

# AMERICAN MANAGEMENT UNIVERSITY

## Academic Catalog

January 1, 2025 – December 31, 2026



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## I. ABOUT AMU: VISION, MISSION, VALUES, GOALS, AUTHORITY, ACCREDITATION, DISCLOSURES

### **Vision**

At American Management University (AMU), we envision a world where education is accessible, flexible, and transformative. We believe in empowering individuals from all backgrounds to become ethical leaders in business, government, education, and beyond. As a globally focused, nonprofit institution with international operations, AMU aims to redefine what higher education means in the 21st century by offering innovative, affordable pathways that meet the diverse needs of working professionals and lifelong learners around the world.

### **Mission**

American Management University is a nonprofit institution committed to providing globally accessible, career-relevant education that prepares ethical leaders for today's interconnected world. With international operations and a global headquarters registered in France, AMU offers flexible learning pathways. We offer both coursework and validation-based options to meet the diverse needs of working professionals. Our programs span business, leadership, education administration, and sports management, empowering students to thrive in dynamic, global industries.

### **AMU Core Values**

- Integrity: We uphold honesty, transparency, and ethical behavior in all endeavors.
- Excellence: We strive for the highest academic and professional standards.
- Innovation: We encourage creativity and adaptability in teaching, learning, and leadership.
- Community: We foster global collaboration and inclusion.
- Growth: We promote continuous personal and professional development.

### **University Objectives**

1. Deliver student-centered, competency-based programs tailored to the needs of working adults.
2. Employ qualified, experienced faculty committed to teaching excellence and mentorship.
3. Ensure quality and continuous improvement through regular program reviews and assessment.
4. Provide an inclusive and supportive academic environment.
5. Maintain strong international partnerships to broaden access to educational pathways.
6. Promote lifelong learning, civic responsibility, and global citizenship among students.

### **Profile of Graduates**

AMU offers a diverse set of programs at different educational levels and with varied expected outcomes. Program specific learning outcomes and achievements are documented as Program Learning Outcomes (PLOs) for each offering. AMU graduates at all levels, however, will be:

- Proficient in their chosen field
- Confident in their own abilities, skills, and knowledge

- Advocates for life-long learning and personal growth
- Advanced practitioners, able to think critically, communicate effectively, research efficiently, and lead equitably.
- Able to communicate and apply their knowledge and skill set and bring value to their lives, their professional endeavors, and their communities.
- Leaders and role models of integrity for others
- Ambassadors for the university and its community of stakeholders
- Socially responsible and respectful of others and agents of change in the cause for equality and efficacy
- Technologically savvy
- Creative, innovative, literate, accountable, productive, and adaptable
- Proud of their achievements and hungry for more

### **University Governance Goals**

Based on affirmation of the mission statement, the Board of Directors has adopted the following general academic goals for AMU:

1. To serve its students' intellectual needs and professional aspirations, as well as to contribute to the intellectual and professional vitality of its host communities and society at large.
2. To provide an environment and programs for its students that help to meet current and anticipated future needs.
3. To contribute to the preservation, transmission, and enlargement of an important segment of the common social and educational heritage, as well as to foster awareness.

### **Purpose**

AMU was established to accommodate all students with financial constraints for their higher education and provide them an affordable way forward.

### **Authority**

AMU is a registered non-profit in the Republic of France. The university operates within compliance with the French Ministry of Education for Private Learning Establishments. We are a private, non-contracted (hors contrat) distance learning institution, legally authorized to operate under the Code de l'Éducation Articles L444-1 to L444-11 and R444-1 to R444-28.

### **Accreditations and Memberships**

Member of the Accreditation Service for International Schools, Colleges & Universities (ASIC), UK

Member of CONIES (Confederación Internacional de Educación Superior), an international organization focused on quality assurance in higher education. CONIES is recognized by its founding member universities and accredited as a Management System Certification Body. It offers Quality Management System certification and Programme Accreditation. Institutions such as Acacia University have partnered with CONIES to enhance their global presence.

Accredited by the International Accreditation and Recognition Council (IARC). IARC is the primary accreditation agency in Kyrgyzstan, focusing on higher and vocational education. It is recognized by the Kyrgyz Ministry of Education and Science and also by the International Network of Quality Assurance Agencies in Higher Education (INQAAHE). IARC's NIARS division, in particular, developed college rating methodologies that are now recognized in Kyrgyzstan.

Member of the United States Distance Learning Association (USDLA)

Member of the International Alliance of Business Professionals (IABP)

Institutional Member of the National Business Education Association (NBEA)

## **Disclosures**

### **Review Documents Prior To Signing**

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement.

### **Job Placement Services Disclosure**

AMU does not guarantee leads, applicants, students, or graduates a job or a specific salary upon completion of their program. However, AMU offers workshops designed to help our students prepare to apply for jobs in their field. The workshops provide support in writing cover letters, resumes, professionalism, and interview techniques.

### **Physical and Course Location**

43 Rue de Dunkerque 75010 Paris, France with a US Contact Office at 1126 W. Foothill Blvd. #165 Upland, California, 91786, USA

AMU offers distance education and therefore all courses, in this format, are taught and assessed online using the Learnworlds platform. Distance education learners have online student profiles where they have 24/7 access to their academic plan, academic advisor, unofficial transcript, course registration, financial information, student services, administrative resources, and the university library system. Students enter their profiles online via the secure login on the homepage known as Opensis available on the AMU homepage.

## **II. ADMINISTRATIVE INFORMATION**

### **Administrative Office Hours of Operation**

#### **Office Hours and Holidays**

American Management University operates year-round with core administrative office hours from Monday through Friday, 9:00 a.m. to 5:00 p.m. (Central European Time for Paris HQ and Pacific Time for U.S. Regional Office). Email support is available 24/7, and staff will respond within 1-2 business days.

AMU's Administrative Office is closed **between** Christmas Day and New Year's Day each year as well as closed for most legal United States (US) Federal Government holidays.

#### **HOLIDAYS**

The university observes the following holidays:

- Good Friday
- Easter Sunday and Monday

- Labor Day (May 1, France)
- Bastille Day (July 14)
- All Saints' Day (Nov 1)
- Week of Christmas
- Week of New Year

The following days are observed only at the US regional office.

- Thanksgiving Weekend
- American Labor Day
- U.S. Independence Day
- Presidents Day
- Week of Christmas
- Week of New Year

### **University Calendar and Term Schedule**

**Academic Calendar AMU follows a rolling admissions model with six entry terms per year. Each term consists of eight weeks of instruction.**

#### **2025 Term Schedule**

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## **Catalog Change**

This catalog details AMU's academic school year(s) documented on the title page of this catalog. Since this catalog must be prepared well ahead of the academic year(s), it incorporates changes in some programs and rules which may occur. The class schedule and subsequent errata sheets (if applicable) are the final authority regarding classes offered and revisions of regulations.

## **Degrees Offered**

AMU currently offers the following academic degrees:

### **Undergraduate Degrees**

**Associate of Science in Business Administration (ASBA)**

**Bachelor of Science in Business Administration (BSBA)**

**Bachelor of Science in Marketing (BSM)**

**Bachelor of Marketing (BMkt)**

### **Graduate Degrees**

**Master of Business Administration (MBA)**

**Master of Marketing (MMkt)**

**Master of Management and Leadership (MML)**

**Master of Sports Management (MSM)**

### **Doctoral Degrees**

**Doctor of Philosophy (Ph.D.)**

**Doctor of Business Administration (DBA)**

**Doctor of Strategic Leadership (DSL)**

**Doctor of Professional Studies (DPS)**

**Doctor of Education (Ed.D.)**

**Alternative Pathways**

**Validation-Based Degrees:**

**Bachelor of Professional Studies**

**Executive MBA**

**Executive DBA**

**Doctor of Management**

### III. THE ADMISSION PROCESS

Application Process Applicants may apply online at any time throughout the year, as AMU operates on a rolling admissions calendar. The application process consists of the following steps:

1. Complete the AMU Online Application Form.
2. Submit a current résumé or curriculum vitae (CV).
3. Provide copies of all academic transcripts (unofficial accepted for initial review; official required for admission).
4. Provide proof of identity (passport or government-issued ID).
5. Submit additional documents based on program level (e.g., personal statement, portfolio, recommendation letters, if applicable).
6. Complete the mandatory online Orientation Module.

Entry Requirements

#### **Undergraduate Programs**

- High school diploma or international equivalent

#### **Graduate Programs**

- Bachelor's degree from an accredited institution or recognized international equivalent
- Two years of relevant work or managerial experience (preferred for MBA, MML, MSM, MMkt)

#### **Doctoral Programs**

- Master's degree from an accredited institution or recognized international equivalent
- Minimum three years of mid-level management or professional experience
- Non-business master's degree holders may be required to take foundation business courses

#### **Validation-Based Degrees**

- Applicants must submit a portfolio demonstrating prior learning, certifications, publications, and/or relevant work experience.
- Degrees are awarded based on a formal review and approval process by AMU's academic committee.

English Proficiency Requirements Some programs may require proof of English proficiency for applicants whose first language is not English or who have not completed previous education in English. Acceptable forms of proof may include:

- TOEFL iBT: 76 (recommended: 92+)
- IELTS: 6.0 (recommended: 7.0+)
- Duolingo English Test (DET): 105 (recommended: 120+)

Applicants may also request a waiver based on prior academic or professional experience in English-speaking environments.

Transfer Credit Policy

- Undergraduate: Up to 75% credits may be transferred into a bachelor's program
- Master's: Up to 50% credits
- Doctoral: Up to 50% credits

All transfer credits must be from accredited or recognized institutions. Applicants must submit syllabi or course descriptions when requested. Military and professional training may be evaluated based on ACE or similar standards.

B. Transcripts not in English must be evaluated by an appropriate third party and translated into English or evaluated by a trained transcript evaluator fluent in the language on the transcript. In this case, the evaluator must have expertise in the educational practices of the country of origin and include an English translation of the review.

C. Applicants who cannot meet the above requirements may petition to be accepted on a conditional basis. If accepted, the student will be permitted to take a maximum of four courses in Conditional Acceptance status. The student must achieve a GPA of 3.0 or higher at the end of the four courses. If the student's GPA is lower than the required 3.0 at the end of the four courses, the student's status will be changed to Terminated and the student will no longer be permitted to take classes at AMU.

### **Credit Evaluation and Transfer Policy**

Credits previously completed at other universities, colleges, and non-standard courses will be considered for transfer into AMU.

Submit your academic transcripts immediately after you complete the online application process. Military transcripts and professional licenses and certificates should be included if applicable. AMU will review all educational documents and identify applicable transfer credits. You may scan unofficial and email copies to [admin@amu.education](mailto:admin@amu.education).

A Transfer Credit Worksheet is used by the Registrar to document the credits that are transferred. Once all official documents have been received by AMU, a copy of the Transfer Credit Worksheet is provided to the student, and a copy becomes a permanent part of the student's file. A copy of the document is emailed to the student and the student's transcript and Academic Plan are both updated to include the transferred credits and reflect the reduced number of required credits for graduation.

Transferable credits must be approved by the Registrar, who reviews the courses and accepts only those whose course description, course learning objectives, and program objectives correspond to the AMU course(s) and program. If necessary, the Registrar will contact the appropriate program chair to check that the transfer credits correspond to the criteria of the AMU degree program. The Registrar may request extra information from the applicant to assist in the evaluation process. Additional sorts of information, in addition to the official transcript from the prior university, may include but are not limited to the following:

1. Syllabi of courses being considered for transfer credit.
2. Official catalog(s) covering the dates the courses were taken.

The number of possible transfer credits allowed is based upon the following requirements.

Associate and bachelor's degree programs:

1. Undergraduate courses with grade of "C-" or higher (1.7 on a 4.0 scale) from an institution as defined above can be considered for transfer.
2. A maximum of 75% credits of undergraduate level courses may be transferred into the associate's level program, while 75%\* credits of undergraduate level courses may be transferred into the bachelor's level programs. (\* Additional transfer credits can be considered in certain cases.)

Master's degree programs:

3. Graduate courses with grade of "B" or higher (3.0 on a 4.0 scale) from an institution as defined above can be considered for transfer. However, a maximum of one course in which a "C" was

earned may be considered for acceptance.

4. A maximum of 50% of credits of graduate level courses may be transferred into the master level programs. (\* Additional transfer credits can be considered in certain cases.)

Doctorate degree programs:

1. Doctoral level courses with grade of “B” or higher (3.0 on a 4.0 scale) from an institution as defined above can be considered for transfer.
2. A maximum of 50% of credits can be transferred into the doctorate level program. (\* Additional transfer credits can be considered in certain cases, such as ABD status.)

Once approved, AMU will maintain a written record of the previous education and training of military, veterans, and eligible persons in the student’s file. The transferred credits will be documented on the student’s transcript, indicating clearly that the transfer credit was granted. The student will be provided with a copy of the transfer credit worksheet, and a copy will be placed in the student’s file.

AMU has entered an articulation or transfer agreement with the following institutions and continues to look for universities that have the same standards in or to broaden the number of articulation / transfer agreements.

- International American University in Los Angeles for BBA, MBA, and DBA programs.
- Nobel University in Los Angeles for BBA, MBA, and DBA programs.
- European City University for MBA, DBA, and Ed.D programs

Credits earned at AMU are transferable to either of these U.S. or European institutions.

All transfer requests are reviewed as described above but the approved courses / programs from the institutions listed above are automatically accepted if the student passes the course / program with the grade(s) required for transfer. Questions concerning the transfer of credits should be directed to [admin@amu.education](mailto:admin@amu.education).

### **Admissions Decision Review**

When the applicant’s file is complete and the applicant has sufficiently demonstrated the potential for academic success at AMU, the Admissions Director and Registrar, and Provost will meet to review the student application. The committee will assess three key factors while reviewing the applicant’s file:

1. The potential for successful completion of the graduate or doctoral degree program based upon the applicant’s prior academic work and the successful completion of the Orientation and Skills for Success Program.
2. The ability of AMU’s program to help the student reach his or her academic and professional goals.
3. The potential benefits the student will derive from the degree program at AMU.

Applicants will then be notified of the admission decision. If there are specific clarifying questions about an applicant’s file, the applicant will be given the opportunity to respond before a decision is made.

## **AMU Computer Requirements**

AMU students utilizing distant education may take advantage of the power of the Internet. All online classes are taught using the Online Campus (Learnworlds). Therefore, the following outlines the required and recommended computer hardware/software each student will need to attend AMU online.

Required:

1. Internet accessibility
2. E-mail address
3. Computer hardware minimal requirement: Windows 7 hardware requirement
  - a. 1 gigahertz (GHz) or faster 32-bit (x86) or 64-bit (x64) processor\*
  - b. 1 gigabyte (GB) RAM (32-bit) or 2 GB RAM (64-bit)
  - c. 20GB hard drive (or larger)
  - d. DirectX 9 graphics device with WDDM 1.0 or higher drive
  - e. USB Digital Web Camera (or built in)
  - f. 56.6 kbps modem and Internet service (Recommend DSL or Cable service)
4. Software:
  - a. Windows 7 or more current version
  - b. Microsoft Office 2000 or more current version with Microsoft Word
  - c. Microsoft Internet Explorer Version 11 or equivalent
  - d. A current anti-virus application
  - e. Download free Acrobat Reader, PowerPoint Reader, and Windows Media Player
5. Recommended:
  - a. Inkjet or laser printer

## **Visa Services**

AMU does not participate in any student visa/I-20 program currently.

## **Orientation**

All applicants must successfully complete and pass the Orientation Program on Learnworlds before they will be considered for acceptance into AMU. The AMU Orientation Program is offered prior to studying at AMU and is part of the admissions process. This program provides AMU with the ability to assess the applicant's computer and internet skills and confirm accessibility to the AMU online systems. The program is a self-guided tutorial; however, an AMU representative is available throughout the process to assist new students successfully complete the program and to provide support and advice.

The objectives of the Orientation are:

- 1 To introduce students to the program.
- 2 To familiarize students with their expectations of study.
- 3 To establish a strong link between the applicant and American Management University.
- 4 To familiarize students with the degree requirements of their program.
- 5 To provide login information to Learnworlds and Opensis.

An Admissions Representative will assist the applicant in deciding to take the Orientation Program.

## **Admission Decision**

AMU is committed to working with students through the application and admission process in a way that helps articulate individual goals within the context of the academic program.

AMU programs are developed for students who wish to combine advanced academic education with their professional lives to achieve personal and professional goals. AMU's programs are founded on the conviction that success in our master's and doctoral programs is highly dependent on the applicant's prior experience and current motivational goals. As a result, the application process is designed to evaluate each student's unique academic and professional background to determine whether AMU is an appropriate educational match.

The Admissions Committee considers all aspects of an applicant's background credentials as well as the assessment information from the Orientation Program in determining whether to recommend admission. As such, applicants who do not specifically meet all admission criteria are encouraged to apply and discuss their situations with an Admissions representative.

Questions about the application process can be addressed by contacting the Admissions Office by sending e-mail to the following address: [admin@amu.education](mailto:admin@amu.education).

## **Definitions**

### **Admitted Students**

Applicants with a complete application file, who fully comply with the AMU academic admissions standards, and who successfully pass the Orientation Program and the assessment evaluations are categorized as admitted.

### **Minimum and Maximum Time for Completion from the date the Student Enters the First Class**

<b>Degree Program</b>	<b>Average Program Length</b>	<b>Minimum Program Length</b>	<b>Maximum Program Length</b>
Associate degrees	2 years	11 Months	5 years
Bachelor's Degrees	4 years	22 Months	10 years
Master's Degrees	2 years	11 Months	5 years
Doctoral Degrees	3 years	2 years	7 years

If a student does not complete the degree program within the time specified above, he or she will be dropped from the program unless an extension is sought and granted. If an extension is granted, the student must adhere to the terms and conditions of the extension to stay enrolled in the program. Under normal circumstances, only one extension will be allowed, and it will be for a maximum of one year. The student will be notified two terms in advance of the removal and will have the option of completing the program, requesting an extension, or being dropped from the program when the time limit is reached. The Academic Advisor or another AMU administration or

faculty person identified by the student will work closely with the student to ensure that the student remains on track to complete the program and graduate.

### **Definition of Full-Time Enrollment**

To be considered a full-time student, two 3-credit courses (6 credits) per term must be completed at the undergraduate level and three 3-credit courses (9 credits) per two terms must be completed at the graduate level.

### **Non-Discriminatory Policy**

AMU does not discriminate based on race, color, religion, national origin, sex, age, sexual orientation, gender, marital status, disability, veteran status, or political beliefs in any of its policies, practices, or procedures.

### **Family Education Rights and Privacy Act (FERPA)**

The 1974 Family Education Rights and Privacy Act (FERPA) specifies that (1) students have the right to view their educational information and (2) educational institutions are prohibited from disclosing educational records to non-college workers without the student's consent. AMU must obtain the student's written agreement before disclosing any information about the student to prospective employers, government organizations, or credit bureaus. Students and graduates seeking employment, credit, or other services can accelerate their applications by providing AMU with formal authorization to release their data, indicating which documents should be released and to whom. Contact the Administrative Office for additional information and exceptions to the policies governing the disclosure of student records.

### **General Data Protection Regulation (GDPR) Compliance**

#### Data Protection and Student Privacy Rights

AMU adheres to the General Data Protection Regulation (GDPR) of the European Union. Students have the right to:

- Access, correct, or request deletion of their personal data
- Know how their data is collected and used
- Withdraw consent to data processing (where applicable)
- File a complaint with a supervisory authority if they believe their data rights have been violated

All student data is handled securely in accordance with EU regulations. Data is only shared with third parties when required by law or with the student's explicit consent.

#### Student Support Services

AMU provides comprehensive services to promote academic and personal success:

- Academic Advising: Personalized academic planning and progress tracking
- Career Support: CV/resumé guidance, mock interviews, and career planning resources

- Digital Support: Help desk access for online platform and technical troubleshooting
- Instructor Communication: Faculty respond to inquiries within 48 hours
- Mandatory Orientation: Students are introduced to university expectations, systems, and policies before beginning coursework

#### Accessibility and Equal Opportunity

AMU is committed to ensuring equal educational access in compliance with French and EU non-discrimination laws. Students with disabilities or special needs may request reasonable accommodation through the Student Services Office.

Support is provided confidentially and may include extended deadlines, adaptive materials, or other appropriate measures depending on individual need and documentation provided.

#### **AMU Web Accessibility Policy:**

AMU is committed to ensuring that our website, administrative systems, online classrooms, and internet-based resources are accessible to people with disabilities. AMU conforms with Authoring Tool Accessibility Guidelines (ATAG) 2.0, which provide guidelines for designing web content authoring tools that are more accessible to authors with disabilities. The AMU Web Accessibility Policy applies to all existing web content on the AMU website, OpenSis, and Learnworlds. This policy will be reviewed annually on or before December 31 of each academic year by the Academic department. Issues related to web content accessibility should be reported to [admin@amu.educaton](mailto:admin@amu.educaton).

## IV. THE GRADING AND ENROLLMENT SYSTEM

### Grading System

#### Grading and GPA Requirements

AMU uses a letter-based grading scale to assess student performance. The following grade scale applies to all academic programs:

<b>Letter Grade</b>	<b>Description</b>	<b>Grade Point</b>
A	Excellent	4.0
B	Good	3.0
C	Satisfactory	2.0
D	Marginal Pass (UG only)	1.0
F	Fail	0.0
P/NP	Pass/No Pass	N/A
I	Incomplete	N/A
W	Withdrawal	N/A

A cumulative GPA of 2.0 is required for undergraduate programs and 3.0 for graduate and doctoral programs to maintain satisfactory academic standing.

#### Attendance and Participation

Due to the asynchronous nature of AMU's online programs, students are expected to log in and participate at least three times per week. Failure to meet minimum engagement standards may result in academic warnings or administrative withdrawal. On-site classes, where applicable, follow mandatory attendance standards.

#### Academic Integrity

All students must adhere to the highest standards of academic honesty. Plagiarism, cheating, fabrication of information, and other violations are grounds for academic discipline, including course failure or dismissal. AMU reserves the right to use plagiarism detection tools and retain submitted work for academic integrity enforcement.

#### Probation and Dismissal

Students who fall below the minimum GPA requirement will be placed on academic probation. If GPA does not improve after two consecutive terms, students may be dismissed. Reinstatement is possible after one full term and upon approval by the academic review committee.

#### Assessment and Coursework

Coursework is assessed through written assignments, projects, case studies, and discussion posts. Final projects, comprehensive exams, or capstones may be required for degree completion. All work must be submitted by published deadlines unless prior approval is granted.

#### Credit Hour System

Although AMU is headquartered in France, it follows the American semester credit hour system. One semester credit hour equates to approximately 15 hours of direct instruction and 30 hours of independent student work. Programs are structured according to U.S. higher education standards while maintaining international flexibility.

## **Grade Requirements**

Students must achieve a minimum of 70% in each class or retake the class. When the graduate student retakes the class, the higher of the two grades is recorded on the transcript. The student must pay to retake the class the second time.

## **Grade Point Average (GPA) Grading Scale**

The following grading is used as part of the grading scheme and to calculate the student's grade point average (GPA).

## **Resubmission of Assignments**

Student resubmission of individual assignments in a particular class is entirely at the discretion of the professor for that class. All assignments must be complete on or before the student's end of course date unless other arrangements (such as an extension or leave of absence) have been made and approved prior to the end of course date.

## **End of Course Grading Policy**

The faculty will finalize grades 72 hours after the end of the term and provide notification to the students and the Registrar that the grades are finalized. The Registrar then imports the grades into the student's transcript. Classes are closed 2 weeks after the end of the term. Students have 120 days from the last day of the term to file a grade grievance if the student feels a mistake was made. Grade grievances will not be accepted once the 120-day period has ended. Classes are deleted 240 days after the end of the term.

## **Proctored Exams**

Selected final class examinations in each program may be proctored online to measure a student's mastery of the subject matter and to help ensure academic integrity. All proctored exams are administered via online or at a learning site.

## **Student Conduct**

AMU is a distant education university, and its students and faculty come from various cultures and backgrounds. Therefore, it is important for all students to be mindful of the wording used within the classroom discussions. Students are expected to treat peers and faculty with respect and use professional wording in the class or group discussions.

## **Academic Integrity and Intellectual Property Rights**

### **POLICY: Statement of Academic Integrity**

AMU is committed to upholding the highest standards of academic integrity. All AMU students, faculty, and staff are encouraged to strive toward academic excellence and to adhere to the rules and expectations of the academic community. All forms of academic dishonesty including, but not limited to, plagiarism, copying, cheating, and/or the submission of work that is not your own are strictly forbidden. Students, faculty, and staff are also only to engage in behavior, both in the classroom and in their personal lives, that is ethical and becoming of a global, academic institution. Violations of the AMU academic integrity policy will be addressed accordingly.

Consequences are determined on a case-by-case basis with consideration to the severity of the violation and any previous documented offenses. Consequences include but are not limited to remediation, academic probation, letter grade reductions for the assignment or class, failure of the assignment or class and/or dismissal from the university.

### **Statement of Academic Integrity**

To ensure that AMU students maintain the standards of academic honesty and integrity, all students are required to sign a statement of academic integrity upon enrollment. The statement reads as follows:

**"By submitting this statement, I declare that every material I submit in this classroom will be original to me. I commit to abstain from academic dishonesty in any form, including but not limited to plagiarism, copying, cheating, and/or submitting work that is not my own. I make this academic integrity statement with full knowledge of the consequences and sanctions that may be taken against me, including remediation, academic probation, letter grade reductions for the assignment or class, assignment or class failure, and/or removal from the university."**

In a similar manner, professors are to be held to the same standards of academic integrity. Upon hire, professors are required to sign a statement of academic integrity. The statement reads as follows:

**"By submitting this statement, I certify that I will uphold and protect academic integrity norms. I pledge to conduct myself professionally in all of my dealings with students and to offer an excellent example of academic honesty and integrity for my students. I am conscious of the responsibilities inherent with my position and make this academic integrity declaration fully cognizant of the potential consequences and actions taken against me, including probation and/or expulsion from the university."**

### **Copyright and Intellectual Property Rights**

AMU adheres strictly to the copyright law of the United States which prohibits the making or reproduction of copyrighted material except under certain specified conditions. Acts of copyright infringement include, but are not limited to, misusing copyrighted material in one's coursework and misusing material for which the institution owns the copyright (i.e., web site materials, course materials, publications, etc.). The professors are instructed on ways to check for copyright abuse and must report infractions to the provost for disciplinary action up to and including withdrawal from the University for repeated offenses.

Students are expected to respect the intellectual property rights of AMU materials/processes, other students, peers, faculty, and staff. Likewise, AMU is committed to ensuring the original work of a student is protected as intellectual property owned by the student that produced the material. Faculty, staff, and other students are expected to honor the intellectual property rights of each student and will be held accountable if they use a student's original material without obtaining permission or for not providing the proper reference for the original material. Please review the section on *Academic Integrity* for more information.

### **Student Identity Verification**

All applicants must provide a copy of a valid government identification document containing at a minimum the applicant's picture, full name, date of birth, and address. Acceptable documents that can be used are the applicant's passport, driver's licenses, and identification cards. The applicant will also be required to provide an electronic copy of a passport style picture (face and shoulders). AMU will upload a PDF version of the government identification document along with a copy of the picture into the student's profile. Once accepted, the student will be required to

present a valid government identification document with the same information as on the copy described above. Proctors will verify the pictures and data match the information presented during the application process. If the information does not match, then the student will not be allowed to take the proctored exams. This process will be followed for all proctored exams.

### **Enrollment**

AMU provides open enrollment opportunities, as prospective students may apply at any time using the “Apply Now” feature found on the institution’s website ([www.amu.edu.eu](http://www.amu.edu.eu)). Enrollment begins after the applicant has been formally accepted into the university and has paid or decided to pay the fees and tuition.

### **Incomplete Grade Request**

Students can request an incomplete grade if they have completed 50% or more of the course requirements. Incomplete Grades are at the professor’s discretion and are granted for issues such as extreme circumstances such as military deployment, accident, or injury and timely/proper notification is made to the professor. If approved, the incomplete grade must be completed in the time limit specified on the Incomplete Grade Form or the ‘I’ will be changed to the grade the student earned in the class. The maximum allotted time to carry an “I” grade is two weeks past the end of the term in which the “I” grade was granted.

### **Withdrawal**

A student who wishes to completely withdraw from AMU during a term must complete a Program Withdrawal Form which must be submitted for approval. See the section on refund of fees for possible refunds.

### **Attendance/Absence Policy**

#### **Attendance Policy**

AMU will verify attendance on each registered course. Throughout the term, attendance is monitored each week and absent students are notified about their absence. If the student is absent from the class for one week (no postings, assignments, or exams completed online, or no attendance in the physical classroom), then the student will receive a probationary warning. If the student is absent from the class for three weeks, then the student is academically removed from the class and a refund is initiated.

#### **Leave of Absence**

Students can apply for a Leave of Absence (LOA) for up to a maximum of 180 days in one year. The LOA form can be found under Resources on the AMU website. If the student has extenuating circumstances (examples include religious, medical, professional, etc.) that fall outside of the policy, the student is encouraged to contact the university for guidance. The student must submit a written request to be reactivated at the end of the LOA. The request must be submitted to the university and failure to do so will result in termination of the degree program. Please address all inquiries regarding leave of absences to [admin@amu.education](mailto:admin@amu.education).

#### **Military Deployment Leave of Absence**

Students that are in the Military and receive deployment orders can apply for a Military Deployment Leave of Absence (MDLA). The MDLA form can be found under Resources on the AMU website. The MDLA can be requested for up to one year and if additional time is required, the student can apply for an additional MDLA. There

is no charge for MDLAs. However, documentation of deployment must be provided with each MDLA. The student must submit a written request to be reactivated at the end of the Military Deployment Leave of Absence. The request must be forwarded to the Registrar (admin@amu.education) and failure to do so will result in termination from the degree program.

### **Tardiness**

For online courses, AMU offers all courses online via the Learnworld platform. Tardiness in the conventional sense of arriving late for class is not a problem here. Students are, nevertheless, expected to attend classes and submit work in accordance with the requirements outlined in each syllabus. If a student is late in submitting an assignment, the assignment grade is reduced by the number of points specified in the course syllabus.

### **Administrative Withdrawal and or Dismissal/Termination**

A student may be administratively withdrawn and or terminated from the program or a course because of excessive class absence, disruptive behavior, inappropriate professional conduct or violating the student code of conduct, unfulfilled academic requirements, unpaid tuition/fees or other violation of academic policy / procedure. Differentiation of withdrawal passing and withdrawal failing will be annotated on the records. Refunds will be made in accordance with AMU policy. Students have the right to appeal against disciplinary actions taken by appropriate University authorities.

### **Academic Progress and Achievement**

Both quality of performance and progress toward the educational objective will be evaluated when considering a student's ability to remain at AMU. The institution's aims include quantifiable indicators of student accomplishment both during their time at the university and as a distinguished alumnus through the encouragement of lifelong learning and a commitment to giving back to their chosen field or career. The catalog and the Orientation Program contain detailed guidelines to assist applicants in successfully navigating the application and orientation processes, as well as answers to frequently asked questions by potential applicants and new students. The catalog specifies the amount of time students must earn a degree (see Degree Maximum Time for Completion from the date the Student Enters the First Class). Student Advisors work with each student to guarantee their success in the program.

### **Basic Policy on Student Progress and Achievement:**

- AMU requires students to make satisfactory academic progress towards a degree to remain in good standing with the University. Satisfactory academic progress means the student is registering for and successfully completing at least one course each term.
- A student may petition for a leave of absence and, if approved, may upon return continue under the catalog requirements that applied to the enrollment prior to the absence. Each approved leave of absence may be granted for a maximum of six months. Leave of absences are not automatic and there is a \$50 administrative fee associated with being moved into this status.
- A Leave of Absence Form, located under Resources on the AMU website, must be completed, and submitted to AMU administration for review and approval.

### **Expectations of the Student**

Students are required to maintain communication and participation within the classroom to ensure all to course completion requirements are finalized. Online students are expected to enter the classroom and actively participate a minimum of 3 days a week. A student shall be subject to academic probation if he or she fails to maintain a

cumulative grade point average of at least 3.0 in all credits attempted after admission to the program at the graduate level, while at least a 2.0 in all credited attempted after admission to an undergraduate program.

Students who demonstrate substandard academic progress in the first 12 credit hours, may be academically dismissed (terminated) without a probationary period.

### **Academic Probation**

After completing a minimum of 12 semester hours, if the student's cumulative GPA falls below the minimal minimum for a student in good standing, the student will be immediately placed on academic probation (3.0 for all graduate programs, 2.0 for undergraduate programs). Academic probation is for 12 credit hours or a maximum of two terms. Academic probation students are limited to a maximum of six credits per term. After 12 credits (a maximum of two terms) on probation, the student's GPA is evaluated each term, and if it falls below the required program GPA or does not improve, academic dismissal (termination) action is commenced.

Satisfactory progress requires the student either raise the cumulative GPA to an acceptable level or the student demonstrates progress toward earning an acceptable GPA during the probationary period as described below:

- a. If after completing 12 credit hours required during the probationary period, the student raises the cumulative graduate GPA to 3.0 or higher or if an undergraduate student raises their GPA to 2.0 or higher, the student's status will be changed to Satisfactory.
- b. If the student's GPA for the probationary period is 3.5 or higher, but the graduate student does not raise the cumulative GPA to the minimum of 3.0 or higher, a secondary probation period will begin. If the undergraduate student's GPA for the probationary period is 2.5 or higher, but the graduate student does not raise the cumulative GPA to the minimum of 2.0 or higher, a secondary probation period will begin.
- c. If the student does not raise the cumulative GPA to the Satisfactory level, or meet the GPA stated in item "b" above, the student will be academically dismissed (terminated).

### **Academic Dismissal (Termination)**

AMU reserves the right to dismiss students who are not making satisfactory academic progress. Without a probationary period, students who demonstrate inadequate academic progress within the first 12 credit hours may be academically removed. The number of failing grades, prior academic performance, the number of withdrawn courses, and the chance of achieving adequate academic standing within a reasonable time frame will all be evaluated. Academic dismissal (without probationary term) from the program for a complete calendar year is possible if a student's grade point average falls below 1.0 or if they withdraw from the majority of courses within the last 12 credit hours.

### **Student Reinstatement**

A student who has been dismissed (terminated) may apply for reinstatement to the University four months after being dismissed. Requests for reinstatement must be made to the Registrar no later than one month prior to the start of the desired term in which the applicant wishes to resume classes. A reinstatement committee will be formed, and the reinstatement request will be reviewed by the committee, but reinstatement is not automatic.

Once reinstated, the student will return to an Academic Probationary status for a period of 12 credits or a maximum of 2 terms. During this time, the student is expected to demonstrate academic progress. If at the end of the

probationary status period the student's status is not changed to Satisfactory, the student will be dismissed (terminated).

### **What the Student Can Expect from the Professor**

- Classroom facilitators are required to respond to student emails within 24 hours and discussion form posts within a 48-hour period.
- Classroom facilitators will respond to each student within a forum. (Note: facilitators do not have to respond to every post by a student but must respond to each student at least once within the forum. Additionally, facilitators will be active and engage all participants in discussion question forums, directing the discussions in a positive and constructive manner).
- Classroom facilitators will post (initial) grades for the session discussion question forums no later than the final day of the session. (Note: grades may be altered during the additional two weeks before the session assignments close.)
- Classroom facilitators will grade and return assignment submissions (including but not limited to essays, Case Studies, research assignments etc.) no later than 72 hours after submission.
- Classroom facilitators will submit grades in Learnworld within 72 hours of the end of term.
- Dissertation committee members will respond to the submission of dissertation chapters or partial submissions within 5 days of the submission and no later than 10 days for submissions constituting complete drafts.

### **AMU Failure to Activate Enrollment Withdrawal Policy**

**Five Day Failure to Activate Enrollment Withdrawal Policy:** Students are required to log into the classroom during the first five days of the course and activate enrollment. To activate enrollment, students must post an introduction in the Introduce Yourself Forum. If the student does not activate their enrollment within the first five days of class, then the student will automatically be withdrawn from the class. A notification will be sent to the student and a refund of all monies paid for the class will be refunded. If there are extenuating circumstances, then the student is encouraged to immediately contact the Registrar ([admin@amu.education](mailto:admin@amu.education)).

### **Right of Petition**

Students may petition for a review of university academic regulations when unusual circumstances exist.

## V. GRADUATION REQUIREMENTS

### Program Completion Criteria

To be eligible for graduation, students must successfully complete all academic and financial obligations associated with their enrolled program. These include:

#### Undergraduate Programs

- Completion of all required courses (minimum 120 semester credit hours)
- Minimum cumulative GPA of 2.0
- Settlement of all tuition and fees

#### Graduate Programs

- Completion of all required courses (typically 30–36 semester credit hours)
- Minimum cumulative GPA of 3.0
- Successful completion of capstone project or thesis
- Settlement of all tuition and fees

#### Doctoral Programs

- Completion of all required coursework (typically 48–60 semester credit hours)
- Minimum cumulative GPA of 3.0
- Successful completion and defense of the dissertation or doctoral project
- Settlement of all tuition and fees

#### Validation-Based Degrees

- Submission and approval of an academic/professional portfolio, which may include prior learning, certifications, professional experience, previously published research, academic papers, and other scholarly or applied work
- Completion of any supplemental coursework or assessments assigned during evaluation
- Settlement of all applicable fees

#### Degree Conferral Process

Students must submit an official “Intent to Graduate” form no later than 21 days before their intended graduation date. Once all academic and financial obligations are verified by the Registrar, the conferral will be presented to the President for final approval.

Graduation ceremonies may be held in France or other designated international locations. Participation in the ceremony is optional and does not affect the conferral of the degree.

### **Graduation Approval Process**

The Graduation Approval Process consists of a review of the student’s academic records by the Registrar and the student’s Academic Advisor. Once the student’s Intent-to-Graduate is received in the Registrar’s office, a review of the student’s academic records is performed to verify the student has completed all degree program requirements for the program in which the student is registered.

If the Registrar determines the student has not completed all graduation requirements or the student has outstanding financial obligations to the university, the Registrar returns the Intent-to-Graduate to the student along with an explanation for the denied graduation request. The Registrar also notifies the student’s Academic Advisor of the denied graduation request. The student can appeal to the office of the Student Services (admin@amu.education) if he/she feels an error has been made.

If the Registrar determines the student has completed all graduation requirements, the Registrar contacts the Finance Department to ensure all financial obligations to AMU have been fulfilled. Registrar provides the Intent-to-Graduate request form along with his/her findings to the applicable student’s Academic Advisor for review and recommendation.

The student’s Academic Advisor responsibilities are to:

1. Review the Registrar’s findings concerning the students’ completion of the graduation requirements.
2. If approved by Academic Advisor, the Registrar recommends to the president the conferring of the degree on the student. The president then provides the final approval to graduate.

## VI. FINANCIAL INFORMATION

### Tuition

Tuition and Fees

#### Online Programs via Coursework

Program	Cost Per Unit	Total Units	Program Total Tuition
Bachelor Programs	€295	120	€35,400
MML and MSM	€295	30	€8,850
Other Master Programs	€295	36	€10,620
Doctor of Professional Studies	€295	48	€14,160
DBA, DSL, Ed.D, PhD	€295	60	€17,700

#### Degree via Validation (Portfolio, Publication, Research, Prior Coursework, Experiential Learning)

Program	Program Total Tuition
MBA	€12,000
Bachelor, MML, MSM, Education, Professional Studies,	€11,000
Doctor of Philosophy (Ph.D.)	€20,000
Doctor of Professional Studies	€16,000
DBA, DSL, Ed.D., Doctor of International Relations	€18,000
All bachelor's Degrees	€10,000

**Ways to Save** Geographic and Hardship Discounts: AMU considers geographic location, employment status, and other hardship factors to offer discounts of up to 65%. Contact [validations@amu.education](mailto:validations@amu.education) for more information.

**Transfer of Credits (Coursework Programs)** Students may transfer up to 50% of their program credits from other approved institutions. Tuition will be adjusted accordingly, and a custom payment plan will be created.

**Tuition Reimbursement** Your employer may offer tuition reimbursement. Check with your HR department. AMU will gladly coordinate with your employer.

**Payment Plans** Flexible payment plans are available for all students and are tailored based on program length and student need.

#### Other Fees

Description	Type	Amount
Application Fee	One-Time	€45
Credit Card/Bank Card Processing Fee	Per Transaction	5%
Graduation Fee (standard shipping)	One-Time	€150
Transcript (TOR)	Per Transcript	€15
Late/Returned Payment Fee	Per Occurrence	€35

Re-Enrollment Fee

Per Occurrence €100

## **Catalog**

The AMU Catalog is available for free and can be downloaded from the AMU homepage.

## **Scholarships**

AMU may at times offer scholarships. Scholarships are subject to review of an applicant on a regular basis and it is the student's responsibility to meet the requirements to retain the scholarship offered.

## **Tuition Payment Plans**

- **Option 1 – Pay as classes are taken**  
I will be billed when I register for new classes and pay full price of the class before the class starts.
- **Option 2 – Pay in equal payments**  
I will be billed when I register for a program of study. Master's programs are billed across 12 equal installments, while doctoral programs are billed across 24 equal installments.
- **Option 3 – Pay full tuition amount for degree in a single payment.**  
I will make a payment for the full tuition and fees for the degree program in a single payment before starting the first class.

**Employer Payment Plan:** Under this plan, the student works with their organization to establish billing and payment parameters where the organization pays for part or all of the student's tuition and fees.

**External Scholarship Plan:** Under this plan, the student works on their behalf to foster external scholarships to help pay for tuition and related materials. Courses will typically not be approved by the Registrar until the External Scholarship Plan funding is accepted by AMU.

Information about additional financing programs may be obtained by working with a financial representative by emailing [admin@amu.education](mailto:admin@amu.education) or by calling 909-280-0112.

## **Satisfactory Academic Progress Policy**

AMU requires students to make satisfactory academic progress towards a degree to remain in good standing. Satisfactory academic progress means the student is registering for and successfully completing at least one course each term.

## **Tuition Obligations**

Students register for new classes and electronically sign the Term Enrollment Agreement before each new term. Tuition and fee payments are made according to the Payment Option selected by the student during the admission process. A student will not receive, diploma, official transcript, letter of recommendation, or register for future classes if the student's finances are delinquent.

### **Services Not Provided by AMU**

AMU does not provide or charge fees for student housing, transportation, supplies and materials, equipment costs, computer or technology costs, or any other costs not described in AMU's Schedule of Fees and Charges.

AMU does not participate in government aid programs and does not require disclosures concerning any form of government aid.

AMU does not provide placement services.

In addition, AMU neither provides, pays for, nor reimburses students for the acquisition of, or use of, any electronic tools, and/or services such as, but not limited to, computers, access to online database services, or database consultant fees and/or services.

## VII. STUDENT RIGHTS

### Refund Policy Guidelines

AMU's refund policy has been developed in accordance with most U.S. recognized accreditors' standards. The institution has and maintains the following policy for the refund of the unused portion of tuition fees and other charges in the event the student does not register for the period of attendance or withdraws there from at any time prior to completion of the courses or otherwise fails to complete the period of enrollment. The institutional refund policy for students who have completed 75% or less of the course of instruction shall be a pro rata refund. Notice of cancellations shall be in writing; however, the initial notification to the university can be in any means available to the student. A withdrawal may be initiated by the student's written notice or by the student's conduct, including but not necessarily limited to, a student's lack of attendance.

### Student's Right to Cancel Enrollment

**Refund Policy:** To terminate an Enrollment Agreement or withdraw from the university, the student must notify AMU via any available communication medium (Mail: American Management University, Attn: Registrar, 1126 W Foothill Blvd #165, Upland, California, 91786 USA; Email: admin@amu.education; or Phone: 909-280-0112). If a student cancels their Enrollment Agreement or withdraws from the university within the first seven calendar days of the start of their class, they will receive a full refund of all monies paid. If, however, the student cancels the Enrollment Agreement or withdraws from the university after the seventh calendar day prior to the scheduled start of the class, the student will receive a refund based on the Pro-Rata Refund Chart described below. The cancellation will take effect on the date the student notifies AMU via email, telephone, fax, or other electronic means, or on the date indicated on the request letter sent via US Mail. Refunds will be issued within 30 days of notification.

### Pro-Rata Refund Chart for an 8 Week Standard Class

A full refund of all money paid is due during the initial 7 days of study in the term in which the student withdraws. The Registration Fee will be charged after 7 calendar days from the start of the term in which the student withdraws. After Week 1, the prorated refund is based upon the amount paid minus the 20% (one-time maximum of \$200) Registration Fee multiplied by the appropriate percentage as listed below. If a student withdraws:

	<b>*Refundable Tuition Due Student</b>
First week	100%
After Week 1	80%
After Week 2	60%
After Week 3	40%
After Week 4	20%
After Week 5	0%

\*Refundable tuition is the total course tuition minus the registration fee.

**The following is an example of how the pro-rata refund works for an 8-week class.**

- A. If the student pays \$1,050 tuition and registration fee for the term and withdraws **within the first 7 days after registration**, then the full \$1,050 tuition will be refunded.
- B. If the student withdraws after **week one**, then the 20% (maximum \$200 registration fee will be charged).
- C. If the student pays \$1,050 tuition for the term and withdraws, depending upon the day the student notifies AMU of their decision to withdraw, the student will receive the following.

After 7 calendar days of class: \$1,050 minus 20% (\$200 maximum Registration Fee) = \$850.00

	<b>*Refundable Tuition Due Student</b>
First week (first 7 days)	100% = \$1,050
After Week 1	80% = \$680.00
After Week 2	60% = \$510.00
After Week 3	40% = \$340.00
After Week 4	20% = \$170.00
After Week 5	0% = \$ 0.00

\*Refundable tuition is the total course tuition minus the registration fee.

### **Student Academic Grievances**

1. The official grievance procedure in no way obstructs the critical informal channel of communication between students and teachers through which they can discuss any subject of mutual interest. In practice, it is the student's job to attempt to resolution of a disagreement with the instructor prior to initiating a formal grievance procedure.
2. This approach will not violate students' rights; nonetheless, the student who filed the grievance will be responsible for supporting and proving the accusation at each stage of the action. A low grade by itself does not provide grounds for appeal, nor does the difficulty of a course, test, or single test question.
3. This approach will not impinge on the instructor's academic freedom, including the instructor's right to evaluate students fairly and appropriately and to issue grades in class. AMU empowers only the instructor to assign grades unless the Student Advocacy Committee recommends a grade adjustment because of the grievance procedure.
4. At each formal stage, a written summary will be prepared (respectively by the faculty members, the Program Chair, the Chief Academic Officer, and the Chair of the Student Advocacy Committee, if one is used), including an explanation of the rationale for any action or revision rendered.
5. Both students and faculty members' privacy rights shall be protected. Until the grievance is resolved, all principals will have access to the summaries for all lawful purposes. Copies may be retained solely by the parties asserting a claim. These records will not be made as a permanent part of any student or faculty member's record.

## **Student Complaint File**

Students and professors are encouraged to work together to resolve classroom conflicts. Additionally, students and professors are encouraged to seek assistance if a problem becomes severe or a resolution appears improbable. Students have several options when filing a formal complaint. Complaints and grievances received from other departments are routed to the Executive Vice President of Student Services, who categorizes them as follows:

1. Textbooks and Course Materials
2. Library Services
3. Facilitation and Professor Performance
4. Grading Consistency
5. Administrative Effectiveness
6. Website Malfunction/Technical Issue
7. Program Effectiveness/Program Expectations
8. Course Content and Accuracy

The Director of Student Services (DSS) will then take steps to investigate the issue by gathering information from the necessary departments, services, or individuals. Working together with the proper entities, the DSS of Student Services will attempt to resolve the issue. If the issue cannot be resolved, or if the grievance is of a personal nature involving student and faculty issues, then the DSS of Student Services will call a meeting of the Student Advocacy Committee which will meet and make recommendations. The appropriate actions will then be taken.

The office of the Director of Student Services will maintain the “Student Complaint File” which is a record of the complaint, the date of the complaint, and the actions taken to resolve the issue. The DSS of Student Services will also complete an “End of Action Report” that will be used to maintain academic excellence and to ensure continued improvement and development of the university classrooms, resources, and services.

## VIII. STUDENT SERVICES

### **Orientation Program**

Students complete a degree-level appropriate orientation to help them develop the skills they need to be successful in AMU online classes including topics such as academic writing style and format, navigating the AMU systems and expectations; AMU policies and procedures; student services and university resources; and the LIRN Library Database.

### **Academic Advisement**

Each student will be assigned an Academic Advisor who will provide academic advice. Academic Advisor is a faculty member who has knowledge of the curriculum and system of learning, s/he and students will be in constant communication to guide and resolve any academic matters. The Academic Advisor will assist the student through the whole academic program.

### **Counseling**

AMU offers counseling via Administrators and Faculty. Academic Counseling falls in the purview of the Provost, Deans, Chairs, Faculty, and academic staff. Counseling and mentoring for all personal issues fall under the purview of the Executive Vice President for Student Services.

### **Americans with Disabilities Act (ADA) and AMU Individualized Services (AUIS)**

"Individualized Services" is established solely for the purposes of providing stress-free entrance and accommodations to programs at AMU for students, administrative staff, and faculty seeking to be a part of AMU. This creates a culture of aiding and encouragement for those seeking to join AMU and complies with Section 504 of the Rehabilitation Act and The Americans with Disabilities Act:

Pursuant to the provisions of "Section 504 of the Rehabilitation Act of 1973 (Section 504), a law that prohibits discrimination on the basis of physical or mental disability (29 U.S.C. Section 794) and subsequent legislation; The Americans with Disabilities Act of 1990 (ADA Title III) is the civil rights guarantee for persons with disabilities and upholds and extends the standards for compliance with Section 504".

Student Services will provide individualized services for those students requiring additional accommodation. It is recommended students contact AMU at [admin@amu.education](mailto:admin@amu.education) at the time of enrollment or 60 days before courses begin. Official documentation must be submitted to Student Services stating the disability (all information is kept in strict confidence) and meeting the established AMU procedures.

### **Correspondence**

The AMU policy about number of days that will elapse between AMU's receipt of the student's inquiry via mail and AMU's response, or evaluation is 7 days. Exceptions may be made due to emergencies and unforeseen circumstances.

## Student Interaction and Study Groups

Group study will be incorporated when feasible. Students coming together, sharing ideas, and preparing is a delightful part of the college environment be it direct or virtual. Group study is a helpful way to re-enforce the personal first-time study and expand the range of learning. Interaction will be the essence of the instructor's facilitative tasks.

## AMU and Social media

The AMU community can stay connected to AMU and informed about the successes of AMU students, faculty, staff, and programs through our social media accounts. Find and connect with AMU on LinkedIn and Facebook.

## Libraries

### AMU Library

AMU is a member of the Library & Information Resources Network (LIRN). Therefore, each student has access to a wide variety of library resources via the AMU Library which is accessible via Learnworld. The student is expected to fully utilize the library resources when addressing discussion questions, writing assignments, course research projects, and/or the doctoral dissertation. In the AMU Library, the student will find the following resources:

**Books24x7®** offers on-demand, instant access to the complete text of thousands of best-in-class online books, book summaries, audiobooks, research reports and best practices. Topical collections represent trusted sources in business, technology, engineering, finance and more.

**eLibrary:** Selected periodicals, reference books, maps, pictures, and newspapers from around the world, along with transcripts of news and public affairs broadcasts.

**EBSCO Host: Free** abstracts and indexes from Ebscohost on librarianship, education, environmental issues, and European works that relate to the Americas.

**Bowker:** As the exclusive U.S. ISBN and SAN Agency, Bowker® receives the most authoritative title and publisher information available, making it the world's leading source for bibliographic information.

- **Bowker's Books in Print:** Information on books, audio, and video materials searchable by availability, author, title, keyword, publisher, language, and more.

- **RCLweb:** Features recommended titles in 58 subjects selected for academic libraries by subject specialists and bibliographers. Note: Not full text.

**InfoTrac: Business,** computer science, criminal justice, general academic, health and wellness, law, literature, newsletters, newspapers, opposing viewpoints, and reference with student resource center, Gale Virtual Reference Library and the InfoTrac OneFile.

**ProQuest ABI/INFORM, Psychology Journals, and Research Library** modules on the arts, business, children, education, health, humanities, international and multicultural topics, law, military, psychology, science, social science, and women. ProQuest Dissertations & Theses Global is also available.

- **ProQuest Complete:** This database is the most comprehensive ABI/INFORM database, comprised of ABI/INFORM Global, ABI/INFORM Trade and Industry, ABI/INFORM Dateline and ABI/INFORM Archive, featuring over 3,000 full-text journals, 25,000 Dissertations, 14,000 SSRN working papers, key newspapers such as The Wall Street Journal and The Financial Times, as well as country-and industry-focused reports and data. Its international coverage gives researchers a complete picture of companies and business trends around the world.

- **Dateline:** This database includes hard-to-find local and regional business publications, including McClatchey Tribune titles, with news about local companies, analysis, information on local markets and more. It also allows

users to research employment opportunities, compile data on benefits and compensation, learn about corporate strategies and other topics from a local and regional perspective.

- **Global:** This database is one of the most comprehensive business databases on the market. It includes in-depth coverage for over 3,000 publications, with more than 2,000 available in full text and the latest business and financial information for researchers at all levels.
- **Trade and Industry:** This database includes in-depth coverage of companies, products, executives, trends and other topics available in more than 2,000 publications, with over 1,800 in full text. With ABI/INFORM Trade & Industry users can study and compare specific trades and industries, including telecommunications, computing, transportation, construction, petrochemicals and many others.
- **ProQuest Dissertation & Theses Global (PQDT Global)** simplifies searching for dissertations and theses via a single access point to explore an extensive, trusted collection of 3.8 million graduate works, with 1.7 million in full text. Designated as an official offsite repository for the U.S. Library of Congress, PQDT Global offers comprehensive historic and ongoing coverage for North American works and significant and growing international coverage from a multiyear program of expanding partnerships with international universities and national associations. We offer effective and efficient results on our curated content platform with expert metadata that reduces noise in search results. Direct access to full text and other ProQuest and ebook subscriptions advance the research process.
- **Psychology Journals:** This database provides abstracts and indexing for more than 640 titles, with over 540 titles available in full text. Many titles are indexed in PsycINFO. Coverage ranges from behavioral, clinical, cognitive, developmental, experimental, industrial and social psychology, along with personality, psychobiology and psychometrics.
- **ProQuest Research Library** provides one-stop access to more than 4,000 periodicals from one of the broadest, most inclusive general reference databases ProQuest has to offer. Search from a highly respected, diversified mix of scholarly journals, trade publications, and magazines covering over 150 academic disciplines.
- **Business:** This resource covers publications on the latest business and financial information for researchers of all levels.
- **Health & Medicine:** This resource covers publications on the latest medical information for researchers of all levels.
- **History:** This resource covers publications on history for researchers of all levels.
- **Literature & Language:** This resource covers publications on literature and language for researchers of all levels.
- **Sciences & Technology:** This resource covers publications on the latest science and technology information for researchers of all levels.
- **Social Sciences:** This resource covers publications on social science information for researchers of all levels.
- **The Arts:** This resource covers publications on the arts for researchers of all levels.

#### **Selected high value resources from the Internet.**

- **Director of Open Access Journals (DOAJ):** Free, full text, quality controlled scientific and scholarly journals, covering all subjects and many languages.
- **Internet Public Library:** A searchable, subject-categorized directory of authoritative websites; links to online texts, newspapers, and magazines; and the Ask an ipl2 Librarian online reference service.
- **PubMed** comprises more than 21 million citations for biomedical literature from MEDLINE, life science journals, and online books. Citations may include links to full-text content from PubMed Central and publisher web sites.

#### **Online Libraries**

The following lists contain online libraries that are recommended to students:

Appleton Public Library: <http://www.apl.org/e>  
IPL (The Internet Public Library): <http://www.ipl.org>

Other resources are available to students and normally there is no fee

Office of the Law Revision Counsel: <http://uscode.house.gov/>  
The WWW Virtual Library: <http://vlib.org/>  
National Business Incubation Association: <http://www.nbia.org>  
Questia Library: <http://www.questia.com> (*fee*)  
SCORE: Counselors to America's Small Business: <http://www.score.org>  
SOON Online Magazine: <http://www.soon.org.uk/>  
ESL Resource Center: <http://www.eslus.com/eslcenter.htm>  
ESL Resources for Students: <http://www.studentguide.org/43-excellent-esl-resources-for-students/>  
English Study Hall: <http://home.gwu.edu/~meloni/eslstudyhall/>

Other Free Online Library Sources:

Bibliomania: The Network Library: <http://www.bibliomania.com/>  
Internet Classics Archive English translations & comment boards for all works:  
<http://classics.mit.edu/>  
IPL Online Texts Collection: <http://www.ipl.org/div/books/>  
Litrix Reading Room: <http://www.litrix.com/readroom.htm>  
Project Bartleby Archive: <http://www.bartleby.com/>  
Project Gutenberg Archive: <https://www.gutenberg.org/>  
The On-line Books Page: <http://digital.library.upenn.edu/books/lists.html>

### **Bookstore:**

Required textbooks and other course materials are either provided in electronic format to the student without charge, when applicable, or may be acquired locally or through online bookstores and other organizations such as [www.half.com](http://www.half.com), [www.ebay.com](http://www.ebay.com), [www.amazon.com](http://www.amazon.com), [www.shopmcgrawhill.com](http://www.shopmcgrawhill.com), etc.

### **Sexual Assault Policy**

Sexual assault at AMU shall include but is not limited to rape, forced oral copulation, forced sodomy, rape by foreign object, sexual battery, or threat of sexual assault. AMU has set forth the following sexual assault prevention, reporting, and emergency aid procedures:

1. If sexual assault is committed at AMU, the survivor or witness to the crime shall immediately report the incident to the local police.
2. The Executive Vice President of Student Services (or his or her designee) can then assist the student with any of the following as required: transporting the survivor to the appropriate medical service facility for necessary medical services with the consent of the survivor; providing names, addresses, and phone numbers of post-trauma counseling services that are available to the survivor; and providing information concerning options: criminal prosecution, civil prosecutions, and availability of counseling regarding academic difficulties that may arise because of the sexual assault and its impact on the survivor.

## Enforcement Policy

The Executive Vice President for Student Services is entrusted with the task of coordinating all matters involving sexual harassment complaints and sexual offense on campus (includes offices, workshops, online classes, etc.).

When an alleged sexual harassment complaint is brought to the attention of the administration, the Executive Vice President for Student Services shall make an investigation (and include HR if a faculty or staff member is involved) and present her or his findings to the Professional Standards Committee. Based on the evidence presented, the Committee renders a judgment. However, if the victim of an alleged sexual harassment is dissatisfied with the decision rendered by this Committee, he or she may appeal to the Board of Directors.

## Sexual Harassment Policy

Federal laws prohibit sexual harassment. All employees of AMU must observe this provision. For our purpose, sexual harassment is defined as:

“A state of sexual harassment exists when submission to or rejection of such conduct affects the outcome of hiring, continued employment or promotion, academic progress including grades, or when such conduct has the effect of unreasonably interfering with the individuals' performance of duties and responsibilities, scholastic performance, or creating an intimidating or hostile work environment.”

## Housing Policy

As a virtual university, AMU does not possess or provide dormitory facilities.

## IX. PROGRAMS

### Undergraduate Programs

#### Associate of Science in Business Administration (ASBA)

A 60-credit foundational program offering core business knowledge including marketing, accounting, business communication, and management. Designed for entry-level professionals and those transitioning into business roles.

#### Bachelor of Science in Business Administration (BSBA)

A 120-credit program emphasizing functional areas of business such as operations, finance, marketing, and strategic management. Includes general education courses and business electives.

#### Bachelor of Science in Marketing (BSM)

A specialized 120-credit program focusing on consumer behavior, brand management, digital marketing, and campaign strategy. The program also includes a well-rounded foundation of 10 general education courses and 10 business core courses totaling 60 credits, ensuring students gain broad knowledge in critical thinking, communication, and cultural awareness. Ideal for those pursuing marketing careers.

#### Bachelor of Marketing (BMkt)

A 120-credit program aligned with the Chartered Institute of Marketing (CIM) requirements, emphasizing applied marketing, international marketing, and communications.

#### Bachelor of Professional Studies (BPS)

A 120-credit program for adult learners with prior credits or professional experience, tailored to specific career objectives. Accepts interdisciplinary coursework.

### Graduate Programs

#### Master of Business Administration (MBA)

A 36-credit program offering concentrations in areas such as Marketing, International Management, and Financial Management. Emphasizes leadership, global business, and innovation.

#### Master of Marketing (MMkt)

A 36-credit program focused on brand strategy, digital marketing, global marketing trends, and campaign analytics. Suitable for marketing professionals and CIM alignment.

#### Master of Management and Leadership (MML)

A 30-credit program designed for professionals transitioning into management. Covers HR, leadership theory, organizational behavior, and consulting.

#### Master of Sports Management (MSM)

This 30-credit program prepares students for management roles in sports organizations. Topics include sports marketing, administration, finance, and event management.

#### Master of Professional Studies (MPS)

A 36-credit customizable program allowing students to combine business, education, or leadership-focused coursework with research or applied project options.

#### Doctoral Programs

##### Doctor of Philosophy (Ph.D.)

A 60-credit research-focused doctoral program designed for individuals seeking to contribute original knowledge to the fields of business, education, or social sciences. Students will complete a series of research methodology courses, engage in academic writing and scholarly publication, and complete a dissertation based on independent research. This program is ideal for those interested in academic or research-intensive careers.

##### Doctor of Business Administration (DBA)

A 60-credit applied doctoral program in business strategy, global markets, and executive management. Requires a doctoral research project and defense.

##### Doctor of Strategic Leadership (DSL)

This 60-credit program focuses on organizational change, ethical leadership, and visionary leadership in practice. Requires project and defense.

##### Doctor of Professional Studies (DPS)

A 48-credit doctoral program allowing experienced professionals to synthesize research and practice in their industries. Requires a project or applied dissertation.

##### Doctor of Education (Ed.D.)

A 60-credit doctoral program aimed at education professionals. Covers education leadership, policy, assessment, and applied research methods.

#### Validation-Based Pathways

AMU offers degree completion via validation of prior learning, including previously completed academic work, publications, professional experience, and industry certifications. These pathways are available at the bachelor's, master's, and doctoral levels and evaluated by AMU's academic review committee.

## X. CURRICULUM

### Undergraduate Programs

#### Associate of Science in Business Administration (ASBA)

A 60-credit foundational program offering core business knowledge including marketing, accounting, business communication, and management. Designed for entry-level professionals and those transitioning into business roles.

##### Required Courses:

GEN 101 College English  
GEN 102 College Math  
GEN 103 World History  
GEN 104 Philosophy  
GEN 105 Communication  
GEN 106 Art History  
GEN 107 Introduction to Psychology  
GEN 108 Introduction to Biology  
GEN 109 Introduction to Economics  
GEN 110 Humanities  
ACC 110 Accounting I  
ACC 120 Accounting II  
ACC 130 Accounting III  
ACC 210 Cost Accounting  
BUS 303 Business Law  
BUS 313 Quantitative Analysis for Management  
BUS 330 Financial Management  
BUS 340 Principles of Organizational Management & Leadership  
BUS 360 Principles of Marketing  
BUS 370 International Business

Total Units: 60

#### Bachelor of Science in Business Administration (BSBA)

The BSBA is a 120-unit undergraduate program designed to provide students with a broad foundation in core business areas including accounting, finance, marketing, and management. The program emphasizes practical skills, ethical leadership, and strategic thinking to prepare graduates for roles in business or continued graduate study.

##### Required Courses

ASBA course in addition to the following:

BUS 315 Business Analytics  
BUS 325 Organizational Behavior  
BUS 335 Managerial Accounting

BUS 350 Business Ethics  
BUS 355 Strategic Management  
BUS 365 Business Technology and Innovation  
BUS 385 Negotiation and Conflict Management  
BUS 390 Principles of Entrepreneurship  
BUS 395 Small Business Management  
BUS 405 Business Report Writing Communication  
BUS 410 Production Management  
BUS 420 Human Resources Management  
BUS 445 E-commerce  
BUS 460 Supply Chain Management  
BUS 465 Project Management  
BUS 470 Business and Sustainability  
BUS 475 Global Economics  
BUS 480 Applied Statistics  
BUS 499 Capstone

Total Units: 120

### **Bachelor of Science in Marketing**

The Bachelor of Science in Marketing is a 120-unit program focused on developing students' expertise in consumer behavior, branding, digital strategy, and market research. The program equips graduates with the creative and analytical skills needed to design effective marketing campaigns, understand evolving consumer trends, and drive business growth in a competitive global environment.

GEN 101 College English  
GEN 102 College Math  
GEN 103 World History  
GEN 104 Philosophy  
GEN 105 Communication  
GEN 106 Art History  
GEN 107 Introduction to Psychology  
GEN 108 Introduction to Biology  
GEN 109 Introduction to Economics  
GEN 110 Humanities  
ACC 110 Accounting I  
ACC 120 Accounting II  
ACC 130 Accounting III  
ACC 210 Cost Accounting  
BUS 303 Business Law  
BUS 313 Quantitative Analysis for Management  
BUS 330 Financial Management  
BUS 340 Principles of Organizational Management & Leadership  
BUS 360 Principles of Marketing  
BUS 370 International Business  
BMKT 301 Principles of Marketing  
BMKT 302 Consumer Behavior  
BMKT 303 Marketing Communications

BMKT 304 Marketing Strategy  
BMKT 305 Digital Marketing  
BMKT 306 Sales and Sales Management  
BMKT 307 International Marketing  
BMKT 308 Brand Management  
BMKT 309 Market Research and Analytics  
BMKT 310 Product and Innovation Management

Total Units 120

### **Bachelor of Marketing**

The Bachelor of Marketing is a 120-unit undergraduate degree designed to align with the Chartered Institute of Marketing (CIM) standards. This program emphasizes key marketing competencies including strategy, consumer behavior, branding, digital marketing, and global market engagement. Graduates will be equipped with practical skills and knowledge recognized by industry leaders and may be eligible for exemptions or advanced standing in CIM qualifications.

Required Courses:

BUS 313 Quantitative Analysis for Management  
BUS 330 Financial Management  
BUS 340 Principles of Organizational Management & Leadership  
BUS 360 Principles of Marketing  
BUS 370 International Business  
BMKT 301 Principles of Marketing  
BMKT 302 Consumer Behavior  
BMKT 303 Marketing Communications  
BMKT 304 Marketing Strategy  
BMKT 305 Digital Marketing  
BMKT 306 Sales and Sales Management  
BMKT 307 International Marketing  
BMKT 308 Brand Management  
BMKT 309 Market Research and Analytics  
BMKT 310 Product and Innovation Management  
BMKT 312 Public Relations and Sponsorship  
BMKT 314 B2B Marketing  
BMKT 315 Pricing Strategy  
BMKT 317 Services Marketing  
BMKT 320 Capstone: Marketing Planning Project

### **Graduate Programs**

#### **Master of Business Administration**

The Master of Business Administration (MBA) at American Management University is designed for professionals aiming to advance their careers in business leadership. This flexible, YOU-focused program can be completed in as little as one year, tailored to meet individual career goals and schedules. It prepares students for senior management roles by enhancing strategic thinking, leadership abilities, and global business insight.

MAS 500 Organizational Behavior 3  
MAS 505 Ethics in Management  
MAS 510 Marketing Management  
MAS 515 Financial Management  
MAS 525 Managing Technology  
MAS 530 Operations Management  
MAS 535 International Business  
MAS 598 OR MAS 599 Capstone Project or Thesis  
Electives or Concentration Courses

Total 36 Units

### **Master of Management & Leadership**

MAS 500 Organizational Behavior  
MGT 501 Human Resource Management  
MGT 502 Critical Thinking & Executive Decision Making  
MGT 503 Strategy & Policy  
MAS 505 Ethics in Management  
LDR 501 Leadership: Practice & Theory  
LDR 502 Organizational Theory & Change  
LDR 503 Communication for Leaders  
LDR 504 Leadership & Innovation  
MAS 598 or 599 Capstone – Project or Thesis

Total: 30 Units

### **Master of Sports Management**

MAS 500 Organizational Behavior  
MAS 505 Ethics in Management  
MAS 510 Marketing Management  
MAS 515 Financial Management  
MAS 535 International Business  
SPT 500 Sports Administration  
SPT 510 Sports Finance & Budgeting  
SPT 520 Sports Marketing & Branding  
SPT 530 Sports Facility & Venue Management  
SPT 595 Special Topics in Sports Management  
MAS 598 or 599 Capstone Project or Thesis

Total: 30 Units

### **Master of Marketing**

MKT 601 Consumer Behavior  
MKT 610 Marketing Research & Data Analysis  
MKT 620 Digital Marketing Strategy

MKT 630 International Marketing Decisions  
MKT 640 Brand Management  
MKT 650 Advertising and Integrated Marketing Communications  
MKT 660 Strategic Marketing Decisions  
MKT 670 Social Media & Content Marketing  
MKT 680 Pricing Strategy  
MKT 690 Marketing Capstone

Total: 30 Units

Doctoral Programs

### **Doctor of Business Administration**

LEAS 801 Leadership in Theory and Practice  
LEAS 805 Organizational Design and Strategy  
LEAS 804 Strategic Leadership  
LEAS 812 Ethical Leadership  
DBA 900 Corporate Financial Management and Accounting  
DBA 905 Supply Chain Management for Executives  
DBA 910 Data Analytics  
DBA 915 Executive Management in Practice  
DBA 920 Strategic Marketing  
DBA 925 Global Business Strategies  
DOC 800 or DOC 801 Qualitative Research or Quantitative Research  
DOC 803 Research Statistics  
DOC 901 Doctoral Proposal  
DOC 902 Literature Review  
DOC 903 Applied Research Methods  
DOC 905 Project I  
DOC 906 Project II  
DOC 950 Doctoral Defense

Total: 60 Units

### **Doctor of Strategic Leadership**

LEAS 801 Leadership in Theory and Practice  
LEAS 802 The Change Process  
LEAS 804 Strategic Leadership  
LEAS 805 Organizational Design and Strategy  
LEAS 808 Strategic Global Leadership  
LEAS 809 Leading Teams/Collaboration  
LEAS 810 or Approved Elective Sustainability Leadership  
LEAS 811 or Approved Elective Managing Human Capital  
LEAS 812 or Approved Elective Ethical Leadership  
LEAS 813 or Approved Elective Leadership in Historical Context  
DOC 800 or DOC 801 Qualitative Research or Quantitative Research  
DOC 803 Research Statistics

DOC 901 Doctoral Proposal  
DOC 902 Literature Review  
DOC 903 Applied Research Methods  
DOC 905 Project I  
DOC 906 Project II  
DOC 950 Doctoral Defense

Total: 57 Units

### **Doctor of Professional Studies**

DPS 801 Professional Studies in Practice I  
DPS 802 Professional Studies in Practice II  
DPS 803 Professional Studies in Practice III  
DPS 804 Professional Studies in Practice IV  
Approved Elective  
Approved Elective  
Approved Elective  
Approved Elective  
DOC 800 or DOC 801 Qualitative Research or Quantitative Research  
DOC 901 Doctoral Proposal  
DOC 902 Literature Review  
DOC 903 Applied Research Methods  
DOC 905 Project I  
DOC 906 Project II  
DOC 950 Doctoral Defense

Total: 48 Units

### **Doctor of Philosophy**

Core Courses (Approved, based on specialization Business, Leadership, Research, or Education) 30–33 Units

Electives 6 Units

*Electives can be transferred in or taken from any of AMU's master's or doctoral programs, if they are not already part of the student's core curriculum.*

DOC 901 Proposal  
DOC 902 Literature Review  
DOC 904 Research Methods  
DOC 910 Results  
DOC 911 Conclusion  
DOC 950 Defense (6 units)

Total: 57-60 Units

## **General Education Courses**

### **GEN 101 – College English**

This course develops essential reading, writing, and critical thinking skills needed for academic success. Emphasis is placed on constructing arguments, research techniques, and proper documentation styles.

### **GEN 102 – College Math**

An introduction to college-level mathematics including algebra, functions, graphing, and problem-solving. This course prepares students for advanced quantitative coursework and daily practical application.

### **GEN 103 – World History**

Explores significant global historical events, civilizations, and cultural movements from antiquity to the modern era. Emphasizes the development of analytical skills and global awareness.

### **GEN 104 – Philosophy**

Introduces fundamental philosophical questions and theories from classical to contemporary thinkers. Topics include ethics, logic, metaphysics, and epistemology.

### **GEN 105 – Communication**

Focuses on verbal and non-verbal communication in diverse contexts including interpersonal, group, and public speaking. Students develop communication strategies and confidence.

### **GEN 106 – Art History**

Surveys visual arts from prehistoric to contemporary times, examining key artists, movements, and societal influences across cultures and time periods.

### **GEN 107 – Introduction to Psychology**

Explores the scientific study of human behavior and mental processes including learning, memory, emotion, personality, and psychological disorders.

### **GEN 108 – Introduction to Biology**

An overview of biological principles including cell structure, genetics, evolution, ecology, and human body systems. Designed for non-science majors.

### **GEN 109 – Introduction to Economics**

Covers basic principles of microeconomics and macroeconomics including supply and demand, market structures, fiscal policies, and global trade.

### **GEN 110 – Humanities**

An interdisciplinary exploration of literature, philosophy, music, and the arts. Emphasizes critical thinking and cultural context in the human experience.

## **Undergraduate Courses**

### **ACC 110 – Accounting I**

Introduces fundamental accounting principles including the accounting cycle, journal entries, ledgers, and basic financial statements.

**ACC 120 – Accounting II**

A continuation of Accounting I, focusing on adjustments, financial reporting, and the handling of assets, liabilities, and equity.

**ACC 130 – Accounting III**

Covers advanced topics in financial accounting, including income taxes, leases, pensions, and consolidated financial statements.

**ACC 210 – Cost Accounting**

Examines cost behavior, cost allocation, and budgeting. Focuses on using accounting data for planning and control.

**BUS 303 – Business Law**

Introduces the legal environment of business, covering contracts, torts, agency law, and the regulatory environment.

**BUS 313 – Quantitative Analysis for Management**

Apply mathematical and statistical methods to business decision-making. Topics include forecasting, regression, and decision trees.

**BUS 330 – Financial Management**

Explores financial planning, analysis, control, and decision-making tools including budgeting, ratios, and capital markets.

**BUS 340 – Principles of Organizational Management and Leadership**

Examine foundational concepts in organizational behavior, leadership theories, and managerial roles in modern organizations.

**BUS 360 – Principles of Marketing**

An introduction to marketing principles including product, price, promotion, and distribution strategies.

**BUS 370 – International Business**

Explores global business practices, cross-cultural challenges, and international trade and investment.

**BUS 390 – Principles of Entrepreneurship**

Introduces entrepreneurship and small business management. Covers business planning, funding, and innovation.

**BUS 405 – Business Report Writing Communication**

Focuses on professional business communication including emails, reports, and presentations tailored to business audiences.

**BUS 410 – Production Management**

Covers operations strategy, quality control, inventory systems, and supply chain logistics.

**BUS 420 – Human Resources Management**

Explores human resource functions such as recruitment, training, compensation, and performance management.

**BUS 445 – E-commerce**

Covers digital commerce strategies, online consumer behavior, web analytics, and cybersecurity in business.

#### BUS 480 – Applied Statistics

Provides business students with statistical tools for decision-making, focusing on descriptive and inferential statistics. Emphasizing functional areas of business such as operations, finance, marketing, and strategic management. Includes general education courses and business electives.

#### BUS 350 – Business Ethics

Explores ethical dilemmas in business and the decision-making process of ethical leadership. Topics include corporate social responsibility, stakeholder theory, and organizational integrity.

#### BUS 355 – Strategic Management

Examine formulation and implementation of business strategies in competitive environments. Students analyze real-world cases to understand strategic thinking and execution.

#### BUS 315 – Business Analytics

Introduces data analysis tools and techniques used in business to support decision-making. Covers Excel modeling, dashboards, and data interpretation.

#### BUS 325 – Organizational Behavior

Focuses on human behavior in organizations. Topics include motivation, group dynamics, leadership, and organizational culture.

#### BUS 335 – Managerial Accounting

Provides insights into internal accounting systems used by managers to plan, evaluate, and control operations.

#### BUS 385 – Negotiation and Conflict Management

Introduces negotiation theory and conflict resolution techniques with applications in business settings.

#### BUS 365 – Business Technology and Innovation

Explores emerging technologies and innovation management in the context of digital transformation.

#### BUS 475 – Global Economics

Analyzes macroeconomic principles and global economic systems. Emphasis on trade, exchange rates, and international economic policy.

#### BUS 465 – Project Management

Covers project planning, execution, and performance monitoring. Students learn project life cycles, tools, and leadership techniques.

#### BUS 395 – Small Business Management

Addresses the start-up and management of small businesses, including legal issues, financing, marketing, and growth strategies.

#### BUS 460 – Supply Chain Management

Examine the flow of goods, information, and finances across global supply chains. Topics include procurement, logistics, and inventory control.

#### BUS 470 – Business and Sustainability

Explores sustainable business practices, environmental impacts, and the integration of sustainability into corporate strategy.

#### BUS 499 – Capstone

The capstone course integrates the knowledge and skills acquired throughout the BSBA program. Students analyze real-world business challenges, develop strategic solutions, and present their findings through a final comprehensive project and presentation.

*Note: All BMKT courses are 6 units in length and require a larger workload to meet standards of CIM. Students may choose BMKT courses to complete BS in Marketing.*

#### BMKT 301 – Principles of Marketing

Covers foundational marketing concepts including product, pricing, placement, and promotion strategies with an emphasis on customer value and segmentation.

#### BMKT 302 – Consumer Behavior

Explores psychological, cultural, and social factors that influence consumer decision-making in domestic and international markets.

#### BMKT 303 – Marketing Communications

Focuses on integrated marketing communication strategies, including advertising, public relations, and digital outreach.

#### BMKT 304 – Marketing Strategy

Students will learn how to develop, implement, and evaluate marketing strategies for competitive advantage.

#### BMKT 305 – Digital Marketing

Examines online marketing tools, SEO, social media, mobile platforms, and analytics in shaping digital campaigns.

#### BMKT 306 – Sales and Sales Management

Teaches effective selling techniques and how to manage a professional sales force, including goal setting, motivation, and territory management.

#### BMKT 307 – International Marketing

Analyzes global markets, cultural adaptation, international promotion, and pricing strategies.

#### BMKT 308 – Brand Management

Covers the principles and practices of building, managing, and sustaining successful brands.

#### BMKT 309 – Market Research and Analytics

Focuses on designing research projects, collecting and interpreting data, and turning findings into actionable marketing insights.

#### BMKT 310 – Product and Innovation Management

Covers the development and launch of new products, innovation pipelines, and life-cycle strategies.

#### BMKT 312 – Public Relations and Sponsorship

Explores managing brand reputation through media relations, sponsorships, and stakeholder engagement.

#### BMKT 314 – B2B Marketing

Introduce marketing practices in business-to-business environments including supply chain partnerships and relationship marketing.

**BMKT 315 – Pricing Strategy**

Explores value-based pricing, competitive pricing models, and psychological pricing techniques.

**BMKT 317 – Services Marketing**

Focuses on the unique challenges of marketing intangible services, customer experience, and service quality.

**BMKT 320 – Capstone: Marketing Planning Project**

Students will integrate prior learning to create a full marketing plan for a real or simulated company, presenting strategy, execution, and metrics for success.

(CIM) requirements, emphasizing applied marketing, international marketing, and communications.

**Graduate Level Courses**

**MAS 500 – Organizational Behavior**

Explores individual and group behavior within organizations. Emphasizes motivation, leadership, communication, and organizational culture.

**MAS 505 – Ethics in Management**

Examine ethical dilemmas and decision-making in managerial roles. Focuses on corporate governance, accountability, and stakeholder responsibility.

**MAS 510 – Marketing Management**

Develops strategic marketing planning and implementation skills through market analysis, targeting, and integrated marketing communications.

**MAS 515 – Financial Management**

Introduces concepts of corporate finance including capital budgeting, risk and return, and valuation techniques.

**MAS 525 – Managing Technology**

Analyzes how technology is integrated into business operations and strategy. Topics include innovation, digital transformation, and IT management.

**MAS 530 – Operations Management**

Covers supply chain management, quality control, and operations strategy in both service and manufacturing sectors.

**MAS 535 – International Business**

Provides insight into conducting business across borders. Topics include globalization, trade theory, and international marketing.

**MAS 598 or MAS 599 – Capstone Project or Thesis**

The capstone integrates knowledge acquired throughout the MBA. Students may choose a research thesis or applied project to demonstrate mastery.

FIN 551 – International Finance: Examines global financial systems, exchange rate mechanisms, and financial instruments used in international trade and investment.

FIN 552 – Financial Statement Analysis: Teaches how to interpret and evaluate financial statements for strategic decision-making using ratio and trend analysis.

FIN 553 – Financial Markets: Provides an overview of global financial markets, instruments, and institutions, including regulatory frameworks and market operations.

FIN 554 – Financial Institutions: Focuses on the roles and risks of commercial banks, investment firms, and insurance companies within financial systems.

LDR 501 – Leadership: Practice & Theory: Analyzes classical and modern leadership theories and their application in organizational contexts.

LDR 502 – Organizational Theory & Change: Studies how organizations function and adapt to internal and external forces through change management.

LDR 503 – Communication for Leaders: Enhances executive communication skills for leading teams, resolving conflicts, and promoting transparency.

LDR 504 – Leadership & Innovation: Examines how innovative leadership drives change, encourages creativity, and sustains competitive advantage.

LSC 501 – International Supply Chain: Provides an overview of global supply chain operations, international logistics, and customs regulations.

LSC 502 – Transportation: Covers transportation systems, freight logistics, cost management, and sustainable transportation strategies.

LSC 503 – E-Business: Explores digital commerce platforms, e-sourcing, and integration of online systems in supply chains.

LSC 504 – Purchasing & Supply Chains: Examines procurement processes, supplier relationships, and contract management in supply networks.

MKT 601 – Consumer Behavior

Investigates the psychological and sociological influences on consumer decision-making and how these insights are used in shaping effective marketing strategies.

MKT 610 – Marketing Research & Data Analysis

Covers methods of market research, data collection, analysis, and interpretation. Equips students with tools for making data-driven marketing decisions.

MKT 620 – Digital Marketing Strategy

Examine modern digital channels and platforms. Students learn to create and manage online campaigns and assess performance metrics.

MKT 630 – International Marketing Decisions

Analyzes global marketing environments, strategies for international entry, and adaptations in promotion and distribution.

#### MKT 640 – Brand Management

Explores the creation, positioning, and evolution of brands. Focuses on brand equity and customer loyalty strategies.

#### MKT 650 – Advertising and Integrated Marketing Communications

Covers advertising theory, creative development, media planning, and integrated communication strategies across channels.

#### MKT 660 – Strategic Marketing Decisions

Focuses on high-level strategic planning, competitive analysis, and long-term market positioning.

#### MKT 670 – Social Media & Content Marketing

Teaches best practices for building and engaging communities through social platforms, influencer partnerships, and storytelling.

#### MKT 680 – Pricing Strategy

Covers pricing models, perceived value, and competitive pricing analysis to support marketing objectives.

#### MKT 690 – Marketing Capstone

A culminating project where students synthesize learning into a comprehensive marketing plan or strategic initiative.

#### SPT500 – Sports Administration

This course provides an overview of the structure and function of the sports industry, including professional, collegiate, and amateur sports organizations. Topics include governance, policy development, leadership in sports, ethics, and the management of sports enterprises. Students will analyze case studies and current issues to understand the administrative challenges in the field.

#### SPT510 – Sports Finance & Budgeting

This course explores the financial aspects of sports organizations, focusing on budgeting, forecasting, revenue generation, and cost control. Students will study financial planning models, ticketing and media rights, sponsorship revenues, and financial reporting systems commonly used in sports settings.

#### SPT520 – Sports Marketing & Branding

This course examines the core principles of marketing as applied to the sports industry, with emphasis on fan engagement, sponsorship, digital campaigns, and personal branding. Students will learn how to craft integrated marketing strategies for sports teams, athletes, and events, using both traditional and modern tools.

#### SPT530 – Sports Facility & Venue Management

Students will explore the planning, design, and operation of sports facilities. Topics include event logistics, risk management, safety regulations, crowd control, sustainability, and profitability. Case studies focus on stadiums, arenas, and community sports complexes.

#### SPT595 – Special Topics in Sports Management

This covers emerging or specialized topics in sports management. Subjects may include esports management, NIL (Name, Image, Likeness) rights, global sports, or event planning. The course may be repeated for credit with different topics, depending on the program offerings and student interest.

## Doctoral Courses

### DBA900 – Corporate Financial Management and Accounting

This course provides advanced knowledge in financial decision-making, focusing on capital budgeting, risk management, valuation, and financial reporting. Students analyze financial statements and explore the implications of executive-level financial strategies.

### DBA905 – Supply Chain Management for Executives

This course examines the strategic and operational aspects of global supply chains. Topics include logistics, procurement, sustainability, risk mitigation, and the use of technology to optimize efficiency across the supply network.

### DBA910 – Data Analytics

Designed for executive-level decision-makers, this course explores how data can inform strategy. Students will learn statistical analysis, data visualization, and predictive modeling tools to generate insights and support evidence-based decisions.

### DBA915 – Executive Management in Practice

This course bridges theory and practice through case analysis and experiential learning. Students will explore real-world scenarios involving executive leadership, crisis management, organizational turnaround, and performance optimization.

### DBA920 – Strategic Marketing

This course focuses on high-level marketing strategy, brand positioning, and competitive advantage. Topics include market segmentation, customer lifetime value, digital transformation, and strategic planning in both B2B and B2C contexts.

### DBA925 – Global Business Strategies

Students will study global market dynamics, cross-border operations, and international expansion. Topics include global value chains, foreign market entry, managing across cultures, and geopolitical risk management.

### LEAS801 – Leadership in Theory and Practice

Explores foundational and emerging theories of leadership and how they apply to real-world organizational challenges. Students assess their own leadership styles and develop actionable strategies for influencing and guiding teams and institutions.

### LEAS802 – The Change Process

Focuses on the dynamics of change in organizations, including resistance, transition models, and change agent roles. Students will study frameworks for initiating, managing, and sustaining change within complex systems.

### LEAS804 – Strategic Leadership

Examine the role of leaders in shaping organizational direction, navigating uncertainty, and driving long-term strategic objectives. Case studies are used to explore strategic thinking and innovation at the executive level.

### LEAS805 – Organizational Design and Strategy

Covers principles of organizational structure and strategic alignment. Students learn how to design systems and cultures that support growth, agility, and operational efficiency in a competitive environment.

#### LEAS808 – Strategic Global Leadership

Prepares students for leadership in international and multicultural contexts. Topics include global leadership competencies, cultural intelligence, international ethics, and geopolitical considerations in decision-making.

#### LEAS809 – Leading Teams/Collaboration

Focuses on the skills and techniques needed to build, manage, and lead high-performing teams. Emphasizes collaboration, emotional intelligence, conflict resolution, and team decision-making.

#### LEAS810 – Sustainability Leadership

Introduces leadership approaches that promote environmental stewardship, social responsibility, and long-term sustainability. Students will evaluate business models and initiatives that balance profit with purpose.

#### LEAS811 – Managing Human Capital

It covers strategic human resource management, talent development, workforce planning, and employee engagement. Students explore the link between leadership and organizational performance through people-centric practices.

#### LEAS812 – Ethical Leadership

Examine ethical theories and moral dilemmas faced by leaders. Students analyze decision-making processes, corporate social responsibility, and frameworks for maintaining trust and integrity in leadership roles.

#### LEAS813 – Leadership in Historical Context

Analyzes key leadership figures and movements across history to draw lessons for modern leadership. The course emphasizes how context, culture, and circumstance shaped leadership actions and legacies.

#### DPS801 – Professional Studies in Practice I

This foundational course introduces students to the principles of applied professional research and reflective practice. Emphasis is placed on identifying a workplace or industry-based problem, reviewing relevant literature, and formulating a practical research question aligned with the student's area of expertise.

#### DPS802 – Professional Studies in Practice II

Building on DPS801, this course guides students through advanced methodologies for applied research. Topics include data collection planning, ethical considerations, and the design of actionable interventions. Students begin drafting a project proposal that addresses a real-world professional challenge.

#### DPS803 – Professional Studies in Practice III

In this implementation phase, students execute their approved research project, collecting and analyzing data from their organizational or industry setting. Focus is placed on evaluating outcomes, adapting strategies as needed, and integrating theory with practice.

#### DPS804 – Professional Studies in Practice IV

This capstone course focuses on presenting findings and developing practical recommendations. Students produce a final applied research report or portfolio, suitable for publication or presentation, that demonstrates the impact of their project and their development as scholar-practitioners.

#### DOC800 – Qualitative Research

This course focuses on qualitative inquiry, including ethnography, grounded theory, case studies, and narrative research. Students will learn how to collect, code, and analyze non-numeric data and explore how qualitative methods can be used to investigate complex professional problems.

#### DOC801 – Quantitative Research

Covers statistical and quantitative research techniques including hypothesis testing, survey design, regression analysis, and experimental methods. Emphasis is placed on developing valid and reliable instruments and analyzing data using appropriate software tools.

#### DOC901 – Doctoral Proposal

This course guides students through the development of a formal research proposal. Students will define the problem, refine research questions, outline methodology, and create a timeline for completion. This proposal must be approved before progressing to the literature review and project phases.

#### DOC902 – Literature Review

Students conduct an in-depth review of existing scholarly literature related to their research topic. The course emphasizes critical analysis, synthesis of current findings, identification of gaps in knowledge, and positioning the student's proposed research within the academic conversation.

#### DOC903 – Applied Research Methods

Focuses on the integration of research design, data collection, and analysis techniques suited for applied or practice-based research. Students will refine their chosen methodology and prepare for implementation in professional or organizational contexts.

#### DOC905 – Project I (6 units)

Students begin executing their approved doctoral research project. This includes finalizing the research instruments, securing any necessary approvals, and beginning data collection. Emphasis is on maintaining academic rigor while addressing a real-world issue.

#### DOC906 – Project II (6 units)

The continuation and completion of the doctoral research project. Students will analyze data, interpret results, and draw actionable conclusions. The final written project must demonstrate scholarly insight and practical relevance to the student's field of practice.

#### DOC950 – Doctoral Defense (0 units)

In this culminating milestone, students present and defend their doctoral project before a faculty committee. The defense includes a formal presentation, Q&A session, and committee evaluation to determine if the student has successfully met the program's research standards.

#### DOC904 – Research Methods

Focuses on the design and application of research methodologies appropriate to the student's discipline and project. Students will finalize their chosen qualitative, quantitative, or mixed-methods approach and prepare for data collection.

#### DOC910 – Results

Students collect and analyze data, presenting results in a clear, logical, and academically appropriate format. Emphasis is placed on interpreting findings in relation to the research questions and preparing for the final discussion.

#### DOC911 – Conclusion

This course focuses on developing the concluding chapters of the dissertation, including summary of findings, implications for practice, limitations, and recommendations for future research. Students refine their draft in

preparation for submission.

## XII. ADMINISTRATION

### **Board of Directors**

- Roy Virgen Jr. – Chair
- Dr. Michael Kahler
- Carina Aguirre
- Armando Yepes
- James Powell

### **Executive Leadership**

- Roy Virgen Jr., Ph.D. (ABD), MBA – Chief Executive Officer
- Dr. Michael Kahler – President & Chief Operating Officer
- Don Nations, D.Min, MBA – Chief Academic Officer

### **Program Chairs**

- James Powell – Chair, Bachelor Programs
- Dr. Michael Kahler – Chair, M.Ed, Ed.D Programs
- Roy Virgen Jr. – Chair, M.Mkt and DSL Programs
- Francis Pol C. Lim – Chair, Ph.D. Program
- Guy Langvardt – Chair, DBA, DPS Programs

### **Other Faculty**

- Dr. Christina Baker, PhD, DBA, MBA, MA, M.Ed, BA, AA  
Subject Specialties: English, Organizational Leadership, Ethics, Human Resources
- Carena Aguilar, JD, BA  
Subject Specialties: Business Law, Paralegal Studies
- Leon G. Townsend III, DBA, MBA, BS  
Subject Specialties: Accounting, Finance

### **Administrative Staff**

- Loretta Karwa, MBA, BS – Registrar and Operations Supervisor
- Loretta Karwa, MBA, BS – Director of Student Services (Interim)
- Mehedy Abdullah, BIS, – IT Services
- Quiana Mae R. Lee, BA – Social Media Assistant
- Melanie Crispo, BA – Student Records Assistant
- Huyen Ngoc Le, B.Fin – Assistant to CEO

## XIII. FACULTY

### **Full-Time Faculty**

#### **Baker, Christina**

*Areas of teaching: Management, Leadership*

Ph.D., Education, Capella University

M.A., Communication Studies, California State University Los Angeles

M.A., Adult Education, Trident University

M.S., Education: Reading & Literacy, Capella University

B.A., Speech Communication, California State University Long Beach

A.A., Speech, Long Beach City College

A.A., General Studies, Columbia College

#### **Kahler, Michael**

*Areas of teaching: Management, Education, Leadership, Research*

Ed.D., Educational Leadership, Argosy University

M.A., International Affairs, California State University Sacramento

B.S., International Business, Babson College

#### **Nations, Don**

*Areas of teaching: Psychology, Management, Education, Research*

D.Min., Columbia Theological Seminary

EMBA, Quantic School of Business and Technology

MA Interdisciplinary Studies., Psychology and Education

BS, Psychology, Florida Southern College

#### **Langvardt, Guy**

*Areas of teaching: Management, E-business, Strategy, Management Information Systems*

Ph.D., Organization & Management, Capella University

MBA, International Management, Thunderbird School of Global Management

BA, Psychology, Valparaiso University

#### **Powell, James**

*Areas of teaching: Business Administration, Marketing, Management, Finance*

MBA, Marketing, Pepperdine University

B.S., Finance, Marketing, University of Southern California

#### **Virgen Jr., Roy**

*Areas of teaching: Sports Management, Leadership, Marketing*

Ph.D. Business, Paris University of International Education

MBA, Marketing & Management, University of La Verne

B.S., Business Management, University of Phoenix

## **Part-Time Faculty**

### **Aguilar, Carena**

*Areas of teaching: Business Ethics, Business Law*

J.D., School of Law at Texas Tech University

B.A., Journalism, Texas A & M

### **Mattoon, Matthew**

*Areas of teaching: Marketing, Finance*

MBA., University of Southern California

### **Ugas, Luz**

*Areas of teaching: Finance, Accounting*

MBA, Finance, Pepperdine University

B.A., International Economics, University of California Los Angeles