations are studied. A background in operation management is established through the study of the history and development of operations management, the current status of operations management, and the future of operation management. Topics

investigated include forecasting, product and process design, technology, and quality management.

BBA415 Financial Markets and Institutions (3)

This course discusses the importance of financial markets and institutions in a global society. It explains the role of financial markets in society, financial transactions in a global society, commercial banking system, and how financial institutions work for both businesses and the consumer. The course covers broadly different financial institutions in the context of a global society.

General Education Courses (credit hours)

BBA205 Intro to Political Science (3)

This course introduces major concepts and themes of political science by examining the fundamental principles, the basic political processes and institutions of organized political systems. It discusses the ideologies and political philosophies that shape political science and how major political impacts are made possible with social movements. It also describes practices and functions of the world's major political and governmental systems.

CSC101 Intro to Computer Science (3)

This is an introductory course on computing and its impact on society from a user's perspective. Topics include: spreadsheets and computation, using text formatters and word processors, information management with database managers, and problem solving through program design and implementation using a simple programming language.

ENG101 English for Writing I (3)

This course provides an introduction to the basic concepts and requirements of college-level writing, and emphasizes the importance of effective communication skills via the written word. The student will gain writing experience, an understanding of the writing and revision processes, and critical reading skills. The course will provide instruction on the use of standard written English, grammar, punctuation, capitalization, and sentence and paragraph structure. It will provide students with the skills necessary for successful written communication.

ENG102 English for Writing II (3)

This course provides an advanced introduction to the basic concepts and requirements of college-level writing, and presents additional methods, and techniques to improve and polish the student's writing skills. The student will apply the steps of the writing process and appropriate research and citation methods to write a literature review, annotated bibliography, and research paper.

ENG202 English for Business Communication (3)

This course provides an overview of the fundamentals of effective oral and written communication that are unique to the business environment. It teaches the skills necessary for effective business communication, including the writing of business memos, letters, and reports.

HIS101 Western Civilizations I (3)

This course explores the history of Western Civilization. It examines the social and cultural, as well as, the political contexts out of which the West developed. It describes the religious influence on political, social, and economic organization. It explains the evolution of the European economy during westward expansion and the impacts of French and English Civil Wars on future Western governments.

HIS102 Western Civilizations II (3)

This course examines developments in Western thought and culture from the 18th century through the 21st century. It describes the change in European and world culture resulting from Enlightenment-era philosophies, the effects of the Industrial Revolution in England on Western Society. It describes the people, ideas, and technologies that radically changed the traditional social, economic, and political environment of the early nineteenth century. It compares and contrasts the major political, economic, and social reforms that ignited a mass emigration of European peoples to the U.S. during the late nineteenth and early twentieth century. It also examines the social, economic, and political changes that have occurred in the twentieth century and the role of the United States, China, and the former Soviet Union as world superpowers.

MAT201 Business Mathematics (3)

This course introduces students to the concepts, techniques, and application of mathematical procedures to practical business problems. Emphasis is on the practical considerations of using mathematical approaches to support decision-making in modern organizations. The course will cover a wide range of math applications used in business environments.

PHL101 Critical Thinking (3)

The course explores how ethics, social and political philosophy, aesthetics, the philosophy of religion, and the philosophy of science relate to important issues of current concern.

This course focuses on philosophy as an activity whose guiding principle is reason and whose goal is critical thinking.

PSY101 Intro to Psychology (3)

This course is an introduction to the fundamental components of psychology, including personality, motivation, intelligence, behavior, perception and learning, and human development.

SCE101 Earth Science (3)

This course is a study of the scientific principles that influence our planet: its rocks, mountains, atmosphere, and oceans. It explores the Earth's various materials, surface features, and forces, as well as geologic history, oceans, atmosphere, and the Earth's place in the universe.

SCE102 Intro to Physics (3)

This course is an introduction to the physical world, providing students with insights into classical mechanics, gravitation, heat, electricity, magnetism, optics, and contemporary topics in modern physics.

SOC101 Intro to Sociology (3)

This course is an introduction to the discipline of sociology, which is the study of human social behavior and human societies. This course is designed to identify basic concepts and characteristics of human societies and cultures; develop a sociological insight into the relationship between the individual and society; and provide an overview of the basic social institutions of family, education, the economy, work, and political life.

Master of Business Administration Courses (credit hours)

MBA501 General Management (3)

This course is designed for students to get a broad understanding of contemporary management issues and provide necessary skills to deal with those issues. It allows students to look at the relationship between theoretical aspects and practical usage.

MBA502 Entrepreneurship (3)

This course identifies the characteristics of the entrepreneur and how these can contribute to individual or organizational success or failure. It focuses on entrepreneurship in new venture creation, including topics such as identifying opportunities, business planning, obtaining venture capital, projecting growth creating technological innovations, and coping with failure and bankruptcy.

MBA503 Financial Management (3)

This course provides an overview on the managerial aspects of financial decision making. Emphasis is on capital budgeting and time value money. It discusses financial markets and interest rates, as well as techniques used in the analysis of financial statements and their implications for business and a company's overall financial policies.

MBA505 International Business Management (3)

This course explores environmental relationships and their influence on business and trade in the context of a global economy. It critically examines the social, economic, political, and legal environments of international business, and the differences between domestic and global operations. The course critically evaluates classical and modern trade theory, current trade issues, and the roles of the international institutions of world business. The financial environment and operations of international business through the functions of foreign exchange and investments are also discussed.

MBA506 Strategic Management (3)

This course seeks to develop a critical approach to theoretical and practical aspects of strategic management, particularly focusing on the process, content, and context of strategy. The wide-ranging debate on the variety of approaches to strategic management is investigated. Students are encouraged to tackle challenging issues, understand the interrelated aspects of organizational change, and develop solutions to multi-faceted problems.

MBA507 Managerial Economics (3)

This course explores the global and the economic basis for business. It introduces students to the market in which a business organization operates. It identifies the impact of government policy and current issues on the strategy, behavior, and management of business.

MBA508 Marketing Management (3)

This course helps students appreciate the role of marketing within the context of an organization. The course provides students with a working knowledge of the foundations of marketing and the fundamental marketing philosophies, especially related to communication with customers. It also helps students to build the set of skills required to apply these fundamental concepts to case studies and other scenarios in order to produce basic marketing, sales, and advertising solutions.

MBA509 Project Management (3)

This course introduces the role of a project manager and responsibilities in the lifecycle of a project. It discusses basic project management concepts and the stages of a project. It evaluates how to prepare winning proposals and the various contents of a proposal. It also includes topics on different ways to use resource allocations in a project and provides a synthesis of overall project management related literature.

MBA511 Business Research Methods (3)

This course provides an introduction to important topics in the area of research methodology. Topics include the role and importance of research, problem selection, sampling, measurement, data collection, descriptive and inferential statistics, experimental and non-experimental research, quasi-experimental research, and the writing of and presentation of research. This course of study will give the student a solid background of knowledge for developing a research paper and subsequently-submitting it for publication to a refereed journal.

MBA513 Managerial Accounting (3)

The prime focus of this course is to help students understand management accounting, along with several other aspects of accounting. Topics include merchandising operations, inventory management systems, and direct write-off methods for uncollectibles. The course explains the use of quality costs to make decisions and the calculations of the breakeven point for multiple product lines or services.

MBA514 Organizational Research and Theory (3)

This course provides students with the opportunity to explore the ability of organizations to manage change from both an analytical and practical perspective. It offers a problem-centered approach to tackle issues of change, including that of implementation, crisis management, and leading change. The course compares and contrasts the different organizational theories and discusses the usage of different designs and their effectiveness in different organizations. Current literature, the social processes involved, and the political dimensions to organizational change are critically examined.

MBA621 Management Information Systems (3)

This course is an in-depth study of the basic concepts of management information systems and e-business for business professionals. Students successfully completing this course

should be able to visualize and implement computerized and non-computerized systems for the integration of e-business and e-commerce for any organization.

MBA622 E-Commerce (3)

This course presents current and emerging issues in business transactions over the electronic medium. Topics include: e-commerce, business models and concepts, infrastructure, marketing, security and encryption, retailing, supply chain, as well as ethical, social, and political issues. This course also examines issues and topics in the functional areas of business as they relate to electronic commerce.

MBA623 E-Business Management (3)

This course provides an overview of the theories and techniques for e-business and e-commerce management and operation. It covers the full range of topics necessary for understanding and undertaking e-business activities including the history of the Internet, hardware and software, as well as management and marketing of an Internet business. How to decide to bring a business online, how to choose a business model, how to manage transactions and market the business are all necessary skills for e-business managers and are covered in this course.

MBA624 E-Commerce Marketing (3)

This course explores the Internet's impact on business models and marketing strategies. It discusses how the Internet creates value for customers and profits for companies, and explores important online marketing possibilities and implementation strategies.

MBA631 Advanced Corporate Finance (3)

This advanced study of corporate financial analysis and planning includes capital budgeting, cost of funds, and capital structure and valuation. Selected topics that may be covered are leasing, mergers, takeovers, business failure, reorganization, and liquidation. A combination of problem-solving and case study methodologies are used to illustrate theories and techniques helpful in financial analysis and planning.

MBA632 International Economics (3)

This course takes an in-depth look at economics in an international context. Trade and international economics are examined. Trade restrictions and the effect of trade on environmental and political policies are explored.

MBA633 International Finance (3)

This course focuses on finance in an international context. Foreign exchange and currency markets are studied with regard to their impact on international economics. The interrelationship of exchange rates and economic factors is also discussed.

MBA634 Public Finance (3)

This course is an introduction to government finance, externalities and government policy.

It examines public funding structures; explores the politics and legislative and executive powers impacting public finance. Topics covered also include taxation on wealth, property, and estates, the distribution of income, budget balance and government debt.

MBA661 Strategic Marketing (3)

This course is dedicated to the development of decision-making skills in marketing. The course discusses the development of a strategic marketing plan and the financial aspects of marketing management. Topics include opportunity analysis, market targeting, product and service strategy, brand management, integrated marketing communication strategy and management, marketing channel strategy and management, pricing strategy management, interactive marketing and e-Commerce, as well as the control process of marketing strategy reformulation.

MBA662 Marketing Research (3)

This course explores marketing research as the systematic and objective planning, obtaining, recording, and analyzing of information to support the decisions of marketing managers. Topics include the "process" of marketing research, the use of technology to support the research function, types of relevant data, information collection methodology, measurement, and statistical testing of results. In addition to the above, the course integrates business examples and applications to illustrate the importance of marketing research in supporting an organization's "marketing mix" and "marketing concepts".

MBA663 Business-to-Business Marketing (3)

The course introduces the relevant issues involved in the management functions associated with Marketing B2B and other issues involved in electronic commerce. The course discusses how strategic marketing and business policies are formed and generated using different models and theories. Concepts included in the course include the foundations of e-commerce, retailing and advertising, market research, various marketing strategies and implementation of such strategies, and the management of business marketing channels.

MBA691 Project Management: Planning & Control (3)

This course explores the management of projects from a systems perspective, studying in detail the planning, controlling and performing of projects within the modern workplace. It examines various tools and techniques for defining, developing, executing, managing, and evaluating a project plan, and the steps necessary to align all projects with an organization's business strategy. Additionally, it discusses how to effectively lead and manage a project team; how to develop inter-organizational relations through partnering; and how to audit and manage domestic and international projects.

MBA692 Quality Management Systems (3)

This course is designed to help students understand and implement the concepts of a Total Quality Management System. The course introduces the key concepts of quality, clarifies significant quality theories, and highlights major global quality and international quality

awards. After elaborating on basic quality management concepts, students will critique, design, and assess quality management systems that form the basis of a quality assurance system.

MBA693 Risk Management (3)

This course provides a complete and current coverage of major risk management and insurance topics. Focusing primarily on the consumers of insurance, this course blends basic risk management and insurance principles with consumer considerations. This course addresses the unprecedented events that have occurred in today's economy, highlighting the destructive presence of risk to students.

MHR504 Human Resources Management (3)

This course introduces the major functional areas in the field of Human Resources. These areas include employment law, job analysis, planning, recruitment and selection, training and development, performance management and appraisal, career management, compensation and incentive pay, benefits, health and safety, ethics and fair treatment, collective bargaining and labor relations, and global HR management. The course also discusses how to assess, develop, implement, and evaluate a training program and reviews basic concepts of training, such as motivation and learning theory, needs assessment, and the evaluation of training.

MHR654 Training and Development of Human Resources (3)

The objective of this course is to learn how to assess, develop, implement, and evaluate a training program. Basic concepts of training and development, such as motivation and learning theories, needs assessment, and evaluation of training will be reviewed.

MHR655 Industrial Relations (3)

This course provides a practical working knowledge of labor relations and collective bargaining terms, practices, and law. It explores labor relations, contract negotiation and administration, and bargaining unit decision making processes. It examines social, political, and economic impact of collective bargaining and challenges to administration of a collectively established relationship.

MHR656 Compensation Management (3)

This course explores the development and use of various compensation strategies and systems in today's highly competitive business environment. Compensation management provides a proven format for leaders to make the practical decisions necessary to balance the financial realities and restraints of a company with the demands of the workforce. This course considers the factors, forces, and issues involved in collecting, organizing, and analyzing data in order to make better business decisions regarding employee compensation.

MOH671 Occupational Safety & Health (3)

This course covers the regulations and the basic principles involved in Occupational Safety and Health. The mandatory standards enforced by the federal Occupational Safety and Health Administration (OSHA) are introduced. The underlying causes of health and safety hazards, record keeping standards, analysis of injury and illness statistics are covered.

MOH672 Advanced Studies in Occupational Safety and Health (3)

This course presents the latest approaches pertaining to the art and science of management in health care organizations. The course discusses the latest developments in organizational and managerial thinking. It is also intended to focus on an extensive overview of the managerial responsibilities that many managers may assume in their daily assignments.

MOS673 Health Resources and Policy Analysis (3)

This course presents key concepts, principles, and practices of human resource management for health care organizations. It provides samples and guides to the day-to-day practice of HR in health care organizations. It also covers conflict, stress management, legal issues, regulatory issues, and other essential aspects of personnel management.

Doctor of Business Administration Courses (credit hours)

DBA702 Global Business (3)

This course examines the theory and practice of developing and implementing strategies for gaining competitive advantage in the global business environment. The course addresses emerging topics as organizational change, competitive dynamics, development of firm resources and capabilities, sustainable competitive advantage, regional approaches to competitive strategy, and the formation of new organizational forms such as strategic alliances and inter-firm networks.

DBA703 Accounting Management and Control (3)

This course addresses the complex and multi-dimensional subject of management control systems. Extending from management accounting, this course creates a framework within which to consider management control issues. It also presents the needed technical content and summaries of relevant research literature. Students will develop skills in applying course materials to specific decision making situations. The course uses extensive case studies that reflect the complexity of the challenges managers face when using management control systems. This course examines the use and effects of financial controls, including discussions of effective and counterproductive controls.

DBA704 Business Strategy and Policy (3)

This course covers policy formation and strategies for implementation in the light of management processes, organizational theory, economic impact, and ethical and legal considerations.

DBA705 Leadership Skills (4)

This course explores leadership qualities and character, the power of vision, the motive to lead and its impact on organizational climate. This course defines leadership authority and principles, the empowerment of people, work morale, human relations, and the team concept. The course also addresses topics such as the art of persuasion, the diversity challenge, delegation skills, how to develop others. It also explains performance management, professional performance, organizational performance, and sustaining discipline.

DBA706 E-Business & Technology Management (3)

This course provides an integrated, strategic view of the management of technology and e-business with a focus on both theory and practice. This course offers useful skills and practical insight into E-Commerce, how it is being conducted and managed, and its major opportunities, limitations, issues, and risks. Topics covered in this course include: B2C EC-internet marketing, B2C EC, other EC Models and applications, building EC systems, and implementing EC.

DBA707 Advanced Economics (3)

This course examines economists' behavior in decision making in international trade and finance. In terms of international trade features, an integrated treatment and empirical evidence of the latest models of trade, such as the gravity, Ricardian, factor endowments, and imperfect competition models are covered. The coverage of international finance includes (a) a unified model of open-economy macroeconomics that provides students with a cohesive approach to the theory, based on an asset-market approach to exchange rate determination with a central role for expectations, and (b) a discussion of the international monetary experience that stresses the idea that different exchange rate systems lead to different policy coordination problems.

DBA709 Contemporary Marketing Research (3)

This course provides students with an understanding of the relationship of marketing research to marketing concept and marketing strategy. It identifies the steps in the marketing research process, the history and characteristics of the marketing research industry, and the difference between problems and research objectives. It also investigates how exploratory research design may be used and the methods to conduct exploratory research. Differences between statistics and parameters, as well as the application of cross-tabulations with Chi-square analysis, are discussed.

DBA710 Behavioral Management Sciences (4)

This course explains how people and their proper deployment can spiral an organization toward a leading position. The course includes topics on equal job opportunity and the law, job analysis, and human resource planning. It examines how human resource planning operating under the overall strategic plan of an organization provides human input toward the realization of its set goals. This course also explores how to develop and implement an effective strategic pay plan and pay for performance and financial incentives. Finally, it addresses issues on global staffing, global HRD, global compensation and benefits, and global employee and labor relations.

DBA711 Advanced Corporate Finance (3)

This course provides a comprehensive exploration of the theoretical and empirical literature on corporate financial policies and strategies. The course reviews different corporate outfits, the techniques of maximizing the shareholders' wealth, and the behavior of capital markets and their preferences. It discusses interest rates and the related tools, as well as elements related to time value of money.

DBA713 Business Ethics and Corporate Responsibilities (3)

This course helps students to develop their critical thinking skills and apply these skills to some of the ethical issues that they will face in their business activities. The course will cover areas such as ethical theories and individual ethical decisions; ethics and the role of business; national and international business ethical decision making, ethical judgment and value judgment; and ethical applications, etc.

DBA714 Analytical Techniques for Business Decisions and Research (3)

This course introduces students to applying statistics in functional areas of business, such as accounting, finance, information systems, management, and marketing. Each statistics topic is presented in an applied context related to at least one of these functional areas. The focus in each topic should be on its application in business, the interpretation of results, the evaluation of the assumptions, and the discussion of what should be done if the assumptions are violated.

DBA715 Research Methodology (6)

This course introduces principles and techniques of doctoral scholarship, and offers an overview of the development of theory and research logic. The relationship between theoretical and empirical constructs is explored, and a wide variety of specific research methodologies, including the scholarly publication process, are examined. Students study the principles of the scientific method and research design techniques common to both qualitative and quantitative research, including sampling methods and data collection techniques.

DBA721 Doctoral Dissertation I – Proposal (3)

The objective of this course is to assist doctoral candidates in selecting viable topics for their dissertation. The proposed topics should be original, significant to the field of Business Administration, and grounded in existing literature and theoretical paradigms. The proposal is a systematic development of a research topic from problem statement through analytic methodology. Upon completion of this course, students will present to the dissertation committee a proposal (approximately 3,500 words) that includes the following critical components:

1. A concise and descriptive title of the dissertation.
2. An introduction, in which students state the research problem, which is often referred to as the purpose of the study. Students frame the research questions and hypotheses to show their necessity and importance. Students set the delimitation or boundaries of the proposed research to provide a clear focus.
3. A proposed literature review map. Students start to establish a bibliography to catalog works used throughout their research experience.
4. An overview of the methodology.
5. Definitions of terms (i.e. key concepts).

DBA 722 Doctoral Dissertation II – Literature Review & Theoretical Framework (3)

In this course, students conduct a thorough review of literature and theoretical paradigms in order to:

1. Demonstrate an understanding of the theoretical issues related to their research question(s) established in DBA 721.
2. Demonstrate the ability to critically evaluate relevant literature information.
3. Demonstrate the ability to integrate and synthesize the existing literature.

4. Develop a research model as the conceptual framework for the research as proposed in DBA 721.
5. Demonstrate that the proposed research will make a significant contribution to the literature and to the field of Business Administration.

DBA 723 Doctoral Dissertation III – Methodology (3)

In this course, students present a work plan to tackle the research problem. In this work plan, students describe the activities necessary for the completion of the research project including:

1. Questionnaire design.
2. Participants in the study.
3. Measuring instruments: validity and reliability.
4. Type of data that will be collected.
5. Statistical procedures that will be used in order to answer the research question(s) or to test the hypotheses as established in DBA 721.

DBA 724 Doctoral Dissertation IV – Survey & Data Analysis (3)

In this course, students carry out the survey as designed in DBA 723, collect various demographic information, and report the descriptive statistics of the sample to demonstrate if the sample is truly representative of the population. Students follow the analysis plan laid out in DBA 723, and address each research question individually using the following framework:

1. Restating the research question as established in DBA 721
2. If the research question is testable, stating the null hypothesis
3. Stating the type of statistical test(s) performed
4. Reporting the statistics and conclusions, followed by any appropriate table(s) and graphs.

Students discuss if the findings support existing theories; present plausible reasons to explain why the results turned out the way they did; present recommendations based on the findings; suggest future studies to other researchers.

DBA 725 Doctoral Dissertation V – Manuscript and Defense (3)

Using the APA format, students integrate materials developed in courses DBA 721 through DBA 724 into a publishable dissertation. Student also prepares a PowerPoint presentation for the oral defense.