



2017

# Academic Catalog

1802 East G St, Ontario, CA 91764 | 1-888-484-8689 | Fax (909) 467-1199  
[www.ahusc.net](http://www.ahusc.net)

*Catalog Effective dates: January 1, 2017 - December 31, 2017*

# AHUSC Academic Catalog

## Table of Contents

AHUSC Academic Catalog Effective Dates.....	1
Catalog Effective dates: .....	1
Availability & Access to Academic Catalog.....	1
Notice to Prospective Degree Program Students.....	1
State Approval.....	2
License to Operate .....	2
Contacting the Bureau for Private Postsecondary Education .....	2
Filing a Complaint .....	2
General Information .....	3
Class Location.....	3
Hours of Operation.....	3
Mission, Goals, and Institution Objectives.....	4
Mission Statement.....	4
Goals.....	4
Objectives .....	4
Educational Programs .....	4
Admissions.....	6
Selection Criteria.....	6
Distance Learning Admission Requirements .....	6
Steps for Admission to AHUSC .....	7
Evaluation of Transfer Credit.....	8
Experiential Credit .....	8
International Applicants.....	8
International Students.....	8
Evaluation of Foreign Degrees.....	8
Registration.....	9
Non-Discriminatory Policy .....	9
Academic information.....	10
Mode of Learning .....	10

Course Load.....	11
Course Length and Completion .....	11
Course Scheduling .....	11
Course Numbering System .....	11
Semester Schedule.....	12
Academic Policies .....	13
Student ID Card .....	13
Academic Integrity.....	13
Plagiarism .....	13
Academic Honesty Procedure.....	13
Academic Freedom Policy .....	14
Complete Withdrawal/Termination Procedures.....	14
Add/Drop Policy.....	14
Administrative Drop .....	14
Attendance Policy .....	14
Academic Dismissal.....	15
Academic Probation .....	15
Credit Transfer Policy.....	15
Notice Concerning Transferability of Credits and Credentials Earned at Our Institution.....	15
Academic Status.....	16
Failed Course .....	16
Re-Enrollment/Reinstatement.....	17
Grading Policy .....	17
Grade Review Procedures.....	17
Grading Scale.....	18
Interaction with the Instructors.....	18
Student Assessment .....	19
Timely Submission.....	20
Discussion Forums.....	20
Individual Assignment.....	21
Exams .....	21
Extensions.....	21
Satisfactory Academic Progress .....	21
Graduation Policy – MBA Program .....	22

Graduation Policy – BBA Program.....	22
Leave of Absence Policy.....	22
Maintenance and Confidentiality of Student Records.....	23
Facility.....	23
Technology Requirements.....	24
University Faculty.....	25
Students Rights.....	27
Student’s Right to Cancel.....	27
Withdrawal/Refund Policy.....	27
Student’s Right to Appeal.....	28
Student’s Rights to Appeal Academic Probation or Dismissal.....	28
Grievance Policy.....	28
Student’s Right to Drop a Course.....	28
Tax Deductions for Education Expenses.....	29
Photo Release.....	29
Right to Withhold Transcripts, Grades, or Information for Nonpayment of Tuition.....	29
Rights and Access by Others.....	29
Student Records Policy.....	29
Tuition and Fees.....	31
Bachelor of Business Administration (BBA).....	31
Master of Business Administration (BBA).....	31
Fee Schedule.....	32
Fee Details.....	32
Payment Plans.....	33
Financial Assistance.....	33
Schedule of University Holidays.....	34
Recognized Holidays.....	34
Library Services.....	35
On Campus Library.....	35
Online Library.....	35
Student Services.....	37
Placement Services.....	37
Bachelor of Business Administration Program (BBA).....	38
BBA Educational Learning Objectives:.....	38

Employment Opportunities with a BBA .....	38
BBA Curriculum and Degree Requirements.....	39
BBA Admission Requirements .....	39
Required Learning Materials .....	39
BBA Course Descriptions.....	39
Master of Business Administration Program (MBA).....	43
MBA Educational Learning Objectives:.....	43
Employment Opportunities with an MBA .....	43
MBA Curriculum and Degree Requirements.....	45
MBA Admission Requirements .....	45
Required Learning Materials .....	45
MBA Course Descriptions .....	45
MBA Course Electives.....	48
Required Disclosures.....	49
Catalog Update Policy.....	49
Statement of Bankruptcy.....	49
Financial Assistance.....	49
Loan Agreement.....	49
Housing Information .....	50
Placement Services .....	50
State of California Student Tuition Recovery Fund (STRF).....	50
Statement Regarding Licensure.....	51
Notice Concerning Transferability of Credits and Credentials Earned at AHUSC .....	51
Transferability of Credits and Credentials Earned at AHUSC .....	51
Articulation Agreements.....	51
School Performance Fact Sheet.....	51
Notice to Prospective Degree Program Students.....	52
Contacting the Bureau for Private Postsecondary Education .....	52
Filing a Complaint about our Institution .....	52

# A Message from the President

Dear Prospective Student,



When you invest time and money in a university education, you have a serious goal. Here at American Heritage University of Southern California (AHUSC), we're committed to providing the tools you'll need: a strong program, qualified professors and the state-of-the-art distance education resources. American Heritage University of Southern California was established with the purpose of helping mid-career adults and others who are hindered by their hectic schedules. We are proud of the uniqueness of our school in that we offer a tailored course partly utilizing the Internet to provide a new learning experience in addition to the traditional classroom environment.

We offer a quality degree program in Business Administration that prepare students to take responsibility related to finance, marketing, economics, and management to make appropriate decisions on behalf of the business enterprise.

The unique distance learning technology provides flexibility for students who are re-entering postsecondary training as they have postponed their education to work full-time. This program also offers convenience so students can find time to finish a degree program.

You are welcome to join us to study and receive the degree of your choice. I sincerely look forward to a successful, productive, and exciting experience with you at American Heritage University of Southern California.

Best Wishes,

A handwritten signature in black ink that reads "Tony B.E. Ogamien". The signature is written in a cursive style with a long horizontal line extending to the right.

Tony B.E. Ogamien, Ph.D.  
*University President & Chancellor*

# AHUSC Academic Catalog Effective Dates

## Catalog Effective dates:

January 1, 2017 through December 31, 2017

While the university administration has made every effort to ensure that the policies and procedures of this catalog are correct, AHUSC reserves the right to make changes and issue addendums to the current catalog as needed. This catalog will be updated January 1st of every year to ensure that the University's objectives are carried forward. However, other updates may take place during the year. In this case, the university will inform students of changes.

## Availability & Access to Academic Catalog

This catalog is provided electronically by email upon request during our normal business hours. It is available online at [www.ahusc.net/downloads.php](http://www.ahusc.net/downloads.php).

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

## Notice to Prospective Degree Program Students

This institution is approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer degree programs, this institution must meet the following requirements:

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.
- Achieve accreditation candidacy or pre-accreditation, as defined in regulations, by July 1, 2017, and full accreditation by July 1, 2020.

If this institution stops pursuing accreditation, it must:

- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended

# State Approval

## License to Operate

American Heritage University of Southern California's approval to operate as a private postsecondary institution in the state of California is based on provisions of the California Private Postsecondary Education Act (CPPEA) of 2009, which was effective January 1, 2010.

The Act is administered by the Bureau for Private Postsecondary Education. Approval to operate means compliance with state standards as set forth in this chapter. The Bureau does not endorse AHUSC programs nor does Bureau approval mean that AHUSC exceeds minimum standards.

None of AHUSC's programs are accredited by any of the accrediting agencies recognized by the United States Department of Education

## Contacting the Bureau for Private Postsecondary Education

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capital Oaks Dr., #400 Sacramento, CA 95833, P.O. Box 980818, West Sacramento, CA 95798, [www.bppe.ca.gov](http://www.bppe.ca.gov), toll free telephone number (888) 370-7589 Fax (916) 263-1897

## Filing a Complaint

A student, or any member of the public, may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling toll free (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet web site [www.bppe.ca.gov](http://www.bppe.ca.gov).



## General Information

### Class Location

Classes are held online and are accessed through the College Management System with an assigned student ID and password. The administrative office of the school is located at:

1802 East G Street  
Ontario, CA 91764

Website: [www.ahusc.net](http://www.ahusc.net)

General: [info@ahusc.net](mailto:info@ahusc.net)

Admissions: [admissions@ahusc.net](mailto:admissions@ahusc.net)

Technical Support: [support@ahusc.net](mailto:support@ahusc.net)

Registrar: [registrar@ahusc.net](mailto:registrar@ahusc.net)

Telephone: (909) 884-9000

Fax: (909) 467-1199

### Hours of Operation

The University is open during normal business hours

Monday through Friday: 9:00 a.m. - 5:00 p.m. (PST)

Closed Saturdays and Sundays (Except one Saturday of the month for lectures)

# Mission, Goals, and Institution Objectives

## Mission Statement

The mission of American Heritage University is to cultivate the capacity of the working professional through the use of most efficient curriculum and resources to meet the students' career needs at an affordable cost.

## Goals

- To provide higher education services at an affordable cost.
- To encourage and facilitate research and innovation among faculty and students.
- To participate in the provision of cross-border education.
- To adhere to the belief that institutional excellence will lead to superior academic achievement.
- To act ethically at all times and under all circumstances

## Objectives

- Our affordable alternative to traditional education will better prepare adult learners to take advantage of professional and personal opportunities.
- By providing technology-based instruction, career-minded adult learners are afforded a unique opportunity to assimilate higher education with contemporary and international perspectives.
- Our multicultural, holistic approach to educational philosophy better prepares adult learners to deal with the realities of a new global economy.
- By providing an environment of educational excellence at all levels, students will appreciate, embrace and make life decisions that reflect the benefits of striving for excellence.
- By our adhering to the highest ethical standards, students will understand and appreciate, by example, the value of ethics and apply the right behaviors in their personal and professional lives.

## Educational Programs

AHUSC offers two (2) degree programs which include:

### Master of Business Administration (MBA)

#### Educational Learning Objectives:

- Train students to meet the challenges of the competitive world through flexibility, innovation, creativity, team dynamics, and leadership.
- Provide students with a thorough understanding of different elements of business and how to apply skills towards business operations, finance, marketing, economics, human relations, and regulatory compliance, and their interrelationships.
- Develop and refine skills in information systems, quantitative analysis, research methods and strategy implementation so that the students can assume higher responsibilities in an organization.

### Bachelor of Business Administration (BBA)

#### Educational Learning Objectives:

- Develop each student's understanding of business theory and practice

- Prepare students to take on responsibilities related to finance, marketing, economics, management, and information systems, and to use their training to make sound ethical moral decisions on behalf of the business and or corporation.
- Develop students' ability to describe the environment of the global market.



# Admissions

## Selection Criteria

AHUSC's admission policy is unique in that any prospective student must have completed two years of university coursework equivalent to 60 credits/units or an Associate of Arts/Science degree from a community college or university. The uniformity of these selection criteria finds expression in our mission as an Adult Degree Completion University (ADCU).

## Distance Learning Admission Requirements

It is generally expected that prospective students must have received a high school diploma, GED or their equivalent. In addition, applicants must possess or completed one (1) of the following:

- **Bachelor of Business Administration (BBA):** A minimum of sixty (60) semester units or the maximum of (90) qualifying credits which must include a minimum of thirty (30) semester units in general education with two courses in Humanities, Natural Sciences, Social Sciences, plus English Composition I, English Composition II, one Mathematics course and one additional course from either the area of Humanities, Natural Sciences or Social Sciences
- **Master of Business Administration (MBA):** A bachelor degree or its equivalent.

Note: AHUSC does not provide Visa services or vouch for student status.

### Admission Options for Bachelor of Business Administration (BBA)

Required: Completion of a minimum of thirty (30) semester units in General Education

- *Option A:* A student must have sixty (60) college credits to enter AHUSC program. In that case the individual will have to earn another sixty credits at AHUSC to earn bachelor degree (California State requires 120 credits for bachelor degree).

- Duration for Option A: AHUSC follows semester system but each semester is divided into two sessions. There are six sessions per year.
- Students can complete sixty credits/20 courses in three years and four months maximum when they take one course per session. Duration can be reduced if they take more than one course per session.
- *Option B:* AHUSC has provision for students to enter bachelor program with a maximum of ninety (90) transfer credits from other accredited institutions. In that case the student has to complete thirty (30) credit units at AHUSC. Student can graduate with 120 credits (90 + 30).
  - Duration for Option B: AHUSC follows semester system but each semester is divided into two sessions. There are six sessions per year.
  - Students can complete thirty credits/ 10 courses in one year eight months maximum. Duration can be reduced if they take more than one course per session.

### Admission Options for Master of Business Administration (MBA)

- *Option A:* A candidate for admission to Masters Program must have a minimum of bachelor degree from an accredited institution. Requirements for MBA degree is thirty nine (39) with masters' thesis.
  - With specialized MBA, graduation requirement is forty five (39 + 6). Students have to complete six extra credits to satisfy requirements for specialization.
  - Duration for Option A: AHUSC follows semester system but each semester is divided into two sessions. There are six sessions per year.
  - Students can complete General MBA (with 39 credits) in two years two months maximum. For specialized MBA (with 45 credits) will require two years and six months maximum. Duration can be reduced in the student take more than one course per session.
- *Option B:* Student entering MBA with a master degree in an allied subject, student may transfer a maximum of six credits from the previous master degree. In that case the student has to complete thirty three (33) credit units with master's thesis. For specialize MBA, it will be thirty nine (39) credit units with master's thesis.
  - Duration for Option B: AHUSC follows semester system but each semester is divided into two sessions. There are six sessions per year.
  - Duration for thirty three (33) credit units/ 11 courses will be one year ten months. Duration for thirty nine (39) credit/ 13 courses will require two years two months maximum. Duration can be reduced in the student take more than one course per session.

## Steps for Admission to AHUSC

Since the University accepts students on a continuous enrollment basis, applications for admission can be submitted at any time during the calendar year. The Application for Admission is available at <https://ahusc.net/apply.php>. Official transcripts from all previously attended technical colleges, junior colleges, colleges and universities must also be submitted at the time of application. To be official, a transcript must be sent directly from the Registrar at previously attended institutions to the Office of the Registrar. Only official transcripts will be evaluated. A with a *non-refundable* \$50 application fee must be received before the application will be evaluated. When the applicant is accepted, a degree plan will be prepared listing the academic requirements that must be satisfied. The steps to apply are as follows:

1. Prospective students must first apply online at <https://ahusc.net/apply.php>.

2. Upload unofficial transcripts from all previously attended educational institutions;
3. Upload Resume (In MS Word or PDF format)
4. Provide a current government issued photo ID. All students are required to submit documentation of a current government issued photo ID.

Upon receipt of the completed application, the admission department will review your transcripts and send you an Enrollment Agreement. Upon completing the Enrollment Agreement, the University will evaluate the applicant's academic qualifications for the desired degree program.

## Evaluation of Transfer Credit

The university does not charge for evaluation of transfer credit. Credit from quarter system schools will be converted to semester hours:

Quarter	Semester
5	3.33
4	2.67
3	2.0
2	1.33
1	0.67

## Experiential Credit

Due to American Heritage University of Southern California's quest for accreditation, we do not offer experiential credit to any of our educational programs.

## International Applicants

Students whose primary language is not English must have sufficient command of the English language to benefit from instruction at this university. Coursework is offered entirely in English. It is required that students must be able to communicate effectively in English to complete courses. A Test of English as a Foreign Language (TOEFL) result of five hundred and fifty (550) or above will be used to determine the extent of English proficiency, and thereby student placement.

For more information on TOEFL, please visit <https://www.ets.org/toefl>

## International Students

International students can access classes through the university's platforms. All classes are offered based on the local time zone and will vary with the internal student's location of origin. **AHUSC does not provide Visa services or vouch for student status.**

## Evaluation of Foreign Degrees

Evaluation is intended to ensure that foreign degrees are equivalent to the degrees offered by institutions of higher learning in the U.S. It is recommended that applicants obtain a course-by-course evaluation.

Prospective business students seeking more information are strongly advised to contact the Admission's Office.

It is the responsibility of students from overseas to maintain lawful stay. The student is responsible for fully and properly complying with all laws and regulations of the United States, California and local governments. Please note also that AHUSC does not currently issue the form I-20 to those in need of such documents to study in the U.S. Applicants of Education need to have their credentials evaluated.

## Registration

Students will be notified via email of course registration. Registration must be completed within the first 2 weeks of the session. Late registrations may result in a late registration fee. The welcome email will provide students with basic information on the course, such as:

- Log-In information
- Course code/ title
- Course instructor's name
- Email for assistance

## Non-Discriminatory Policy

AHUSC welcomes adult learners seeking to complete their degree programs. The institution does not discriminate on the basis of race, sex, color, religion, national origin or disability. However, AHUSC reserves the right to refuse admissions to anyone who fails to meet the University's admission requirements.



## Academic information

### Mode of Learning

The university conducts all instruction and teaching online. This mode of learning is known as Distance Learning through. Distance learning is a way of learning remotely without being in regular face-to-face contact with a teacher in the classroom.

Online courses are taught using a variety of Internet based tools. These tools include various methods of asynchronous and synchronous communication. Asynchronous communication tools are those that students can access 24 hours 7 days a week and may include:

1. **Posting of course materials:** (text, graphics, video, word documents, PDF documents and audio files) on Populi course web page allows a student to access reading materials, assignment criteria, instructions and links to supplemental resources, etc.
2. **File Exchange:** Allows a student using e-mail attachments, digital drop boxes, or file-transfer-protocols to exchange files between students and instructors.
3. **E-mail:** Allows digital communication between class participants and students and instructors.
4. **Discussion Boards:** Allows multiple-person discussions (either posted to a web site or via e-mail) to occur within the class.
5. **Other:** i.e., newsgroups (large discussion boards outside of class participation)

Synchronous communication tools are those that involve simultaneous communication at a predetermined time and web-based location and may include:

1. Chat rooms through Populi
2. Online platform (Populi): <https://ahulaw.populiweb.com>
3. Teleconferencing
4. eLecta: <http://elearning.ahusc.net>

Virtually all activity at the University can be accessed through the Student Learning Center. Students are informed in advance of registration of the breakdown of time spent in face-to-face instruction and the amount of time to be spent in online instruction. The duration of each course is eight (8) weeks.

All students are required to complete their coursework. To ensure that students will be successful, an assessment shall be made at the time of processing admissions. The skills assessment survey is located on the last page of the Application for Admissions. Assessments shall be made on whether each prospective student has the skills and competencies to succeed in an online learning environment, as well as a student's access to computer, software, and internet technologies. These will be taken into consideration before admitting a prospective student into the program.

All platforms are available to students 24 hours a day, 7 days a week.

## Course Load

Though an adult degree completion institution, AHUSC utilizes the semester unit of credit. One semester unit is equivalent to 15 hours of academic engagement and 30 hours of preparation.

This formula, referred to as the Carnegie Unit, is used by the American Council on Education. Student work normally includes direct or indirect faculty instruction. Academic engagement may include, but is not limited to:

- Submitting an academic assignment,
- Listening to class lectures or webinars (synchronous or asynchronous)
- Taking an exam
- Interactive tutorials or computer-assisted instruction
- Attending a study group that is assigned by the institution
- Contributing to an academic online discussion
- Initiating contact with a faculty member to discuss course and laboratory work
- Externship or internship

Preparation is typically homework, such as reading and study time, and completing assignments and projects.

## Course Length and Completion

AHUSC classes take eight (8) weeks to complete. The classes are paced to allow for maximum exposure to the materials. Students are allowed to progress as quickly through their program of study as they are able, but within defined parameters. However, there are some students who may wish to progress through their program of study at a faster pace. In those instances, a student may petition the dean of the appropriate school for an exception. All expectations are strictly subject to the discretion of the dean of the applicable school.

## Course Scheduling

The university offers courses for each trimester based upon the predetermined program of study as outlined for each program offering. Courses are offered in a sequential nature to provide for timely matriculation through the program.

## Course Numbering System

Courses offered at AHUSC are identified by department abbreviation and number. Courses available to undergraduates are categorized by the following levels:

- Master of Business Administration (MBA): MB 500 – 600 for all classes.
- Bachelor of Business Administration (BBA): BB 400 – 450 for all classes.

## Semester Schedule

2017 - 2018	
<b>Spring I - 2017</b>	<b>Spring II - 2017</b>
January 8 <sup>th</sup> – March 4 <sup>th</sup> 2017	March 5 <sup>th</sup> - April 29 <sup>th</sup> 2017
<b>Spring Recess April 30th - May 6th 2017</b>	
<b>Summer 1 2017</b>	<b>Summer 2 2017</b>
May 7 <sup>th</sup> – July 1 <sup>st</sup> 2017	July 2 <sup>nd</sup> – August 26 <sup>th</sup> 2017
<b>Summer Recess August 27th –September 2nd 2017</b>	
<b>Fall 1 2017</b>	<b>Fall II - 2017</b>
September 3 <sup>rd</sup> – October 28 <sup>th</sup> 2017	October 29 <sup>th</sup> – December 23 <sup>rd</sup> 2017
<b>Winter Recess December 24th – January 6th 2018</b>	
<b>Spring I - 2018</b>	<b>Spring II - 2018</b>
January 7 <sup>th</sup> – March 3 <sup>rd</sup> 2018	March 4 <sup>th</sup> – April 28 <sup>th</sup> 2018

# Academic Policies

These policies have been put in place to create a safe and productive academic work environment. It is generally expected that staff and students be familiar with them. For further information, please contact the office of the Registrar at [registrar@ahusc.net](mailto:registrar@ahusc.net)

## Student ID Card

The student ID card is the property of the University. Use is governed by the University in its sole discretion. The ID card is nontransferable; lending the ID card to anyone for any purpose is prohibited and may result in disciplinary action. ID cards must be surrendered to University officials, including faculty and staff members, upon request. Failure to comply may result in disciplinary action.

## Academic Integrity

Academic integrity is a fundamental value upon which all colleges and universities are built. The ability of students, faculty and staff to engage in candid discussions regarding academic and administrative matters is vital to initiating and sustaining free-flowing discussion and exchange of ideas. It is this discourse that is the core of intellectual growth and development within the academic community. For the pursuit of knowledge and scholarship to thrive, academic communities cannot tolerate acts of academic misrepresentation or acts of plagiarism.

According to the Center for Academic Integrity there are five fundamental values that characterize an academic community of integrity.

- Honesty
- Trust
- Fairness
- Respect
- Responsibility

Academic dishonesty compromises these core values and damages the ability of the University to function as a center of learning. Faculty and students must recognize and accept the responsibility to ensure academic integrity is valued and practiced on our campus.

## Plagiarism

Plagiarism or academic dishonesty is a violation of the Student Code of Conduct and there are serious consequences. Students are advised to take every precaution to avoid academic dishonesty. Whenever there is a doubt, students should consult with the faculty.

## Academic Honesty Procedure

Students who enroll at the University assume an obligation to conduct themselves in a manner compatible with the University's function as an educational institution and suitable to members of an academic community. The University reserves the right to exclude at any time students whose conduct is deemed undesirable or prejudicial to the University's best interest.

## Academic Freedom Policy

AHUSC is committed to assuring full academic freedom to faculty members. Confident in the qualifications and expertise of its faculty members, the college encourages its faculty members to exercise their individual judgments regarding the content of the assigned courses, organization of topics and instructional methods, providing only that these judgments are made within the context of the course descriptions as currently published, and providing that the instructional methods are those official sanctioned by the institution, methods for which the institution has received oversight approval.

American Heritage University of Southern California encourages instructors and students to engage in discussion and dialog. Students and faculty members alike are encouraged to freely express views, however controversial, as long as they believe it would advance understanding in their specialized discipline or sub-disciplines.

## Complete Withdrawal/Termination Procedures

Students who wish to withdraw from all classes during a session must notify the University in writing. Students may contact the Registrar by mail, email, or fax. A student can call the Registrar's office for a "Withdrawal Form". A student who stops attending classes without notifying the University will receive a grade of "FW" (failure to withdraw). A grade of "FW" is equivalent to a failing ("F") grade and is calculated as such when determining Grade Point Averages.

Students must officially withdraw before the end of the third week of classes in order to avoid being responsible for a grade in their classes.

## Add/Drop Policy

To add or drop a class a student must submit an Add/Drop form before or by the end of the second week of the session. Drops that are officially processed prior to or by the end of the second week will not appear on the student's transcripts. Students who wish to withdraw from a course must submit an Add/Drop form between the third and seventh week of the term. A grade of "W" will appear on the student's transcripts indicating the withdrawal. Students cannot drop a course beyond the third week of the session. It is the student's responsibility to officially withdraw from a course. Failure to attend a course does not constitute a withdrawal from a course. Students who stop attending courses without notifying the Registrar will receive an "FW" (failure to withdraw). A grade of "FW" is calculated as 0.00 in the student's Grade Point Average.

## Administrative Drop

Students who do not attend a class (in which they are registered) during the first week of classes may be administratively dropped from the class, unless they have made arrangements with the instructor prior to the first day of class. Students should not assume that nonattendance will automatically result in an administrative drop. To avoid financial obligation to the University, it is the responsibility of the student to verify if he or she has been dropped from the course by completing an Add/Drop form

## Attendance Policy

The University requires that, once enrolled in a session, a student must make satisfactory progress toward completion of the session. It is the student's responsibility to maintain contact with his or her faculty advisor. Students are expected to attend and take an active part in all online experiences. Students enrolled in any online program will have minimum required class submission dates.

## Online Classes

Online classes require students to log in at least three times per week. This includes engaging in discussions, submitting assignments, taking quizzes, contacting the assigned instructor, chat sessions and exams. Attendance is monitored through AHUSC's college management system, Populi

## Academic Dismissal

A Student who is placed on academic probation will have until the end of the next subsequent class to raise their cumulative average to a C (2.0). If the student fails to raise their cumulative average to the required C (2.0) average, the student will be academically dismissed

## Academic Probation

A student who fails to maintain a cumulative C (2.0) average will be placed on academic probation.

## Credit Transfer Policy

Credits transferred from AHUSC are generally accepted by similar institutions. Thus, it is at the sole discretion of an institution to accept. Should the credits, certificate, or degree that you earned at AHUSC not be accepted, you may be required to repeat some or all of your coursework at that institution. It is advisable that you contact an institution you seek to transfer to prior to attending AHUSC for a determination of whether your credits, certificate, etc. can be transferred.

California Education Code (CEC) Section 94897 (p) requires AHUSC to disclose to prospective students prior to enrollment that AHUSC and its degree programs are unaccredited, and any known limitations of the degree, including all of the following:

1. A graduate of the degree program may be ineligible to sit for an applicable licensure examination in California and other states.
2. A degree program that is unaccredited or a degree from an unaccredited institution is not recognized for some employment positions, including, but not limited to, positions in the State of California.
3. A student enrolled in an unaccredited institution is not eligible for federal aid programs.

## Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at American Heritage University of Southern California is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in the Bachelor of Business Administration (BBA) or Master of Business Administration (MBA) is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Heritage University of Southern California to determine if your credits or degree will transfer.

*AHUSC DOES NOT IMPLY, PROMISE, OR GUARANTEE TRANSFERABILITY OF ITS CREDITS TO ANY OTHER INSTITUTION.*

## Academic Status

**W Withdrawal** - The University will award a “W” grade upon the student’s official withdrawal from the course within the first seven (7) weeks of the semester.

**I Incomplete** - If a student has not satisfied the requirements for a course by the end of semester, and the student has completed seventy-five (75) % of the course work required, the learner may request an incomplete grade through his or her faculty. If approved, the Dean will issue a grade of “I.” The semester end date to finish the course. At the end of the thirty (30) days, a letter grade, A through F, will be recorded based on work submitted. Incomplete grades do not apply to dissertation or practicum courses.

**TR Transfer Credit** - Semester credit granted for acceptable work completed at a Educational Institution licensed by California’s Bureau for Private Postsecondary Education (BPPE), or by an institution appropriately accredited by an accrediting agency recognized by the United States Department of Education, or an accrediting agency recognized by the Council for Higher Education Accreditation (CHEA); or, for non-U.S. institutions, an educational institution approved by an equivalent authority. In addition, credit earned on national examinations such as CLEP, or military schooling may be accepted in transfer for undergraduate degrees.

**IP In Progress** - Applies only to dissertation or practicum courses. If a student has not satisfied the requirements for a course by the end of the semester but is making satisfactory progress, the Dean will issue a grade of “IP”. If an “IP” is issued for a dissertation course, the Dissertation Committee Chair will committee that action to the other members of the Dissertation Committee. Students who receive an “IP” must re-enroll in the course, and pay the additional tuition. Zero (0) course units will be awarded for an “IP” grade.

**S Satisfactory** - Indication of satisfactory academic progress.

**U Unsatisfactory** - Indication of unsatisfactory academic progress. Students who receive a “U” grade may not be allowed to continue with their program of study.

**CX Cancelled Course** - Course is cancelled before the official course start date.

**RC Repeated Course** - Students who wish to repeat a course must get written permission from the appropriate Professor and Dean. The cost for the repeated course will be at the currently published per- credit tuition rate. Both the original course and the repeated course will be used to determine the student’s GPA. A note will be placed on the original grade to designate it as a repeated course.

## Failed Course

In the event that a student does not receive a final grade of sixty (60) or above, that student has effectively failed the class will not receive credit. The student must repeat the course and pay full tuition for the repeated course. Upon successful completion of the repeated course, the student’s transcript will contain both the original and repeated course grade. Both grades will be reflected in the student’s overall GPA.

## Re-Enrollment/Reinstatement

Students who fail to file a Request for Leave of Absence and wish to return to the University must submit an Official Request for Re-enrollment. These students will be held to the catalog requirements in effect at the time of their re-enrollment. Furthermore, departmental approval may be required for students to pursue other majors. Students seeking re-enrollment after a two year (2) absence from the University (whether or not a leave of absence form was submitted) are required to submit a full application for re-admission and must meet all current academic entrance requirements. Approval of leave does not alter the seven year (7) period for completion of all graduate degree requirements.

## Grading Policy

Faculty is required to provide careful evaluation, timely assignments and appropriate grades for each enrolled student. Where there is the absence of compelling reasons, such as mistake, fraud, deceit, bad faith an act of recklessness, or incompetence, the instructor's grade will be considered final. Final course grades must be submitted by the faculty to the Registrar within two weeks after the session has ended.

Regarding late assignments, it is required that students meet all deadlines relative to discussions and assignments. Each instructor has full discretion to handle late assignments.

### Grading Timelines

Faculty and staff recognize the value of grading and returning assessments to students in a timely manner. Based upon the length and type of assessment being graded, and the degree of review and feedback required, the following tiered grading turnaround times have been set.

- Tiered Grading Policy For final exams, the grading turnaround is approximately in 7 business days.
- For midterm exams, the turnaround will be approximately 7 business days.
- Term papers and performance tests will be graded in approximately 7 business days.

## Grade Review Procedures

Faculty members have the final authority for assigning grades with the exception of grades found to be a result of arbitrary or capricious grading may be subject to further review by the Dean.

If a student believes and is able to offer clear and competent evidence that capricious or unprofessional grading has taken place a grade challenge may be submitted in writing to the Dean. The Registrar is responsible for collecting, recording, and reporting grades on behalf of the University. It is a professional responsibility that all faculty members submit their grades according to the dead- lines established by the Registrar. Incidences of delinquency will be reported to the Dean.

## Grading Scale

Student performance in courses is indicated by one of the following grades. Grades which carry point value and which are used in determining the grade point average (G.P.A.), are as follows:

Percentile	Letter Grade	Grade Points
100 – 95%	A	4.0
94 – 90%	A-	3.7
89 – 87%	B+	3.3
86 – 83%	B	3.0
82 – 80%	B-	2.6
79 – 77%	C+	2.3
76 – 73%	C	2.0
72 – 70%	C-	1.6
69 – 67%	D+	1.3
66 – 63%	D	1.0
62 – 60%	D-	0.6
Below 59%	F	0

**Note:** *No points are awarded for Pass/Fail, Credit or No Credit Classes*

## Interaction with the Instructors

Instructors and students communicate and interact with each other in the following ways:

1. Announcements are used by the instructor to remind students as to date, time and topic for the week's chat sessions, alert students to any changes in scheduled due dates or assignments, and other important information about the class.
2. At the discretion of the instructor, 60-120-minute chat room sessions may be called, in which the main topics are covered in the form of short questions and answers. If a student cannot attend one of the scheduled sessions, there is a log of the entire question and answer dialog that can be accessed any time during the course.
3. Ongoing threaded discussions called "Discussions Boards", which are used by both instructors and by students to ask and answer questions about the key concepts in the course. Unlike chat room sessions in which everyone participates together during a scheduled time period, students can post answers to instructor's Discussions Board questions and post questions of their own, at any time of the day or night.
4. Email can be used to communicate personal questions and issues. Instructors are asked to respond, or at least acknowledge receipt of student emails within 24 hours of receipt.
5. Grade book- Within a few days after the end of each week, the instructor posts the grades for student participation in chat rooms and discussion boards, homework assignments, and any quizzes or exams for that week. Students can then access the Grade book and view their exams. Any wrong answers are clearly marked and the correct answer is provided. Students will be graded based on test results and quality of work and demonstration of knowledge through assignments.

## Student Assessment

Each item is weighed accordingly and tabulated to produce a final grade. Submission of all homework and/or assignments is as follows:

Undergraduate Degree: Bachelor of Business Administration (BBA)	
<b>Assignments</b>	
✓ Weeks 1 - 5	6% per week (30%)
✓ Week 6	7%
Assignment Weight Totals:	<b>37%</b>
<b>Exams</b>	
Midterm Exam	
✓ 20 Multiple Choice Questions	10%
✓ Essay Question	10%
Final Exam	
✓ 40 Multiple Choice Questions	10%
✓ 2 Essay Questions	10%
Exam Weight Totals:	<b>40%</b>
<b>Participation/Discussions</b>	
Weekly Participation/Discussions (two per week) for all eight weeks of the course	1% per week
Participation/Discussions Weight Totals:	<b>8%</b>
<b>Quizzes</b>	
Week 2 through Week 7	2.50% per week
Quiz Weight Totals:	<b>15%</b>
<b>TOTAL:</b>	<b>100%</b>

Graduate Degree: Master of Business Administration (MBA)	
<b>Case Studies</b>	
Weekly Case Studies (Eight total)	2.50% per week
Assignment Weight Totals:	<b>20%</b>
<b>Exams</b>	
Midterm Exam	
✓ 20 Multiple Choice Questions	7%
✓ Essay Question	8%
Final Exam	
✓ 40 Multiple Choice Questions	10%
✓ 2 Essay Questions	15%
Exam Weight Totals:	<b>30%</b>
<b>Discussions</b>	
Weekly Participation/Discussions (one per week) for all eight weeks of the course	1% per week
Discussions Weight Totals:	<b>8%</b>
<b>Term Paper</b>	
Due Week 8	20%

Weight Total:	20%
<b>Quizzes</b>	
Weekly quizzes (Eight total)	1.50% per week
Quiz Weight Totals:	<b>12%</b>
<b>TOTAL:</b>	<b>100%</b>

Although individual exam grades may be subject to challenge due to administrative error, the University does not curve final grades. Final Grades are based on a combination of the following assignments/exams:

- Timely/Acceptable Submission of Homework and/or Assignments
- Midterm Exams
- Final Exams

## Timely Submission

Assignments must be submitted or completed by the due date as specified in the Syllabus. Late work will not be accepted. If a student foresees reasons that they will not be able to complete an assignment on its due date, early submission is acceptable. Faculty will provide feedback within seven days of submission.

## Discussion Forums

On the Asynchronous weeks, students will receive two discussion questions at the beginning of the week. Each student must respond to DQs and comment on other student responses throughout the week. Student will be graded on their participation and responses. It is important that students comment and expand upon the ideas of their virtual classroom peers. This interaction improves the virtual learning environment.

## Minimum Requirements

Each student is required to post at least three times a week with a minimum of 150 words for their initial response to the discussion question and respond to at least one other student's discussion post. All posting must use at least one source of information through online research or the textbook. They must be cited using APA 6<sup>th</sup> Edition format.

Discussion Grading Rubrics				
Criteria	100% - Outstanding	80% - Proficient	70% - Basic	50% – Below Expectations
<b>Content</b>	Rich in content and ideas with substance. Full of thought, insight and analysis.	Substantial content. Though insight, and analysis has taken place	Competent. Some comments may be vague or lacking in substance	Rudimentary or superficial remarks. No analysis or insight is demonstrated
<b>Connection</b>	Responses show clear connections to texts we read, current events, personal experiences, or prior knowledge	Ideas or connections may lack some depth or detail	Few connections made. Comments rehash or summarize other postings	Responses do not contribute new ideas. Comments are limited to "I agree" or "I disagree" without

				elaboration.
<b>Timeliness</b>	All required postings completed on time	All required postings completed some in time and others late	All required postings completed but late	Some or all required postings missing.
<b>Style</b>	Minimal grammatical, spelling, or typographical errors	Several grammatical spelling, or typographical errors	Grammatical, spelling, or typographical errors interfere with content	Grammatical, spelling, or typographical errors make understanding impossible

## Individual Assignment

All written assignments are to be typed and to be submitted online using APA 6th edition standards with a coversheet. Cover sheet must have the following:

- Name of the student
- Course name and number
- Assignment Heading as shown in the syllabus
- Instructor's name
- Date of submission

## Exams

The final exam, mid-term and quizzes will be administered through the college management system, My AHU Notebook corresponding to their respective weeks. All exams will be timed and graded through the system.

## Extensions

Students considering a course extension may file a formal request with the Dean. However, in submitting the course extension request, the student forfeits the option to withdraw from the class entirely. If the student is experiencing difficulties preventing him or her from completing the coursework on time, it is recommended that the student initially discuss the situation with your instructor.

## Satisfactory Academic Progress

Students must maintain Satisfactory Academic Progress toward earning their degree. This policy requires students to maintain both a minimum Cumulative Grade Point Average (CGPA) and be on track to complete their degree programs within the maximum time frame allowed for a particular program. For a Bachelor's degree, there is no stated maximum time frame, but students must abide by the rules for continuous enrollment.

For the graduate program, the maximum time to complete the program is seven (7) years. A student who is not able to meet this standard will be placed on Academic Probation and would need to apply for Extended Enrollment Status to correct his or her deficiencies, return to regular status and to avoid being dropped from the program.

## Graduation Policy – MBA Program

For a student to graduate from the Master of Business of Administration (MBA) program, a student must pass all of the required courses and complete 39 units. In addition, the graduate student must finish their studies with a minimum of B (3.0) for graduate students. In summary, the Master's degree requires a maximum of 39 graduate semester units and the following criteria must be met:

- Thirty-nine (39) semester units completed through the University in the field of study at the graduate level beyond the Master degree or;
- A minimum of 30 semester units completed through the University in the field of study at the graduate level beyond the Bachelor degree plus 6 semester units of transfer accepted.
- Completion and acceptance of the Graduate Project Manuscript.
- Cumulative Grade Point Average of 3.0 (B) or higher.
- Official transcripts on file for all transfer units accepted by the University and for the Bachelor's degree.
- All financial obligations to the University paid in full.

## Graduation Policy – BBA Program

For a student to graduate from the Bachelor of Business of Administration (BBA) program, a student must pass all of the required courses and complete 60 units. In addition, the undergraduate student must finish their studies with a minimum of C (2.0). In summary, the Bachelor's degree requires a total of 120 semester units and the following criteria must be met:

- A minimum of 30 semester units completed through the University.
- A minimum of 30 semester units in general education with two courses in Humanities, Natural Sciences, Social Sciences, plus English Composition I, English Composition II, one Mathematics course and one additional course from either the area of Humanities, Natural Sciences or Social Sciences.
- Completion of a minimum of 30 semester units in the major.
- Cumulative grade point average of 2.0 (C) or higher.
- All financial obligations to the University paid in full.
- Official transcripts on file for all transfer units accepted by the University.
- Copy of the certified DD-214 or 5454R for all military units accepted in transfer by the University.

## Leave of Absence Policy

The University is fully aware that an emergency may occur that may interrupt class attendance. In such situations students may then apply for Leave of Absence (LOA) directly from the registrar.

When a student is granted a LOA, consequences may include:

- a) Receiving an F grade for all courses that were uncompleted
- b) Repeating failed courses, and
- c) Extending the graduation date

## Maintenance and Confidentiality of Student Records

Student permanent records are maintained on-site for a minimum of five (5) years in a secure fire-proof cabinet only accessible by the registrar or authorized officer. Students have access to their own personal records through the student portal of the University's website and through Populi, AHUSC's online college management system. Transcripts are kept permanently.

## Facility

The university is primarily accessed through online platforms and utilizes two online platforms for instruction:

- **My AHU NoteBook:** This is our main College Management System (My AHU NoteBook). It is an online platform that runs through all major web browsers that allows the instructors to post assignments, upload documents, upload videos, and a variety of other file types for easy access to the student. A computer capable of going on the internet satisfies the minimum requirement to access the system. Through this platform, students can:
  - Upload assignments
  - Participate in discussions and chat sessions
  - Ask question from fellow students or instructors
  - Upload assignments
  - Take tests
  - View their grades and academic progress

Upon successful enrollment into one of our degree programs, the student will be granted access.

- **ELecta Live:** This is the eLearning platform we use to interact with students for real-time instruction. Student can use the microphones on their Smartphone, Tablets, Laptop or Desktop computers to interact with the instructor and other students. The platform also allows the instructors to upload presentations, spreadsheets as well as a whiteboard for typing and handwriting all in real time.

During instruction, the instructor may distribute learning materials electronically as MS Word, MS PowerPoint, MS Excel, Adobe PDF and Rich Text Format (RTF).

# Technology Requirements

Since all courses are taken online, it is important to have the right computer equipment to ensure the best possible learning experience. Electronic communication is the preferred method of communication for students, faculty and staff. To take advantage of this technology, it is required that students, instructional and administrative staff acquire and maintain email access with the capability to send/receive attached files. Because all courses are primarily taught online, it is absolutely necessary that you have the right computer equipment.

## Hardware

- A processor of 1.6 GHz or faster
- 256 MB RAM or greater
- 20 GB hard drive or larger
- High-speed Internet connection
- Monitor and video card with 1024 x 768 ppi or greater resolution
- Sound card with speakers
- CD ROM
- HD Webcam
- Headset

## Operating System

A computer running minimum of Windows XP, Vista, or 7 or MAC 10.X+

## Software

- Browser: Microsoft® Internet Explorer® version 6.0+, Mozilla Firefox® 3.0+ or Google Chrome
- Adobe® Reader® 7.0 or later
- Microsoft® Office 2003, 2004 or 2007
- Flash® Player
- Browsers uses “plug-ins” (mini applications installed within the browser itself) to enable richer Web experiences. The plug-ins listed on the AHUSC website are the more common applications that Web sites use; check the online course syllabus to find out.
- Cookies and JavaScript should be enabled in the browser to run eLecta Live

# University Faculty

## **Dr. Virginia A. Green, Dean/Professor**

Dr. Green received a Ph.D. from Capella University in Organization & Management, an M.B.A. with Distinction from New York Institute of Technology as well as an M.A. from New York University in Business Administration, Leadership & Technology, and an M.A. from New York University in Culture and Communications. She holds a B.A. from East Stroudsburg University, in Communications and Business Management.

## **Dr. Ray Briggs, Adjunct Faculty**

Dr. Briggs received his Ph.D. in experimental psychology from Cornell University. He is the Chief Scientific Officer of SCIQ, a system integration and development company located in South Pasadena, California. He is currently involved in evaluation, applied research, and development activities related to the digital capture of retinal images. His early research involved the analysis of confusion matrices, visual distinctive features, and cognitive decision strategies. He has worked on business and systems problems involving the hotel industry, State of California POST and DMV, U.S. Military pilots, ophthalmic instrument manufacturers, and developers of commercial driving simulators. Dr. Briggs has been associated with a number of institutions as adjunct faculty; and he has authored numerous articles and publications.

## **Dr. Ted Dalton, Adjunct Faculty,**

CISD.B.A., Argosy University, CA Masters in Project Management, M.B.A., B.S. in Information Technology, DeVry University, CA B.S. in Commerce, San Sebastian College, Manila, Philippines.

## **Dr. Fathiah Edrus Inserto, Adjunct Faculty**

Fathiah Edrus Inserto earned a Ph.D., in Human Development at the fielding Graduate University, Santa Barbara, CA. In 1990 she also received an MA in Human Development. In 2007 to 2008 she was an Adjunct faculty, California Intercontinental University she taught business classes for doctoral student/learners and served as a Graduate Review Committee Chair. She also served as a Book Reviewer. She has also served as a Mentor to Doctoral students in School of advanced studies since 1994.

## **Farooq Khan, Professor**

Mr. Farooq Khan received an M.B.A. from Western Michigan University, Kalamazoo, Michigan, an M.S. in Mechanical Engineering from Middle Eastern Technical University Ankara, Turkey, and a B.S. in Mechanical Engineering and B.S. in Physics from the Middle Eastern Technical University, Ankara, Turkey. Mr. Khan held management and executive positions in engineering and manufacturing companies. He has expertise in R&D, engineering and operations management, manufacturing and quality management.

## **Gary Connelly, Adjunct Faculty**

At Daewoo Motor America -- was the top American, officer of the company and reported to Korean CEO only. He sold company to General Motors. He possess a diverse background in the strategic and tactical application of international business-to-business and consumer/retail marketing with professional experience coupled with proven success in both manufacturer and retail industries. His distinct blend of job experience and education (finance, real estate, mortgage, retail, sales, business development, construction equipment, consulting, training/teaching, turnaround/start-up, marketing, operations, P&L responsibilities) combined with a team-focused approach to achieving superior performance, furnish me with the core competencies

necessary to meet the challenges of this management position and to contribute to the ongoing success of your company. I started the strategic business and new entry development plan for Daewoo Motor America and Mitsubishi for North America operations, was Sr. V-P of Sales and Marketing, been director of Dealer Development for Mitsubishi and worked as general manager for various automotive companies, including retail operation and used vehicles auctions. Currently working for McLaren Industries (construction tires and tracks) as a senior vice-president/COO for the entire operations, owners live in Europe. In addition, I teach college courses at night in Marketing, Accounting, Finance, Public Relations and various Management courses. He worked with father in construction until graduation from college. He is an accomplished marketer/manager who has successfully guided leading brands in the automotive and construction industries. His marketing talents, along with my financial background, management, training/consulting and business development can be readily applied in your environment; in short, a manager and team leader ready to make an immediate, positive contribution.

He received his Bachelor of Science (BS) in Accounting and Business/Management in 1972 from California State University, Long Beach. He received his MBA in Sales/Marketing/Management in 1974 from the University of Idaho. In 2009 he received his Broker License in Real Estate & Finance from California State University, Long Beach.

**Dr. Forrest “Skip” Boyd, Adjunct Faculty**

BS, MBA, MS.Ba, Ed.D, Human Performance at work, Marketing & Finance, University of Southern California

**Ronda Baldwin-Kennedy, Adjunct Faculty**

State Bar of California, April 2015, J.D., American Heritage University School of Law  
Bachelor of Art in Political Science, Ashford University, 2014  
Bachelor of Science in Law, AHUSC, 2013

**Aitua Ogamien, Adjunct Faculty**

B.S.C. DeVry University, Pomona, Computer Information Systems  
M.B.A. Keller Graduate School of Management, Pomona, California

**David Carrasco, Adjunct Faculty**

B.A. Cal State University, Long Beach  
M.B.A. Keller Graduate School of Management, Pomona, California

# Students Rights

Students of AHUSC are expected to conduct themselves as responsible members of the university community as defined in the Student Handbook. Students must display mutual respect and maintain cordial relationship with fellow students and instructors. Misconduct or disorderly functions will be considered as violation of appropriate behavior and will be subjected to disciplinary action.

## Student's Right to Cancel

You have the right to cancel the agreement without any penalty or obligations and receive a full refund before the first lesson and materials are received or the seventh day after enrollment, whichever is later. Cancellation is effective on the date of the written notice of cancellation to the following address:

Attention: Registrar  
1802 East G St, Ontario, CA 91764

Cancellation by email must be addressed to the Registrar at: [regsitrar@ahusc.net](mailto:regsitrar@ahusc.net). The institution shall make the refund pursuant to section 71750 of the Regulations. If the institution sent the first lesson and materials before an effective cancellation notice was received, the institution shall make a refund within 45 days after the student's return of the materials if applicable.

## Withdrawal/Refund Policy

You may withdraw from the school at any time after the cancellation period (described above) and receive a prorated refund if you have completed 60% or less of the scheduled days/hours in the current payment period in your program through the last day of attendance. The refund will not include the non-refundable application, registration and technology fees. If you have completed more than 60% of the period of attendance for which you were charged, the tuition is considered earned and you will not receive a refund.

For the purpose of determining a refund under this section, you shall be deemed to have withdrawn from a program of instruction when any of the following occurs:

- You notify AHUSC of your withdrawal or as of the date of your withdrawal, whichever is later.
- AHUSC terminates your enrollment for failure to maintain satisfactory progress; failure to abide by the rules and regulations of the institution; absences in excess of maximum set forth by the institution; and/or failure to meet financial obligations to the School.
- You have failed to attend class for three (3) consecutive weeks.
- You have failed to return from a leave of absence.

If any portion of the tuition was paid from the proceeds of a loan or third party, the refund shall be sent to the lender, third party or, if appropriate, to the state or federal agency that guaranteed or reinsured the loan. Any amount of the refund in excess of the unpaid balance of the loan shall be first used to repay any student financial aid programs from which the you received benefits, in proportion to the amount of the benefits received, and any remaining amount shall be paid to you. If you have received federal student financial aid funds, you are entitled to a refund of moneys not paid from federal student financial aid program funds.

## Student's Right to Appeal

Any student who feels that any course grade has been based upon something other than academic performance has the right to appeal. All appeals shall be submitted to and heard by the Academic Standards Committee.

## Student's Rights to Appeal Academic Probation or Dismissal

Academic suspension is an identification of students whose scholastic performance remains below University standards of (2.0) GPA for two consecutive terms. Examples of dismissal are as follows:

- A student who fails to meet these standards for one (1) semester will be placed on academic probation
- If a student fails to meet the minimum standards for two (2) consecutive semesters, that student will be placed on academic suspension.
- A student on academic probation may continue at the University pending a review for improvement in his or her academic performance.
- A student on academic suspension is required to remain out of the University for one (1) regular academic term His or her record will reflect that the student is on academic suspension.
- Once a student is dismissed for academic reason the student may apply for re-admission after being out for no more than one (1) semester.

## Grievance Policy

American Heritage University of Southern California is responsible to uphold its students' rights and ensure that the university's non-discrimination policy is applied for students who choose to file a grievance against the institution for reasons involving discrimination, harassment, violation of a university policy, or other.

Students must use the following procedure to file a grievance: [studentsupport@ahusc.net](mailto:studentsupport@ahusc.net)

1. Students should first attempt to address the issue with the responsible party in writing through the My AHU NoteBook College Management System. This places a copy of the communication in the messaging system.
2. If a satisfactory solution cannot be found, the student may send an email to the Dean: [dean@ahusc.net](mailto:dean@ahusc.net) within 30 calendar days of the alleged incident.
3. The Dean shall issue a decision within 10 business days of the grievance submission.

NOTE: If the complaint cannot be resolved after exhausting the institution's grievance procedure, the student may file a complaint in English with the California Bureau for Private Postsecondary Education.

[www.bppe.ca.gov](http://www.bppe.ca.gov)

## Student's Right to Drop a Course

Generally, courses may be dropped without restriction from the first day of class through the first four weeks of class. A standard course dropped during the first five weeks of classes will not appear on the student's permanent record. A standard course dropped after the first five weeks of classes will appear on the student's record as a "W" and the student will be charged for the course.

## Tax Deductions for Education Expenses

The Internal Revenue Code provides both tax credits and deductions that may be taken to reduce the federal income tax burden for students or those paying the costs of a student's higher education. Please contact the IRS or a trusted practitioner in the field for further information.

## Photo Release

As condition employment with AHUSC, our faculty and staff are required to consent to being photographed and grant a perpetual, royalty-free and irrevocable license to AHUSC with respect to the reproduction, display or other use of any photographs in connection with their employment with AHUSC. Students, as a condition of their enrollment and attendance at AHUSC, also consent to being photographed on campus and grant a perpetual, royalty-free and irrevocable license to AHUSC with respect to reproduction, display or other use of any photographs depicting them on campus or in connection with their coursework at the university.

Still or video photo shoots may be informal (candid shots of campus scenes, athletic events, performance groups, large groups or activities) or formal (planned visits to classrooms, or offices; directory shoots or with professional backgrounds; or video shoots on campus) in nature. All such photographic images taken by faculty or staff and the copyrights with respect thereto are and/or become the property of AHUSC. The digital photos or video footage are added to AHUSC's library of images, which becomes a resource for the university's publications.

## Right to Withhold Transcripts, Grades, or Information for Nonpayment of Tuition

The University Registrar may withhold a student's transcripts or grades if the student is in default on a student tuition contract. The university will not provide documentation for any student or graduate who is delinquent in payment of tuition, fees or any other financial obligation incurred through the school.

## Rights and Access by Others

The law provides that right of access to student records is available to authorized officials of State or Federal agencies when such access is necessary for audit or evaluation of educational programs supported by such agencies.

## Student Records Policy

The university's administrative offices consist of the Admissions Office, the Education Services Office, the Finance Office and the Registrar's Office. Under the supervision and direction of the Vice President of Administration and the Registrar, all financial, administrative and student records are maintained in a secure 128-bit encrypted server. This information is encrypted and backed up daily to a secure offsite location. Student correspondence is retained in individual student files and maintained in locked in a fire-proof file cabinet in locked offices maintained by the Registrar and the Director of Operations.

Student's educational records are maintained in the Office of the Registrar in locked file cabinets in an office that is locked when unattended. The records are also scanned and saved to an external hard drive which is continuously encrypted and backed up to a secure online service. It is mandated by California law that these

records be maintained on site for a minimum of seven (7) years. Transcripts are maintained both electronically and in hard copy for at least fifty (50) years. The university maintains a hardcopy file on every student, which contains initial contact requesting information about enrollment through graduation.

Maintained records are as follows:

- Picture ID
- Application
- School Transcript
- Transcript of Previous course work
- Academic Evaluation Report (AER)
- Enrollment Agreement
- Formal Admission Letter
- Copy of the Diploma

Permanent records of all students' and graduates' grade transcripts are to be maintained for a minimum of fifty (50) years. Each student receives copies of their official transcript of courses upon completion of their degree program. Additional copies are available for \$25.00 per copy. Former graduates can submit a written request with payment in advance for official transcript. This can be done by email, fax, or mail. The University also provides express service for an additional fee.



## Tuition and Fees

Tuition must be paid two weeks in advance of the start of the current term along with the submission of the Registration Form and the Enrollment Agreement. Late registration is permitted up to the first day of the start of the term, but tuition and late registration fees must be paid before a student is considered enrolled in the class. There are no exceptions. The tuition for the programs is as follows:

### Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) requires a minimum of 60 units.

**Cost per Unit:** \$150.00

Total Tuition (60 * \$150)	\$9000.00
Registration Fee	\$100.00
Application Fee	\$50.00
Student Technology Fee	\$100.00
Textbooks	\$500.00 ( <i>Approx</i> )
Estimated Total Charges for the Program:	<b>\$9750.00</b>

### Master of Business Administration (MBA)

The Master of Business Administration (MBA) requires a minimum of 39 units.

**Cost per Unit:** \$250.00

Total Tuition (39 * \$250)	\$9750.00
Registration Fee	\$100.00
Application Fee	\$50.00
Student Technology Fee	\$100.00
Textbooks	\$500.00 ( <i>Approx</i> )
Estimated Total Charges for the Program:	<b>\$10,500.00</b>

*Note: Students must purchase textbooks and other required study materials which are estimated between \$350 to \$700 per year. Students will not be able to pass a course without the required course materials.*

## Fee Schedule

Application Fee*	\$50.00
Student Registration**	\$100.00
Late Payment Fee	\$25.00
Diploma Replacement	\$100.00
Certified Transcript	\$25.00
Returned Check Fee	\$35.00
Graduation Fee (one-time charge)	\$500.00
Graduation (Non-Attendance Fee)	\$250.00
Student Technology Fee**	\$100.00
STRF**	0.00% of tuition

*\*Non-refundable*

*\*\*The Student Technology Fee is for accessing the AHUSC learning platform. It is fully refundable at first class session, or the seventh day after enrollment, whichever is later*

## Fee Details

- **Application:** This is a one-time fee charged when a student completes an application for admission into any of the university's educational programs. This fee *is non-refundable*.
- **Student Registration:** This is a one-time fee charged after a student's application for admission into any of the university's educational programs is accepted and an Enrollment Agreement has been signed by the student. This fee *is non-refundable* seven days after being charged to the student.
- **Late Payment:** This fee is only applies to tuition payments that are paid after the due date.
- **Diploma Replacement:** This fee is charged only to graduates from any of the educational programs who need a replacement of their diploma or for those who simply want another copy.
- **Certified Transcript:** This fee is charged to graduate or active students enrolled in any of our educational programs requesting a copy of their official transcripts.
- **Returned Check Fee:** This fee is charged to any check payments written to the university that gets returned or refused by the bank.
- **Graduation Fee:** This one-time fee is charged to all students who complete any of the degree programs. It covers the attendance of the commencement ceremony, graduation gown & cap, photos, diploma and a copy of official transcripts.
- **Graduation Fee (None-Attendance):** This one-time fee is charged to all students who complete any of the available degree programs but choose not to attend the commencement ceremony. It covers the graduation gown & cap, diploma and a copy of official transcripts.
- **Student Technology:** This one-time fee covers all technology related cost. This fee *is non-refundable* seven days after being charged to the student.
- **Student Tuition Recovery Fund (STRF):** The charge is \$0 per every \$1000.

## Payment Plans

The University is aware of the needs of its students. Accordingly, various payment schedules and plans are available. Please contact student finance for more information. Acceptable forms of payments include electronic payments, checks, money orders, or any of the major credit cards.

## Financial Assistance

The University does not participate in Title IV financial funding and therefore does not offer financial aid opportunities or student loans. At the present time, there are no state or federally guaranteed student loan programs or grants. However, the university does offer a limited number of scholarship opportunities.



## Schedule of University Holidays

### Recognized Holidays

Students have access to their online courses seven days a week including holidays. University administration will not work on the following holidays:

New Years Day	01/01/2017
Martin Luther King Jr. Day	01/18/2017
Presidents Day	02/15/2017
Memorial Day	05/29/2017
Independence Day	07/04/2017
Labor Day	09/04/2017
Thanksgiving Day	11/23/2017
Christmas Holiday	12/22/2017



## Library Services

### On Campus Library

Students may use the University physical library facility if it is convenient for them. Textbooks, casebooks and other materials are available for purchase online, either through the educational platform of the program or through sources such as Amazon. Textbooks and Casebooks may also be purchased from local college bookstores, from publishers, or from other suppliers. Students can subscribe to a service such as [www.questia.com](http://www.questia.com), which has a huge online library and costs from as little as \$9.99 per month for 1 collection to \$19.99 for all collections.

To access this Library, students must come on campus with their student ID. The hours of operation are Monday through Friday from 9:00am to 5:00pm PST.

### Online Library

The university offers LIRN, the Library and Information Resources Network, hosted on-line services featuring academic search capabilities. The LIRN® collection provides students with millions of peer-reviewed and full-text journal, magazine, and newspaper articles, e-books, podcasts, audio, and video resources to support their academic studies from Gale Cengage, ProQuest, EBSCO, CREDO Reference, eLibrary, and other topics for General Education, Business, and Medical programs. Students will also have a choice to find the material from variety of libraries which include:

#### **AccessMyLibrary.com**

Free access to over 30 million articles from top publications. A non-profit organization of 49 college and university libraries.

#### **Bridgeway Internet Library**

A directory of library and educational resources from around the world.

#### **The European Library**

Search the content of Europe's national libraries.

**Google Book Search**

Search the text of more than 7 million titles from Google Books with more than 1 million available for free download.

**Google Scholar**

Provides a search of scholarly literature across many disciplines and sources, including theses, books, abstracts and articles.

**Ingentaconnect**

The home of scholarly research.

**Internet Archive**

Over 2.5 million free e-books and text items.

**Learning Express Library**

Whatever your goal, Learning Express Library's resources will help you succeed.

**Lexcycle**

Free e-reader for your iPad, iPhone or computer with access to over 100,000 free e-books.

**LibrarySpot.com**

Simplifying the search for the best library and reference resources on the web.

**LibriVox**

Listen to public domain books read by volunteers.

**The Online Books Page**

Listing's of over 40,000 free books online.

**Open Library**

Over 1 million free titles.

**Page By Page Books**

Read books online, for free.

**Project Gutenberg**

Over 33,000 free eBooks to download with affiliate links to over 100,000 additional free e-books.

**The Purdue Online Writing Lab**

Over 200 free online resources for writing, research, grammar, mechanics and style.

**Read Print**

Free online books library for students, teachers, and the classic enthusiast.

**The Smithsonian Institution**

The world's largest research organization.

To access this library, students will be emailed a login and password for the library after they have been successfully enrolled in a program of study.

To login, students go through the LIRN home page at <http://www.lirn.net> and follow the link on the Databases tab, or just go directly to <http://www.lirn.net/services> and enter the above ID. Once logged in, the services they have available will appear on a menu.

## Student Services

The university offers on-campus facilities for students to form study groups. For our online students we offer online virtual study rooms where students can collaborate in personalized study sessions. These services can be requested through the College Management System by messaging the academic department.

## Placement Services

The University does not currently offer any services related to job placement.



## Bachelor of Business Administration Program (BBA)

The Bachelor of Science in Business Administration is a degree program that prepares students to become mid-level managers as well as better employees as they lead, direct and function in an organization, and to provide leadership and professional judgment to develop an understanding of the concepts of Business Management. The University's main goal is to provide students with the opportunity to gain knowledge through core courses, and to provide students with expertise in the specific areas of concentration offered within the program.

### BBA Educational Learning Objectives:

- Develop each student's understanding of business theory and practice
- Prepare students to take on responsibilities related to finance, marketing, economics, management, and information systems, and to use their training to make sound ethical moral decisions on behalf of the business and or corporation.
- Develop students' ability to describe the environment of the global market.

### Employment Opportunities with a BBA

A Bachelor of Business Administration (BBA) degree can prepare you for a variety of entry to mid-level positions in various industries. Graduates holding BBA degrees commonly find jobs in marketing, finance, sales and management, but the degree can be applied to nearly any area of business. If you're interested in a particular industry or area of business, you can designate a specialization within your degree program, such as finance, marketing, operations management, information technology or human resource management.

Business administration majors often work for private and public corporations or firms in various industries. Positions you might qualify for include sales manager, customer service specialist, marketing analyst, sales representative, business developer, database administrator, advertising manager and project manager. Some graduates specialize in entrepreneurship and choose to start their own business. A BBA degree also serves as good preparation for an advanced degree in fields such as business, law or education.

## BBA Curriculum and Degree Requirements

To be awarded the Bachelor of Business Administration degree, all students must successfully earn a total of one-hundred and twenty (120) semester units with minimum of sixty transferred units. A maximum of ninety (90) units is can be accepted. A student should expect to take 15 to 24 months to complete the Bachelor of Business Administration degree requirements, provided an uninterrupted and normal progression through the program and the number of units transferred in.

## BBA Admission Requirements

The Bachelor's Degree requires a total of one-hundred and twenty (120) semester units. One semester unit is equivalent to fifteen (15) contact hours per course per week and the following criteria must be met:

- A minimum of thirty (30) semester units in general education with two courses in Humanities, Natural Sciences, Social Sciences, plus English Composition I, English Composition II, one Mathematics course and one additional course from either the area of Humanities, Natural Sciences or Social Sciences
- Completion of a minimum of thirty (30) semester units in the major
- Cumulative grade point average of 2.0 (C) or higher All financial obligations to the University paid in full
- Official transcripts on file for all transfer units accepted by the University.

## Required Learning Materials

Each course will have a designated textbook that students are responsible to purchase or rent on their own. The Populi system supports the use of additional learning materials, including multimedia lecture presentations, discussion forums, and other attachments the instructor may upload as course materials are at the discretion of individual faculty members, but undergo review and approval by the Chief Academic Officer prior to being used in a lecture.

## BBA Course Descriptions

**Computer Information Systems Management (BB 400):** Contemporary Issues in Information Systems uses a mixture of textbook assignments, cases, and Internet research to highlight the key issues faced by managers in developing global IS and IT strategies. The material will develop an understanding of market assessment and market entry issues. It will equip the student with an appreciation for the idiosyncrasies involved with the planning and implementation of marketing, along with the marketing mix strategies that come into play. The student will be exposed to both domestic and international aspects and issues related to marketing which will help to develop the problem-solving skills that are required for this style of business.

**Principles of Accounting (BB 401):** Accounting is the language of business. It provides information to managers, owners, investors, government agencies, and others inside and outside the organization. It is a system that measures the activities of a business in financial terms.

**Business Communications (BB 402):** Good communications is a universal essential in all business. The Business Communications student will learn the forms of business communication, verbal and non- verbal communications and the challenging need for excellence in communication.

**Organizational Behavior (BB 403):** This course is an introduction to organizational psychology and behavior. Through a combination of theories, case studies, and overall hands on approaches to study, the goal of the class is to acquaint students with the behavior related to organizations through the study of related topics. Key topics include but are not limited to, effective communication, motivation, leadership, conflict, human resources, and how to deal with stress in the workplace.

**Business Law (BB 404):** This course is an introduction to business law. It inquires into the legal, ethical and global environments in which businesses carry out their activities. Specific attention will be given to acquainting the student with some of the legal and ethical issues confronting those engaged in business and to increase awareness among students of some of the forces with which they must contend as they attempt to negotiate the terrain of business. It is hoped that students will leave the course with a basic understanding of the tension that exists in business between profit and people and a willingness to maintain their concern for people ahead of that for profit.

**Managing Conflict Resolution (BB 405):** This course focuses on conflict processes and dynamics, drawing from literature on the social and behavioral sciences, and from the recent research in organization, community, labor and international conflict.

**Statistics and Research Methods (BB 406):** This course has been designed to integrate research methods and application of statistical techniques for business operations. The course will focus on decision making processes and hierarchy of decisions, problem identification and research design, data collection and measurement, descriptive and inferential statistics, hypothesis testing, and interpretation of statistical findings in the business world.

**Principles of Marketing (BB 411):** Principles of Marketing takes a practical, managerial approach to marketing. The course will provide practical examples and applications, illustrating the major decisions that a marketing manager would face in their efforts to balance the organization's objectives and resources against needs and opportunities in the marketplace. The course reveals the drama of modern marketing, and utilizes current and recent examples of real-world marketing problems and solutions to drive home the concepts and bring marketing to life. Students will receive a comprehensive, innovative, managerial, and practical introduction to marketing in a straightforward, easy to understand presentation.

**Labor Relations (BB 413):** This course is a survey course intended to present the student with an overview on Labor Relations, Labor Relations Practices and Processes, and the many issues pertaining to this form of organized workplace, that is, a workplace in which a union represents the interests of an employee. In contrast, this course will also address the issues of a non-union workplace, the growing number of safeguards for nonunion employees, and the various employment laws pertaining to the non- union workplace environment.

**International Economic Systems (BB 416):** This course examines the alternative forms of economic organization that exist around the world. Areas of emphasis include the existing variations in the demographic capitalist framework, the ongoing process of transition in formerly socialist nations, the emergence of new sources of competition within the global economy, and interaction between economics, politics, and culture in various societies.

**Human Resource Management (BB 418):** The development of current policies, practices, and techniques necessary to ensure effective personnel management in complex organizations are covered. There will be an emphasis on the role of operating supervisors, executives, and the union in researching such challenges as employee selection, training, placement, wage and salary administration, promotion, fringe benefits, employee services, and management-labor relations.

**Corporate Finance (BB 422):** The course begins with principles of finance and moves toward topics such as leasing, mergers, and multinational finance. The theories of finance are applied to investment instruments, including stocks, bonds, options, and future markets. Capital budgeting cost of capital, valuation, and risk are also studied; valuation and risk are also studied at an advancement level of analysis.

**Leadership and Ethics (BB 423):** The focus in this course is on clarifying the distinction between management and leadership by examining different models of leadership and the integration of Judeo-Christian ethical principles into various functional topics.

**Business Policy and Strategy (BB 424):** A capstone course is designed to permit the student to integrate and apply principles and skills learned throughout the entire business program. A case study of domestic as well as international businesses helps students synthesize the functional areas of a corporation. An in-class presentation is a required component of this capstone experience.

**Sales Management (BB 425):** Management of sales, resources, activities and personnel is essential to identifying customer needs and wants for products and services. This course analyzes sales opportunities through new product or service development, product strategies, and product mix. It covers the relationship of sales to the overall organization development plan including advertising, production, and distribution.

**Advertising (BB 426):** This course teaches the concepts of advertising through a series of readings, assignments, examples, and actual multi-media advertising campaigns. The course is an introduction to both the theory and practice of advertising and provides important insights into how advertising is done, who does it, and the actual questions that must be resolved. It provides a focus on what principles and practices make advertising effective- and via a rich and extensive support package, the learning process becomes exciting, meaningful, and effective. The course is designed to introduce the student to advertising foundations and environment. The class will discuss how advertising began, and where it fits in today's marketing mix. Social issues, ethics, regulation, and responsibility are covered.

**Global Macroeconomics Orientation (BB 428):** This course examines the broader picture of performance of the national economy and how it is linked to the global economy. Students will learn some of the basic tools economists use such as fundamental concepts, graphical skills and an overview of interrelated components.

**Project Management (BB 432):** This course examines the roles and skills of the project manager and the project office. Students will study the phases of the life cycle, specifically the activities, requirements, methodologies, and tools common in project management. The course requires a high degree of student involvement throughout the semester. In class or online, working individually or in groups, students will be engaged in active learning. Many of the topics examined in this course have been well-documented in text books, journals, and other publications. Discussions about the topics covered during the semester will require student reading and research. Students should plan to prepare homework assignments prior to class, and be

prepared to discuss key issues in class and in online forums. A final exam will be given and class will conclude with presentations of the students' research projects.

**E-Business (BB 434):** The Internet has become an important influence in the world. Business on the internet, in terms of operations, marketing, security, etc., has increased concomitantly in influence. This course will provide a foundation for understanding the possibilities and potential pitfalls for doing e- business.

**Supply Chain Management (BB 436):** The course focuses on how an enterprise matches supply with demand. Students will learn how to assess the optimum level of supply flexibility for a given industry and explore the strategies for increasing a firm's supply flexibility. The material covers the basics of supply chain management, economics of supply and demand, market environment and customer psychology, logistics of supply management, supply chain management as a competitive edge, and future trend of supply chain management.

**Principles of Finance (BB 446):** This course is designed to introduce students with financial decision making process. The topics include micro and macroeconomics principles, corporate finances, investments and international financial systems.

**BBA Project (BB 450):** Students must consult with their academic advisors.



## Master of Business Administration Program (MBA)

The Master's Degree program prepares students with the necessary skills and knowledge to understand, manage, and create a business, and be able to assume leadership roles at the upper levels of management. The program also provides the tools for business and leadership roles to develop operational knowledge, communications skills, creativity, and judgment in all organizational environments.

The MBA program has a deeper emphasis on theories, concepts and applications. This program is suitable for students who are interested in gaining advanced knowledge in business strategy and principles, preparing them to work in business and academic professions. This degree also covers advanced topics in allied subjects such as e-business, project management, risk management, strategic planning, and implementation and operations management.

### MBA Educational Learning Objectives:

- Train students to meet the challenges of the competitive world through flexibility, innovation, creativity, team dynamics, and leadership.
- Provide students with a thorough understanding of different elements of business and how to apply skills towards business operations, finance, marketing, economics, human relations, and regulatory compliance, and their interrelationships.
- Develop and refine skills in information systems, quantitative analysis, research methods and strategy implementation so that the students can assume higher responsibilities in an organization.

### Employment Opportunities with an MBA

The versatility of an MBA is extremely valuable. It will allow you to pivot in many different directions depending on your career aspirations, skills, and interests. Here are few of the career paths and job opportunities open to you following graduation:

#### **Management Consultant**

A management consultant's job is to advise companies on their management practices and identify problems within the organization that may be holding the company back from reaching their goals. Many management consultants are self-employed, while others work for large firms. According to the Institute of Management Consultants, about 27% of consultants are self-employed. This is an ideal arrangement for many MBAs: a flexible career path with high earning potential.

### **Marketing Manager**

Marketing managers oversee the planning and execution of a multifaceted marketing plan to help their companies grow. They set budgets, plan marketing campaigns, and manage staff on the marketing team to conduct market research, launch marketing campaigns, and analyze the data collected from each campaign to make improvements. Their goal is to create more brand awareness and bring in sales. Marketing managers must be knowledgeable about many different types of marketing approaches and also be skilled at leading a diverse team.

### **Investment Banker**

Investment bankers help companies invest and grow their capital through shrewd purchasing of equity and debt. They also provide advice and assistance during financial transitions such as acquisitions and mergers. Bankers are responsible for ensuring all pertinent paperwork is in order and that all government regulations are followed during any and all transactions.

### **Operations Manager**

An operations manager is sort of a company's jack-of-all-trades. He or she oversees daily operations, purchasing, inventory, coordination between departments, and policy creation. Responsibilities may also include hiring employees and negotiating contracts. However, this job will vary depending on the organization and expectations of the CEO. Therefore, this position requires a great deal of flexibility and multitasking.

### **Financial Advisor**

Financial advisors cater to the individual rather than businesses, and play a key role in helping families plan for retirement, invest in their children's education, and build individual wealth. A financial advisor looks out for their clients' best interests by suggesting good investment opportunities and creating realistic long-term plans. This is an excellent career path for MBAs who have a desire to help others become financially savvy.



## MBA Curriculum and Degree Requirements

To be awarded the Master of Business Administration degree, all students must successfully earn a total of Thirty-nine (39) units. A student should expect to take 24 months to complete the Master of Business Administration degree requirements, provided an uninterrupted and normal progression through the program. Students seeking specialization may be required to complete up to twelve (12) additional elective/specialization units which will take longer than 24 months to complete.

## MBA Admission Requirements

The Master's Degree requires a minimum of thirty-nine (39) graduate semester units; degree with specialization will require additional six (6) semester units. One semester unit is equivalent to fifteen (15) contact hours per course per week and the following criteria must be met:

- Thirty-nine (39) semester units completed through the University in the field of study at the graduate level beyond the Bachelor degree or;
- A minimum of thirty-three (33) semester units completed through the University in the field of study at the graduate level beyond the Bachelor degree plus six (6) transferrable semester units
- Cumulative Grade Point Average of 3.0 (B) or higher
- Official transcripts of all the course work for the completed Bachelor's Degree
- Degree must be on file
- All financial obligations to the university paid in full

## Required Learning Materials

Each course will have a designated textbook that students are responsible to purchase or rent on their own. The Populi system supports the use of additional learning materials, including multimedia lecture presentations, discussion forums, and other attachments the instructor may upload as course materials are at the discretion of individual faculty members, but undergo review and approval by the Chief Academic Officer prior to being used in a lecture.

## MBA Course Descriptions

**Foundation of Leadership and Team Work (MB 515):** The course helps learners understand leadership strategies and management tools in various business contexts such as startup companies, emerging growth companies, mature companies, changing market conditions, globalization, and technological innovations. The course will stress leadership traits and team dynamics, culture, communication and performance.

**Ethics and Responsibility (MB 516):** The course will examine managers' and corporations' responses to ethical issues. The objective is to develop a framework for thinking through the ethical implications of business decisions, exhibiting fairness and social responsibility. Participants in this course will actively involve themselves in case studies, exercises and discussions of theoretical frameworks as tools for sound business decision making. Students will weigh company interest, social implications, legal and regulatory restrictions and competitive environment. All MBA candidates must take MB 516.

**Managerial Economics (MB 517):** This course describes the current body of micro and macroeconomic knowledge relevant and applicable to business. This course provides students with strategic tools to use theoretical analysis to solve specific business problems through operations research. Topics include analytical

tools for optimization, theory of demand, production and cost, linear programming and the theory of production, the firm and its objectives, market structure and pricing, general equilibrium and theory of money, theory of distribution, theory of capital, capital budgeting, recent development of applied economics, and economic outlook for the future.

**Organizational Theory and Development (MB 518):** The course reviews theories and tools of organizational development (OD) starting at the individual level and moving through interpersonal to the formation of groups. It takes a comprehensive approach to the change process through the integration of theory and practice in a business enterprise. Specific topics include ethics, interpersonal intervention, group dynamics, communication, cross-cultural awareness, organizational behavior, multinational organization and management development.

**Research Methods & Statistics (MB 519):** This course prepares graduate students to apply research techniques and statistical tools for business processes and decisions. It emphasizes the critical role of the manager as a knowledgeable user of descriptive and inferential statistics, capable of evaluating technical reports and empirical data. The course covers business research, descriptive statistics, probability theory, parametric and nonparametric statistics, analysis of variance, correlations and regression model, time-series analysis, forecasting and quality control.

**Management Information Systems (MB 520):** This is a comprehensive course in design and analysis of computer-based information systems in business organizations. Criteria for the design of the system and the selection of related hardware and software, installation, implementation, and administration of the computerized information systems are discussed. Focus is on studying the process of the system development life cycle. This course is presented at the master's level and writing assignments will be treated as such.

**Financial Planning (MB 521):** Graduate business students will become aware of the various aspects of personal financial planning. They will be capable of making personal financial decisions after discovering the best assets to use in making those decisions. Topics include; personal budgeting; personal taxes; personal banking; consumer credit; consumer legal protection; home, automobile, health, disability and life insurance; investing in stocks, bonds, mutual funds, real estate and other investment alternatives; retirement planning; and estate planning.

**International Trade and Finance (MB 523):** This course presents the basics of international finance in a concentrated integrated experience focusing on policy and business applications, as well as theoretical frameworks. This course is designed to challenge students to think about the exchange of goods, services and financial capital in a systematic and structured way. It is designed to provide students with tools to better understand how the differences between countries can provide opportunities for national growth and development in a cooperative environment, yet can also lead to economic (and political) conflict.

**Global Marketing (MB 524):** Contemporary Issues in Global Marketing Strategy uses a mixture of textbook assignments, cases, and Internet research to highlight the key issues faced by managers in developing global marketing strategies. The material will develop an understanding of market assessment and market entry issues. It will equip students with an appreciation for the idiosyncrasies involved with the planning and implementation of marketing, along with the marketing mix strategies that come into play. Students will be exposed to both domestic and international aspects and issues related to marketing which will help to develop the problem-solving skills that are required for this style of business.

**Multinational Business (MB 525):** Today's internationalization of business requires managers to have a global business perspective. This course teaches students the concepts necessary to play an effective role in international business activities. Students are introduced to the myriad of details involved in doing business cross-culturally, learn the basics of importing and exporting, and learn how to interpret events and information that effect international trade.

**Business Law (MB 530):** This course is an introduction to business law. It inquires into the legal, ethical and global environments in which businesses carry out their activities. Specific attention will be given to acquainting students with some of the legal and ethical issues confronting those engaged in business and to increase awareness among students of some of the forces with which they must contend as they attempt to negotiate the terrain of business. Students will leave the course with a basic understanding of the tension that exists in business between profit and people and a willingness to maintain their concern for people ahead of that for profit.

**Masters Project/ Dissertation for MBA (MB 600):** To be arranged by the instructor.

## MBA Course Electives

**E-Business (MB 544):** The Internet has become an important influence in the world. Business on the Internet, in terms of operations, marketing, security, etc., has increased concomitantly in influence. This course will provide a foundation for understanding the possibilities and potential pitfalls for doing e- business.

**Project Management (MB 546):** This course examines the roles and skills of the project manager and the project office. Students will study the phases of the life cycle, specifically the activities, requirements, methodologies, and tools common in project management. The course requires a high degree of student involvement throughout the semester. In class or online, working individually or in groups, students will be engaged in active learning. Many of the topics examined in this course have been well-documented in text books, journals, and other publications. Discussions about the topics covered during the semester will require student reading and research. Students should plan to prepare homework assignments prior to class, be prepared to discuss key issues in class and in online forums. A final exam will be given and class will conclude with presentations of the students' research projects.

**Risk Management: Analysis & Mitigation (MB 547):** This course deals with the understanding of risk and how risks are inherent in business. Discussions and case studies will cover major components of the risk management process: identifying source of risk, analyzing and assessing risk, responding to risk, contingency planning and establishing contingency reserves. Special emphasis is given on risk mitigation planning to prepare managers for any unforeseen situations related to financial, marketing, technical, human relations and public relations.

**Strategic Planning and Implementation (MB 548):** The course objectives are to provide guidelines and techniques for analysis, development and implementation of a competitive strategy for any specific company. The course topics include assessment and analysis of the firm's competitive strengths and weakness, resources and capabilities. A major part of the course will involve applying concepts, frameworks, analytical techniques, and managerial insights to strategic issues that real companies face. Students will be encouraged to apply this approach to their own company if appropriate. The course is designed to improve decision-making in a competitive and dynamic environment and thus enable managers to take action to improve a company's position in the market place.

**Operations & Supply Chain Management (MB 550):** The course focuses on how an enterprise matches supply with demand. Students will learn how to assess the optimum level of supply flexibility for a given industry and explore the strategies for increasing a firm's supply flexibility. The material covers the basics of supply chain management, economics of supply and demand, market environment and customer psychology, logistics of supply management, supply chain management as a competitive edge, and future trend of supply chain management.

**Inventory Management and Control (MB 558):** The course describes skillful inventory management decisions that make a significant contribution to the bottom line of an enterprise. The course covers decision theory, inventory decisions, understanding and application of the EOO (Economic Order Quantity) model, optimum safety stock levels, when-to-order decision, and inventory management with planned stock-outs.



## Required Disclosures

### Catalog Update Policy

While the university administration has made every effort to ensure that the policies and procedures of this catalog are correct, AHUSC reserves the right to make changes and issue addendums to the current catalog as needed. This catalog will be updated October 1st of every year to ensure that the University's objectives are carried forward. However, other updates may take place during the year. In this case, the university will inform students of changes.

### Statement of Bankruptcy

American Heritage University of Southern California or Heritage University, INC has not filed bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding 5 years, nor has had a petition in bankruptcy filed against it within the preceding 5 years that resulted in re-organization under Chapter 11 of the United States Bankruptcy Code.

### Financial Assistance

The University does not participate in Title IV financial funding and therefore does not offer financial aid opportunities or student loans. At the present time, there are no state or federally guaranteed student loan programs or grants. However, the university does offer a limited number of scholarship opportunities.

### Loan Agreement

If you obtained a loan to pay for this educational program, you will have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If the student receives federal student financial aid funds, the student is entitled to a refund of the monies not paid from the federal financial aid funds.

If you are eligible for a loan guaranteed by the federal or state government and you default on the loan, both of the following may occur:

1. The federal or state government or a loan guarantee agency may take action against you, including applying any income tax refund to which you are entitled to reduce the balance owed on the loan.
2. You may not be eligible for any other federal student financial aid at another institution or other government assistance until the loan is repaid.

**Please note:** American Heritage University of Southern California DOES NOT provide Title IV federal funding or student loans. However, if you have received federal student financial aid funds, you are entitled to a refund of the moneys not paid from federal student financial aid program funds.

## Housing Information

AHUSC does not own or operate any dormitory facilities. However, there are over 115 apartment rentals within 15 miles of the University including one less than 100 feet away from our main location at 1802 East G St, Ontario, CA 91764.

### **WE DO NOT ASSIST STUDENTS WITH FINDING HOUSING OR RENTAL PROPERTIES.**

The estimated cost of rental range between \$1455 to \$1657 at the time this catalog was last updated.

## Placement Services

AHUSC does not provide placement services for students.

## State of California Student Tuition Recovery Fund (STRF)

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

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

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

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

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency program attending certain schools regulated by the Bureau for Private Postsecondary Education.

You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid STRF assessment, and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.

3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or the Division within 30-days before the school closed or, if the material failure began earlier than 30-days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

## Statement Regarding Licensure

Our current Education Programs do not make graduates eligible to sit for any licensure examination in California

## Notice Concerning Transferability of Credits and Credentials Earned at our Institution

The transferability of credits you earn at American Heritage University of Southern California is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in the Bachelor of Business Administration (BBA) or Master of Business Administration (MBA) is also at the complete discretion of the institution to which you may seek to transfer. If the credits or degree that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending American Heritage University of Southern California to determine if your credits or degree will transfer.

## Transferability of Credits and Credentials Earned at AHUSC

Credits transferred from AHUSC are generally accepted by similar institutions. Thus, it is at the sole discretion of an institution to accept. Should the credits, certificate, or degree that you earned at AHUSC not be accepted, you may be required to repeat some or all of your coursework at that institution.

It is advisable that you contact an institution you seek to transfer to prior to attending AHUSC for a determination of whether your credits, certificate, etc. can be transferred.

## Articulation Agreements

American Heritage University of Southern California does not have any articulation agreements with any other colleges or universities.

## School Performance Fact Sheet

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

## Notice to Prospective Degree Program Students

This institution is approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer degree programs, this institution must meet the following requirements:

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.
- Achieve accreditation candidacy or pre-accreditation, as defined in regulations, by July 1, 2017, and full accreditation by July 1, 2020.

If this institution stops pursuing accreditation, it must:

- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended

## Contacting the Bureau for Private Postsecondary Education

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capital Oaks Dr., #400 Sacramento, CA 95833, P.O. Box 980818, West Sacramento, CA 95798, [www.bppe.ca.gov](http://www.bppe.ca.gov), toll free telephone number (888) 370-7589 Fax (916) 263-1897

## Filing a Complaint about our Institution

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's internet Web site: [www.bppe.ca.gov](http://www.bppe.ca.gov).

# Proof of Catalog Issue



I have received a copy of the American Heritage University of Southern California Catalog which contains the rules, regulations, course completion requirements, and costs of the specific degree program in which I have enrolled.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Social Security, C-Number or Student I.D. #: \_\_\_\_\_

Enrolled by: \_\_\_\_\_

Date: \_\_\_\_\_